

# CAMPAIGN FOR TOBACCO-FREE KIDS

## INTERNATIONAL RESOURCE CENTER

### MISSION

Support governments and non-governmental organizations (NGOs) around the world in promoting and implementing public policies that have been proved to reduce tobacco use.

### ROLE

Promote advocacy efforts in support of high-priority policies that reduce tobacco use and provide assistance in support of those working on policy advocacy campaigns, including in the following areas:

#### Regional and country assistance

A team of advisors, many of whom come from the regions in which they are based, support the work of governments, NGOs, and activists. They provide assistance in developing and implementing strategies to achieve policy change, identify and support potential grantees, and serve as a liaison between those working on campaigns and the Center.

#### Communications and media

The Center works with NGOs and governments to develop and implement communications strategies in support of advocacy campaigns and to enhance the media efforts of local advocates. It organizes public education workshops on tobacco issues and provides resources to support investigative reporting. A multi-lingual website provides accurate and up-to-date information about the tobacco problem and effective interventions.

#### Policy research and analysis

The Center provides materials that governments and NGOs can use in advocating for evidence-based tobacco control policies. It also provides targeted research on country-specific issues and analyzes and summarizes new research that advocates can use in support of their efforts.

#### Legal drafting and analysis

The International Legal Consortium provides support to tobacco control advocates, NGOs, and governments in the analysis or drafting of tobacco control legislation and regulations. In addition, it supports litigation connected with tobacco control and assists in building professional legal capacity for tobacco control.

#### Grant program

In conjunction with the International Union Against Tuberculosis and Lung Disease, the Center provides grants to governments and NGOs in low- and middle-income countries to support advocacy campaigns. For more information about the Grants Program, please visit [tobaccocontrolgrants.org](http://tobaccocontrolgrants.org).

### FOR MORE INFORMATION

For more about the International Resource Center or for information on effective tobacco control policies, please visit our website at [tobaccofreecenter.org](http://tobaccofreecenter.org).

The logo is a red circle containing the text "CAMPAIGN For TOBACCO-FREE Kids" in white. "CAMPAIGN" is at the top, "For" is in the middle, "TOBACCO-FREE" is at the bottom, and "Kids" is at the very bottom with a registered trademark symbol.

CAMPAIGN  
For  
TOBACCO-FREE  
Kids®