

Annual Report 2025

Enduring Impact

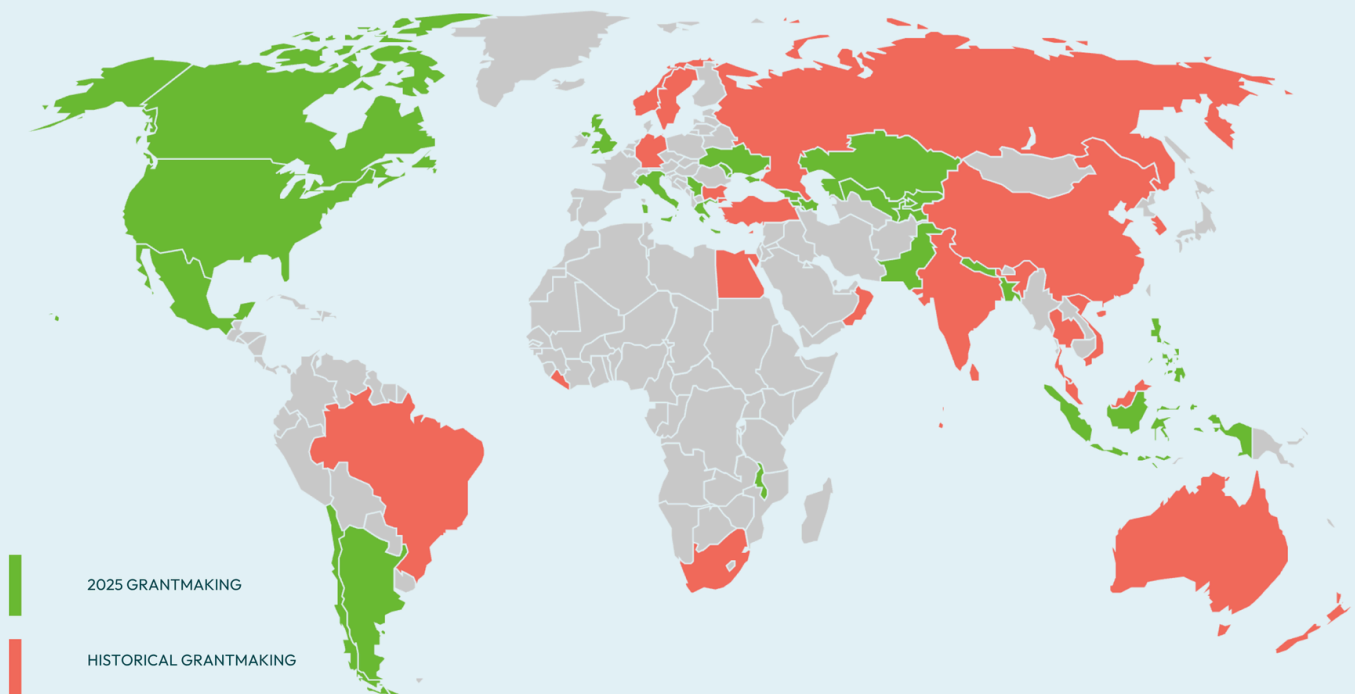
Our 2025 Achievements in Ending the Global Smoking Epidemic



Global Action's 2025 at a Glance

- During 2025, Global Action supported **35 grants** to **28 grantees** across **22 countries**.
- During 2025, Global Action's grantees published **14 peer-reviewed papers** and **15 working papers** and reports.
- During 2025, Global Action's grantees appeared at **21 conferences** and in **14 news articles** across the globe.

GRANTMAKING BY LOCATION



A Letter From Our Executive Board Chair

Dear Friends,

Global Action to End Smoking had an extraordinary year of activity in 2025.

We continued to deepen our commitment to meeting people where they are on their journeys to quit smoking through the remarkable work of our grantees. This approach—grounded in action, evidence, and empathy for those too often overlooked by traditional cessation efforts—is central to our mission to end combustible tobacco use, which remains the leading preventable cause of death worldwide.

I have tremendous pride in all our grantees' activity last year. A few examples demonstrate just how transformative 2025 has been.

First, in May we announced a groundbreaking grant to **Northwell Health**—New York's largest health care provider. With our support, Northwell Health is expanding smoking cessation support to populations in Queens with elevated smoking rates. This marks the first time a patient center operated by a major care provider in the U.S. has integrated tobacco harm reduction into its existing programs to address smoking and cardiovascular disease. We are optimistic that this innovation within such a well-established system will have a sustained public health impact aligned with our mission.

Second, in October we celebrated the completion of the **Global Action Agricultural Transformation Centre**, a state-of-the-art facility we granted to the Lilongwe University of Agriculture and Natural Resources in Malawi. This building was designed to foster agricultural learning for students and smallholder farmers as they transition away from dependence on tobacco farming to more environmentally and economically sustainable crops. Already, the GA Centre has supported more than **800,000 farmers**, and we are grateful for the opportunity to leave a legacy in the country for years to come.

Other grantees conducted research and led initiatives that tackled the global smoking epidemic in myriad ways.

For example, we funded work at **Cornell University** and **San Diego State University** to study the economic considerations on smoking cessation and harm reduction. Our grantees **Healthy Initiatives** and the **Center for Health Research and Education** provided tobacco harm reduction training to providers working with populations with high smoking rates—including those on the front lines of war and those living with severe mental health conditions. **ECLAT Sir** has completed extensive research and analysis of the real-world efficacy of tobacco harm reduction for smoking cessation in specific populations with grants from Global Action. And with our support, groups like **Knowledge Action Change** and the **Alternative Research Initiative** empowered thousands of adults who smoke with the knowledge they need to choose a healthier tomorrow.

I am proud to be a part of an organization that remains a steadfast leader in compassion for people who smoke.

Thank you for taking this journey with us.

All my best,



Pamela Parizek
Executive Board Chair
Global Action to End Smoking



Research

Global Action funds research projects that examine the economic impact of different types of smoking cessation solutions and how well people who smoke can access them. Our grantees are advancing the evidence base for the potential public health benefits of nicotine products across the continuum of risk. Examples of this work in 2025 are highlighted below:

ECLAT Slr

With grant funding from Global Action, in 2025 ECLAT continued to manage the Center of Excellence for the Acceleration of Harm Reduction. This is a research hub for international collaboration in this field.

Researchers at the center study various aspects of smoking cessation and tobacco harm reduction, including the health effects of smoking in people with diabetes and replication studies that validate tobacco harm reduction research.

The center also enables deeper collaboration among tobacco harm reduction researchers worldwide by developing training materials and methodologies for effective systematic reviews. The impact of Global Action-funded work at ECLAT extends to at least ten countries across Europe, Asia, and Oceania.



Research Highlights

Movimiento Pro-Vecino

In 2025, Global Action funded Movimiento Pro-Vecino (MPV) to conduct economic research on the proliferation and perception of e-cigarettes in Latin America.

As part of this research, MPV surveys adults in Mexico, Argentina, Colombia, Brazil, and Chile who are unaware of e-cigarette regulations to better understand how risky they perceive these products to be. Through these surveys, MPV gains insight into the impact of policies in low- and middle-income countries, helping inform additional tobacco harm reduction research in Latin America.



Provider Education

Our grantees create educational opportunities for health care leaders to learn about the evidence regarding the potential benefits of tobacco harm reduction. Subsequently, these individuals can offer those who smoke balanced information so they can make informed decisions about ways to quit. In 2025, we funded many grants in this area, including those highlighted here.



Northwell Health

Northwell Health, New York's largest hospital system, received a grant to provide evidence-based smoking cessation support to adults

in Queens, New York. Services Northwell will provide with this grant include first-of-their-kind tobacco harm reduction education within a major hospital setting.



With support from Global Action, Northwell Health is reducing smoking rates and cardiovascular risk among a high-risk population while modeling best practices for integrating tobacco harm reduction principles into cessation support programs for other hospitals.

Provider Education Highlights

CHRE

Global Action’s grant to the Centre for Health Research and Education (CHRE) empowers the organization to provide smoking cessation support to people in the UK with serious mental health conditions—a population with disproportionately high smoking rates.

This grant also provides up-to-date training in tobacco harm reduction for health care providers within the Priory Healthcare Group, which operates more than 75 mental health hospitals across the UK.



Public Education

We fund grantee initiatives that provide information about all forms of smoking cessation support, including tobacco harm reduction. By educating consumers on the relative risks of various nicotine products, our grantees are meeting adults who smoke where they are on their journey to quit and improve their long-term health. Two examples of the types of grants we funded this past year in this area can be found below:

KAC



Global Action grantee Knowledge Action Change (KAC) is expanding education and training in tobacco harm reduction.

Through its Tobacco Harm Reduction Scholarship Programme, KAC enrolls researchers from public health disciplines to study the impact of tobacco harm reduction. This program is building a skilled workforce of researchers and clinical care providers who are well-versed in how reduced-risk nicotine tools can support adults who smoke on their journeys to quit.



Separately, KAC also develops publicly available information about tobacco harm reduction through its Global State of Tobacco Harm Reduction Initiative. The organization produces trainings, workshops, and educational materials in several languages as valuable resources for researchers and the public.



Public Education Highlights

Alternative Research Initiative

With Global Action's support, Alternative Research Initiative (ARI) is providing professional training and public education on tobacco harm reduction in two regions of Pakistan with disproportionately high smoking rates.

Through radio and print media campaigns, as well as community-led public meetings, ARI's smoking cessation education is reaching thousands of adults who smoke.

Additionally, ARI is helping health care providers in these regions expand their smoking cessation services. The team is also investigating trends in smoking and e-cigarette use among adults in Pakistan, which will help inform them to develop more targeted cessation support efforts.



INTRODUCING

The Global Action Agricultural Transformation Centre



In 2025, Global Action completed construction of the Global Action Agricultural Transformation Centre. This facility represents the culmination of several years of work in Malawi to strengthen the agricultural sector as it transitions toward a future without combustible tobacco.

Global Action formally granted the Centre to the Lilongwe University of Agriculture and Natural Resources (LUANAR) at a ribbon-cutting ceremony held in October. The event was attended by LUANAR students and leaders, members of the Malawi Ministry of Agriculture, and many other supporters of Global Action. Global Action leaders were also in attendance, including Executive Board Chair Pamela Parizek, who was privileged to be named as the ceremony's Guest of Honor, and Global Action's Board Director, Dr. Corrina Lathan.

Malawi's economy is highly dependent on tobacco, which accounts for roughly half of the country's exports. Most of this tobacco is grown on smallholder farms, which operate on narrow financial margins while serving as economic pillars within their communities. Many households in these communities rely on tobacco production for their livelihoods.

The Global Action Agricultural Transformation Initiative has supported farmers in these communities as they move away from dependence on tobacco—a crop that is expected to become less profitable as the world moves closer to ending the smoking epidemic. The initiative has enabled many farmers to diversify their crops, upgrade their tools to increase yields, and ultimately transition away from tobacco as a primary crop.

Before the completion of the Centre, Global Action grants in Malawi had already assisted more than **800,000 smallholder farmers** in adopting new crops and sources of income. Through the Smart Farms initiative, farmers have added alternative crops such as soybeans and cassava to their production. They have also implemented yield-boosting technologies such as fertilizers and improved seeds. Scholarships supported by Global Action grants have enabled students to explore new agricultural methods and become innovators and leaders in the field.

This work will continue at the Global Action Agricultural Transformation Centre for years to come. The Centre serves as a hub for collaboration among students, scientists, and other agricultural leaders. In its meeting spaces, students and farmers learn best practices, while in its cutting-edge laboratories, researchers are developing innovations that can further increase farmer profitability.

“The completion of this building and our work with grantees through the Agricultural Transformation Initiative exemplify what I value most at Global Action to End Smoking: centering people as we work toward a healthier, more sustainable tomorrow.”

Pamela Parizek

GA Executive Board Chair

A Letter From Our President

Dear Friends,

The momentum and impact Global Action achieved in 2025 has propelled a strong start to 2026.

Already, we have approved initiatives and research projects that will have a strong impact on ending combustible tobacco use worldwide. For example, we are supporting two organizations in Pakistan, **Cyntax** and **Strategic Health**, to conduct randomized controlled trials comparing the efficacy of reduced-risk nicotine products to traditional solutions for smoking cessation. Additionally, we will continue to fund the extraordinary work of **Centre for Health Research and Education (CHRE)**. With our support, CHRE will renew and expand their charitable efforts to educate mental health care providers in the UK on the ways tobacco harm reduction can help inpatients who smoke.

We recognize that the power of smoking cessation research and initiatives improve exponentially through collaboration. That is why we look forward to convening our grantees multiple times in the next eighteen months so that they can learn from one another and ultimately increase the effect of their work.

We have laid the groundwork for 2026 to be our strongest year yet. We have committed to ambitious goals and remain focused on expanding the evidence base around smoking cessation and the nicotine continuum of risk, increasing public awareness of the benefits of cessation and tobacco harm reduction, and facilitating access to evidence-based services for adults who smoke.

Most importantly, we will continue to be guided by our commitment to bringing empathy and compassion to all adults who smoke. Our 2025 restructuring, although not easy, has fueled Global Action with new vigor to continue this lifesaving work well into the future.

I am continually inspired by and always deeply grateful for our dedicated Board of Directors, extraordinary team, mission-focused partners, and loyal supporters. Thank you for joining us in meeting all adults who smoke where they are, no matter where they may be on their journey to quit.



Warmest wishes,

A handwritten signature in white ink that reads "Heidi B. Goldstein". The signature is written in a cursive, flowing style.

Heidi B. Goldstein
President and Chief Legal Officer
Global Action to End Smoking

2025 Publications, Reports, and Research Content

Peer-Reviewed Scientific Publications

[PATTERNS OF USE OF E-CIGARETTES AND THEIR RESPIRATORY EFFECTS: A CRITICAL UMBRELLA REVIEW](#)

ECLAT

Published by the journal Tobacco Use Insights
March, 2025

[ORAL HEALTH EFFECTS OF NON-COMBUSTIBLE NICOTINE PRODUCTS: PROTOCOL FOR A SYSTEMATIC REVIEW AND NETWORK META-ANALYSIS](#)

ECLAT

Published by the journal Systematic Reviews
April, 2025

[SELF-REPORTED ORAL HEALTH OUTCOMES AFTER SWITCHING TO A NOVEL NICOTINE POUCH TECHNOLOGY: A PILOT STUDY](#)

ECLAT

Published by the journal Acta Odontologica Scandinavica
May, 2025

[DO VERTICAL ID LAWS CURB TEENAGE DRINKING AND TOBACCO USE?](#)

SAN DIEGO STATE UNIVERSITY

Published by the journal Contemporary Economic Policy
May, 2025

[PHARMACOLOGICAL INTERVENTIONS FOR SMOKING CESSATION IN TYPE 2 DIABETES: A SYSTEMATIC REVIEW WITH META-ANALYSIS AND GRADE EVALUATION](#)

ECLAT

Published by the journal Diabetes Research and Clinical Practice
June, 2025

[NAVIGATING THE DUAL BURDEN OF DENTAL AND PERIODONTAL CARE IN INDIVIDUALS WHO ALSO SMOKE: AN EXPERT REVIEW](#)

ECLAT

Published by the Journal of Dentistry
June, 2025

[POTENTIAL IMPACT OF E-CIGARETTES ON LIFE-YEARS LOST FROM CONVENTIONAL SMOKING IN UKRAINE, A REPLICATION STUDY](#)

HEALTHY INITIATIVES

Published by the Central European Journal of Public Health
June, 2025

2025 Publications, Reports, and Research Content

[EFFECT OF E-CIGARETTE SUBSTITUTION FOR CIGARETTES ON WEIGHT STATUS: A SYSTEMATIC REVIEW](#)

ECLAT

Published by the journal Archives of Medical Research
July, 2025

[THE EFFECT OF E-CIGARETTE FLAVOR BANS ON TOBACCO USE](#)

SAN DIEGO STATE UNIVERSITY

Published by the Journal of Health Economics
August, 2025

[THE EFFECT OF E-CIGARETTE TAXES ON SUBSTANCE USE](#)

SAN DIEGO STATE UNIVERSITY

Published by the Journal of Health Economics
August, 2025

[CONSUMER PREFERENCES FOR CIGARETTES AND HEATED TOBACCO PRODUCTS IN JAPAN: EVIDENCE FROM A DISCRETE CHOICE EXPERIMENT](#)

CORNELL UNIVERSITY

Published by the journal Applied Economics
September, 2025

[THE SMILE STUDY COHORT: BASELINE COMPARISON OF ORAL HEALTH AND DENTAL AESTHETICS AMONG SMOKERS IN ITALY, POLAND, MOLDOVA, AND INDONESIA](#)

ECLAT

Published by the Journal of Dentistry (e-pub ahead of print)
November, 2025

[MECHANISTIC TOXICITY PROFILING OF NICOTINE-RICH E-LIQUIDS: MITOCHONDRIAL AND OXIDATIVE STRESS RESPONSES IN ALI-EXPOSED BRONCHIAL CELLS](#)

ECLAT

Published by the journal Molecular and Cellular Biochemistry
November, 2025

[ADDRESSING THE DUAL CHALLENGE: MANAGING SMOKING CESSATION IN PATIENTS WITH DIABETES](#)

ECLAT

Published by the World Journal of Diabetes
December, 2025

2025 Publications, Reports, and Research Content

Working Papers

[E-CIGARETTE TAXATION AND QUEER YOUTH](#)

SAN DIEGO STATE UNIVERSITY

January, 2025

[CLEARING THE AIR: THE TAXATION AND REGULATION OF REDUCED-HARM NICOTINE PRODUCTS](#)

BOTEC ANALYSIS LLC

June 2025

[DO VAPING TAXES TIP THE SCALE? THE EFFECT OF E-CIGARETTE TAXATION ON OBESITY](#)

SAN DIEGO STATE UNIVERSITY

June, 2025

[NICOTINE VAPING AND YOUTH MENTAL HEALTH: NEW EVIDENCE FROM E-CIGARETTE REGULATIONS](#)

SAN DIEGO STATE UNIVERSITY

June, 2025

[CAN ANTI-VAPING POLICIES CURB DRINKING EXTERNALITIES? EVIDENCE FROM E-CIGARETTE TAXATION AND TRAFFIC FATALITIES](#)

SAN DIEGO STATE UNIVERSITY

August, 2025

[TAX REVENUES IN CANADA'S E-CIGARETTE MARKET: A \(MAINLY\) LEVIATHAN APPROACH](#)

BOTEC ANALYSIS LLC

September 2025

[A DISCRETE CHOICE ANALYSIS OF CONSUMER DECISIONS: NICOTINE PRODUCTS IN AN ILLICIT MARKET](#)

CORNELL UNIVERSITY

September 2025

[E-CIGARETTES, CESSATION FROM SMOKING, AND SMOKING-RELATED SOCIOECONOMIC DISPARITIES IN THE U.S.: THE INCOME DIMENSION](#)

BOTEC ANALYSIS LLC

September, 2025

[E-CIGARETTES, CESSATION FROM SMOKING, AND SMOKING-RELATED SOCIOECONOMIC DISPARITIES IN THE U.S. THE RACIAL/ETHNIC DIMENSION](#)

BOTEC ANALYSIS LLC

September, 2025

[RULES, REACTIONS, AND RISKS: MARKET RESPONSES TO NICOTINE VAPING PRODUCT REGULATION IN CANADA](#)

BOTEC ANALYSIS LLC

September 2025

2025 Publications, Reports, and Research Content

[THE EFFECT OF ONLINE SALES BANS ON E-CIGARETTE USE](#)

SAN DIEGO STATE UNIVERSITY

December, 2025

[ARE E-CIGARETTE TAXES LOSING THEIR BITE?](#)

SAN DIEGO STATE UNIVERSITY

December, 2025

2025 Publications, Reports, and Research Content

Reports, White Papers, and Policy Briefs

[TREATMENT FOR TOBACCO AND NICOTINE USE DISORDER IN MEDICAID](#)

URBAN INSTITUTE

April, 2025

[ESTIMATING TOBACCO AND NICOTINE USE ACROSS SOCIODEMOGRAPHIC GROUPS IN THE US IN 2022](#)

URBAN INSTITUTE

August, 2025

[PUBLIC COMMENT ON THE U.S. FOOD AND DRUG ADMINISTRATION'S PROPOSED STANDARD ON NICOTINE YIELD AND CERTAIN OTHER COMBUSTED TOBACCO PRODUCTS](#)

CORNELL UNIVERSITY

September 2025

2025 Publications, Reports, and Research Content

Conference appearances

XXIX Congresso Nazionale COI-AIOG

[ECLAT](#)

Catania, Italy, February 2025

Society for Benefit Cost Analysis

[BOTEC ANALYSIS LLC](#)

Washington, D.C., March 2025

Smokefree Champions Network

[CHRE \(host\)](#)

Bhutan, April 2025

International Harm Reduction Conference

[NATIONAL HARM REDUCTION COALITION](#)

Bogotá, Colombia, April 2025

Smokefree Champions Network

[CHRE \(host\)](#)

Birmingham, United Kingdom, May 2025

CoEHAR and DAHUDER Diabetes Conference

[ECLAT](#)

Catania, Italy, May and October 2025

Codechella and the Economics of Risky Behavior Workshop

[SAN DIEGO STATE UNIVERSITY](#)

Madrid, Spain, May 2025

Western Economics Association International Conference

[BOTEC ANALYSIS LLC](#)

San Francisco, CA, June 2025

America Society of Health Economics

[BOTEC ANALYSIS LLC](#)

Nashville, TN, June 2025

America Society of Health Economics

[SAN DIEGO STATE UNIVERSITY](#)

Nashville, TN, June 2025

ASEAN Scientific Conference on Tobacco Studies

[ECLAT](#)

Bandung, Indonesia, June 2025

2025 Publications, Reports, and Research Content

International Health Economics Association (pre-Congress session)

CORNELL UNIVERSITY

Bali, Indonesia, July 2025

International Health Economics Association (pre-Congress session)

SAN DIEGO STATE UNIVERSITY

Bali, Indonesia, July 2025

2025 Humanities and Social Science Conference

CDM

Zomba, Malawi, August 2025

Eu-Next Generation HEAL Italia

ECLAT

Ancona, Italy, September 2025

EUROTOX 2025

ECLAT

Athens, Greece September 2025

INTERNATIONAL SOCIETY FOR TRAUMATIC STRESS STUDIES UROTOX 2025

HEALTHY INITIATIVES

Baltimore, Maryland September 2025

8th Scientific Summit Tobacco Harm Reduction

ECLAT

Athens, Greece, September 2025

Italian Society of Biochemistry and Molecular Biology

ECLAT

Palermo, Italy, September 2025

International Military Medicine Symposium and Workshop

ECLAT

Jakarta, Indonesia, October, 2025

DELPHI Consensus Meeting of the Collegium Internationale Diabetologicum

ECLAT (host)

Catania, Italy, November 2025

2025 Publications, Reports, and Research Content

Media Mentions

[STUDIO OF THE AMERICAS LAUNCHES IN ATLANTA WITH SLATE OF PROJECTS](#)

HOLLYWOOD REPORTER

[KIDS HAVE STOPPED SMOKING. PLEASE TELL THE ANTI-VAPE ZEALOTS](#)

FINANCIAL POST

[MALAWI: FRONTLINE HEALTH WORKERS TO HONE SKILLS IN TOBACCO HARM REDUCTION, SMOKE CESSATION IN LILONGWE AND MZIMBA](#)

ALL AFRICA

[ILLEGAL MARKET WOULD BLUNT BENEFIT OF MENTHOL CIGARETTE BAN](#)

CORNELL CHRONICLE

[FREE ONLINE COURSE FROM KNOWLEDGE•ACTION•CHANGE INTRODUCES NEW APPROACHES IN FIGHT AGAINST SMOKING-RELATED DEATH AND DISEASE](#)

YAHOO FINANCE (press release)

[METRO DETROITERS LAUNCH FILM AND TV STUDIO DEVOTED TO NATIVE AMERICAN STORIES, CULTURE](#)

DETROIT FREE PRESS

[HEALTH CANADA SHOULD THANK BUSINESS FOR GREAT SMOKING NEWS](#)

FINANCIAL POST

[BANANA FARMERS HOPE TO BOUNCE BACK WITH A BANG](#)

MALAWI NATION ONLINE

[GREEN GOLD: MALAWI IS HOOKED ON TOBACCO. CAN IT KICK THE HABIT?](#)

THE TELEGRAPH

[UNIVERSITIES TEAM UP WITH CAT](#)

MALAWI NATION ONLINE

[FARMERS URGED TO TAKE SOIL HEALTH SERIOUSLY](#)

MALAWI NATION ONLINE

[NEW RESEARCH HUB TO ADVANCE MALAWI'S AGRICULTURE](#)

MALAWI BROADCASTING CORPORATION

[SMOKE-FREE ALTERNATIVES COULD HELP CUT SMOKING DEATHS IN SOUTH AFRICA, SAY INDUSTRY PLAYER](#)

AFRICAN NEWS AGENCY

[THE WHO WANTS NINE TIMES MORE MONEY TO CONTROL TOBACCO](#)

FINANCIAL POST