Global Bridges

is a global network of healthcare professionals and organizations dedicated to advancing evidence-based tobacco dependence treatment and advocating for effective tobacco control policy.

Our Objectives

Build connections and create opportunities to share treatment and advocacy expertise among network members within and across regions.

Provide state-of-the-art, evidence-based training in treatment and advocacy to network members.

Facilitate the implementation of Framework Convention on Tobacco Control (FCTC) Article 14 in every nation.
Dear colleagues,

The past ten years have seen progress in global tobacco control and tobacco dependence treatment. Article 14 of the FCTC provides a clear protocol for countries to make treatment support more accessible to citizens. Global Bridges is the only international network of healthcare professionals and organizations dedicated specifically to advancing evidence-based treatment and tobacco control policy. Global Bridges’ work around the world, including independent grant projects, has made demonstrable progress in helping more tobacco users receive effective treatment. Even so, there is much more to be done—there remain more than 1 billion smokers worldwide, the majority of whom want to quit. As our network community grows and members share their expertise online and in person, Global Bridges’ potential impact continues to accelerate.

As a network, we have much to celebrate. Many of the network’s accomplishments are described in the following pages and on our website. We are grateful for the support of our partner organizations, our grantees, our network of colleagues and the generous independent funding provided by the Pfizer Independent Grants for Learning and Change (IGLC) program.

We welcome your interest and hope you will join us in continuing to work towards a tobacco-free world!

J. TAYLOR HAYS, M.D., CHAIR
Director, Mayo Clinic Nicotine Dependence Center

KATIE KEMPER, M.B.A.
Executive Director, Global Bridges

Leadership Letter
### Founding Organizations and In-Kind Supporters

- **MAYO CLINIC**
  - Martha Mcclees, M.S.: Corporate Relations Director, Assistant Professor of Health Care Administration, Mayo Clinic
  - Jennie Wilson, M.A.: Manager, Research Operations, Mayo Clinic
  - Karla Wysoki, M.A.: Senior Director, Hospital Systems, American Cancer Society

- **AMERICAN CANCER SOCIETY**
  - Nancy O’Brien: Administrative Assistant, Mayo Clinic

- **PFIZER**

### Executive Team

- **J. Taylor Hays, M.D.**
  - Director, Mayo Clinic Nicotine Dependence Center

- **Thomas Glynn, Ph.D.**
  - Adjunct Lecturer, Stanford Prevention Research Center, Stanford University School of Medicine
  - Director, Cancer Science and Trends and Director, International Cancer Control, American Cancer Society, Ret.

- **Martha Mcclees, M.S.**
  - Corporate Relations Director, Assistant Professor of Health Care Administration, Mayo Clinic

- **Jennie Wilson, M.A.**
  - Manager, Research Operations, Mayo Clinic

- **Richard D. Hurt, M.D.**
  - Director Emeritus and Founder, Mayo Clinic Nicotine Dependence Center

- **Katie Kemper, M.B.A., PMP**
  - Executive Director, Global Bridges

- **Thomas Glenny, Ph.D.**
  - Adjunct Lecture, Stanford Prevention Research Center, Stanford University School of Medicine
  - Director, Cancer Science and Trends and Director, International Cancer Control, American Cancer Society, Ret.

- **Nancy O’Brien**
  - Administrative Assistant, Mayo Clinic

- **Sarah Dick**
  - Vice President, JPA Health Communications

### Digital and Communications Support

- **Sarah Dick**
  - Vice President, JPA Health Communications

- **Richard D. Hurt, M.D.**
  - Director Emeritus and Founder, Mayo Clinic Nicotine Dependence Center
WHY TOBACCO DEPENDENCE TREATMENT?

Tobacco-use is the only chronic disease with corporate sponsors; the global tobacco industry has worked for decades to keep people addicted to their deadly products. Tobacco dependence disproportionately affects individuals in low- and middle-income countries.

Research has shown that treating tobacco users delivers a faster, longer-lasting reduction in mortality than other, similar, medical interventions.

Global Bridges, a network of providers who work in tobacco dependence treatment, is a growing global community devoted to the “O” in the WHO’s MPOWER framework – Offering help to quit. In partnership with Mayo Clinic and funders such as Pfizer IGLC, Global Bridges offers competitive grant funding and technical support for evidence-based training and policy change.

Tobacco-caused diseases kill nearly 7 MILLION PEOPLE worldwide each year, according to the World Health Organization (WHO).

Since 2010, Global Bridges grantees have delivered over 33,000 hours of tobacco dependence treatment and policy change training to more than 20,465 healthcare professionals from more than 70 countries.

More than 3 million patients’ lives were impacted by Global Bridges-trained professionals between 2010 and 2014.
What We Do

For its first grant round in 2015, Global Bridges and Pfizer IGLC announced $2.3 million in grant awards to support tobacco dependence treatment in low- and middle-income countries. These grants were the first major funding of their kind, addressing a need outlined in FCTC Article 14.

Funded projects supported countries where tobacco dependence treatment was most needed, in some cases complementing separately-funded programs to implement smoke-free policies or tobacco taxation.

$2.3 MILLION to fund 19 capacity building programs in low- and middle-income countries

First Round Grantees

- UNIVERSITY OF NAIROBI
- INTERNATIONAL PRIMARY CARE RESPIRATORY GROUP
- COLLEGE OF MEDICINE, UNIVERSITY OF LAGOS
- INTERAMERICAN HEART FOUNDATION (TWO PROJECTS)
- UNIVERSIDAD NACIONAL AUTO-NOVA DEL CONOCIMIENTO MEXICO
- CENTRO DE ESTUDIOS EMERGENTE DE SALUD MENTAL DE LA Zona ABC
- FUNDACIÓN INTERAMERICANA DEL CORAZÓN MÉXICO
- CATALAN INSTITUTE OF ONCOLOGY
- KING HUSSEIN CANCER CENTER
- UNIVERSITY OF ARIZONA
- UNIVERSITY OF CRETE
- EUROPEAN NETWORK FOR SMOKING AND TOBACCO PREVENTION (ENSP)
- AMERICAN UNIVERSITY OF ARMENIA, SCHOOL OF PUBLIC HEALTH
- SALAAM BOMBAY FOUNDATION
- PUBLIC HEALTH FOUNDATION OF INDIA
- NATIONAL HEART FOUNDATION HOSPITAL & RESEARCH INSTITUTE
- INSTITUTE OF SOCIAL AND MEDICAL STUDIES
- ZHEJIANG UNIVERSITY
- CHINA – UNITED STATES SMOKEFREE WORKPLACE INITIATIVE
**GRANTEE HIGHLIGHT**

**Fundación Interamericana del Corazón (FIC) México**

FIC México, represented by Juan Núñez Guadarrama, received a Bloomberg Philanthropies Award for Global Tobacco Control for strengthening Mexico’s capacity to implement evidence-based smoking cessation. The FIC México team gathered a coalition of experts with Comisión Nacional Contra las Adicciones (CONADIC) in the national Health Ministry to develop a strategy and comprehensive policy to align with Article 14, making it easier for Mexicans to access tobacco dependence treatment. As a result, collaborative relationships were sparked among numerous health agencies and NGOs for the first time.

According to Beatriz Champagne, project sponsor and executive director of the InterAmerican Heart Foundation (IAHF), “There have been few resources to help the millions of smokers, young and old, to quit and lead lives free of tobacco. What has distinguished FIC Mexico’s work has been its persistence in the face of many political barriers to advancing implementation. Now, thanks to encouragement and resources provided by Mayo Clinic and Pfizer IGLC, capacity building efforts in Latin America will continue to grow and expand.”

“"All together, we managed to demonstrate that when proposals to promote health are shared, there cannot be too many participants.

All of us have something to contribute. I hope that the Bloomberg prize will help decision makers reappraise the importance of tobacco control, for health is also a matter of the political order.”

Juan Nuñez Guadarrama, FIC México

“ONLY A HEALTHY POPULATION CAN BE PRODUCTIVE AND INTERNATIONALLY COMPETITIVE.”

Juan Nuñez Guadarrama, FIC Mexico
GRANTEE HIGHLIGHT

King Hussein Cancer Center (KHCC)

King Hussein Cancer Center’s Dr. Feras Hawari, along with a team led by KHCC Head of Tobacco Control, Rasha Bader, has worked with Global Bridges to develop and implement tobacco dependence treatment training programs in 19 countries within the Eastern Mediterranean Region (EMR). The KHCC team has hosted more than 2,000 participants from various sectors in 32 training workshops and events, and continues to implement training hubs in Egypt, Tunisia, Morocco and Oman that improve availability of tobacco dependence treatment in Arabic, English and French.

In November 2017, under the patronage of HRH Princess Ghida Talal, KHCC hosted the First Eastern Mediterranean Summit on Tobacco Dependence Treatment. The Summit was the result of long-term collaboration between KHCC, Global Bridges, WHO and the Jordanian Thoracic Society.

Also in 2017, KHCC received full accreditation from the Council for Tobacco Treatment Training Programs for its program – the first and, so far, the only such program outside the USA.

In recognition of his leadership in advancing tobacco control in Jordan, Dr. Hawari received the Campaign for Tobacco Free Kids’ 2016 Judy Wilkenfeld Award for International Tobacco Control Excellence.
What We Do

In 2016, Global Bridges and Pfizer IGLC announced a second grant round, with $2 million in funding for 11 new projects focused on capacity building and advocacy for treating tobacco dependence in the European Region.

$2 MILLION to fund 11 new capacity building programs in Europe

Second Round Grantees

CATALAN INSTITUTE OF ONCOLOGY
UNIVERSITY OF CRETE
FUNDACJA "PROMOCJA ZDROWIA - ZDROWIE ALBO TYTONI"
MEUHEDET
AMERICAN UNIVERSITY OF ARMENIA, SCHOOL OF PUBLIC HEALTH
INTERNATIONAL SOCIETY OF NURSES IN CANCER CARE (ISNCC)
EUROPEAN NETWORK FOR SMOKING AND TOBACCO PREVENTION (ENSP)
GLOBAL HEALTH INITIATIVE AT HENRY FORD HEALTH SYSTEM IN DETROIT
CLINICA CLIMA
INTERNATIONAL PRIMARY CARE RESPIRATORY GROUP
GEORGIAN RESPIRATORY ASSOCIATION
GRANTEE HIGHLIGHT

The European Network on Smoking and Tobacco Prevention (ENSP)

The European Network on Smoking and Tobacco Prevention (ENSP) developed a multilingual, online training program for healthcare professionals entitled “European Accreditation Curriculum on Tobacco Treatment.” Hundreds of professionals were trained and certified to treat tobacco dependence in eastern Europe, with clinician attendees from several countries, including Romania, Armenia, Georgia, Ukraine and Russia.
What We Do

In 2018, Global Bridges announced $2 million in grant funding for 16 new projects in partnership with the Japan Cancer Society. The Global Bridges – Japan Cancer Society partnership is committed to exploring effective, evidence-based measures to integrate treatment into healthcare practice and help more people lead tobacco-free lives in Japan. The creation of this partnership was strategically timed to build momentum and support for Tokyo to host a tobacco-free Olympic Games in 2020.

$2 MILLION to fund 16 new projects in Japan

Dr. Tadao Kakizoe, president of the Japan Cancer Society and president emeritus of the National Cancer Center, remarked that

“Cancer is the leading cause of death in Japan, and lung cancer mortality is still rising. Thus, a total 145,000 people are killed by tobacco use and secondhand smoke exposure annually, which is preventable with a concerted effort. We are pleased to collaborate with international partners like Global Bridges to make progress towards a Tobacco-Free Japan.”

Japan Program Grantees

TOKYO UNIVERSITY OF PHARMACY AND LIFE SCIENCES
NATIONAL CANCER CENTER JAPAN
JAPAN MEDICAL-DENTAL ASSOCIATION FOR TOBACCO CONTROL
WEBMD UK LLC

JAPAN SOCIETY FOR TOBACCO CONTROL
PHARMACISTS COMMITTEE OF JAPAN SOCIETY FOR TOBACCO CONTROL
JAPANESE SOCIETY OF CANCER NURSING
HOKKIDO CHILDHOSE COLLEGE OF REHABILITATION

SHIGA UNIVERSITY OF MEDICAL SCIENCE
FUJISAKA DENTAL COLLEGE
NATIONAL INSTITUTE OF PUBLIC HEALTH

THE RESEARCH INSTITUTE OF TUBERCULOSIS, JAPAN ANTI-TUBERCULOSIS ASSOCIATION

THE JAPANESE SOCIETY OF HYPERTENSION
JAPAN LUNG CANCER ALLIANCE

FACULTY OF LIFE SCIENCES, KUMAMOTO UNIVERSITY

GLOBAL BRIDGES

MILESTONE REPORT: The First Decade
In 2016, Mayo Clinic’s Nicotine Dependence Center hosted the Global Tobacco Dependence Treatment Summit, with more than 200 attendees from around the world discussing treatment of tobacco dependence, evidence-based updates on medications and counseling and the use of technology for improving treatment reach and effectiveness.

In 2017, grantees and network members came together at the 7th European Conference on Tobacco or Health, hosted in Porto, Portugal. Members presented on the impact of FCTC implementation, including Article 14. According to WHO findings from 126 countries published in The Lancet Public Health, a decrease in smoking prevalence between 2005 and 2015 was associated with high-level implementation of key FCTC measures from 2007 to 2014.

In June 2018, the European Network for Smoking and Tobacco Prevention (ENSP) and Comité Nacional para la Prevención del Tabacoismo (CNPT) welcomed more than 400 delegates from 44 countries to their annual meeting in Madrid, Spain. The agenda featured keynote presentations from the head of the WHO FCTC secretariat, the head of the Tobacco Unit of the European Commission and researchers in tobacco control and treatment. Delegates participated in hands-on workshops on pharmacotherapy and counseling.

In addition to conference participation, network members often travel independently to help each other and share learning beyond their home countries.

To augment our online dialog, network members gather in person for support, encouragement and professional enrichment.
In August 2018, Global Bridges fielded a survey to members of its network with the goal to track network growth, influence, connectivity and affinities among network members. The results showed that Global Bridges helps senior leaders connect with mid-career and early-career practitioners and that its Executive Team is well connected to the world’s leading tobacco dependence treatment influencers.

The Global Bridges network spans the entire globe, though the largest volume of our work has taken place in three regions: the Americas, the Eastern Mediterranean and Europe. Across the network, there is appetite for a renewed focus on lower-resource countries.

Global Bridges is a true multi-nodal network

47% of the network members established relationships through Global Bridges they wouldn’t have otherwise.

Global Bridges connects colleagues to each other and to national, regional and global professional bodies.

Our members interact as much with each other as with central leadership.

94% of respondents would recommend Global Bridges as a resource to colleagues!
Global Bridges has laid the foundation for continued progress through the creation of an active international network focused on implementation of Article 14. Through the training developed by network members and ongoing sharing of learning and expertise, the global network will continue to make tobacco dependence treatment more accessible and reduce tobacco-related death and disease.