We will accelerate implementation of the Framework Convention on Tobacco Control (FCTC), with a particular focus on increasing tobacco taxes and reducing its affordability.

**OUR APPROACH**
- **EVIDENCE-BASED**
- **COLLABORATIVE**
- **POLICY-FOCUSED**

**SUPPORT LMIC GOVERNMENTS TO IMPLEMENT THE FCTC**
In collaboration with:
- International Development Research Centre (IDRC), Canada
- University of Cape Town (UCT), South Africa
- American Cancer Society (ACS)
- University of Stirling

1. **EXPAND KNOWLEDGE AND EVIDENCE BASES** in LMICs on tobacco control with a focus on tobacco economics and taxation
   - Commission Policy Oriented Research
   - Publish Calls on Tobacco Economics
   - Provide Technical Assistance to Policy Makers

2. **SUPPORT DEVELOPMENT OF THE TOBACCO CONTROL RESEARCH COMMUNITY** and influencers of tomorrow in LMICs
   - Develop and Deliver a Policy-Focused Research, Advocacy & Capacity Building Programme

3. **COORDINATE WITH OTHER FUNDERS**
   - Improve Coordination and Collaboration between organisations that fund tobacco economics in LMICs
   - Build Closer Links between Tobacco Control and Global Health Community

4. **BUILD SUPPORT FOR FCTC IMPLEMENTATION**
   In collaboration with: Framework Convention Alliance (FCA)
   - Champion Greater Investment in implementing the Framework Convention on Tobacco Control (FCTC) in LMICs
   - Engage in International Events/Activities
   - Showcase Research Findings
   - Provide Targeted Support for advocacy organisations