

Dear Friends and Colleagues,

The past year was transformational for Global Action to End Smoking. As I reflect, I am deeply proud of what we accomplished together and inspired by what lies ahead.

Our team and grantees successfully accelerated progress on our critical mission to end combustible tobacco use, which remains the leading cause of death globally. We achieved this by funding innovative research and initiatives that address scientific and educational gaps related to tobacco use and cessation—including the potential role of reduced-risk nicotine products. Through bold new partnerships—with groups including Studio of the Americas, The Urban Institute, and the National Harm Reduction Coalition—and through thought leadership across a wide range of platforms, 2024 was a banner year.

It is unacceptable that more than 1 billion adults who smoke are not being provided with the information and tools they need to quit. That is why, at Global Action, we embrace a broader, evidence-informed approach—one that acknowledges the full body of scientific knowledge supporting tobacco harm reduction and actively reaches and teaches those in urgent need of support.

In 2024, Global Action invested \$15 million in high-impact projects aimed at ending the global smoking epidemic. These initiatives reflect our commitment to tobacco harm reduction—from researching the health effects of dual use of cigarettes and e-cigarettes, to training healthcare providers in Eastern Europe and Central Asia, to integrating tobacco harm reduction into care for people with substance use disorders and mental health conditions. These projects illustrate the unique way Global Action approaches its grantmaking—helping adults who smoke by emphasizing compassion and respect for individuals' lived experiences. In doing so, we reach more adults who smoke and ultimately end the harsh toll that tobacco takes on so many lives.

Beyond our grantmaking, 2024 was a year of direct engagement with people who smoke, healthcare providers, and other key stakeholders. Global Action broke new ground by submitting the only amicus brief in support of neither party to the U.S. Supreme Court in the case *Food and Drug Administration v. Wages and White Lion Investments, LLC*. While a total of 14 amicus briefs were filed in that case—including from state attorneys general, members of the United States Congress, and major health organizations—Global Action's was the only one cited in the Court's opinion.

We also engaged directly with adults who smoke via our newly launched community newsletter, a monthly publication that quickly reached thousands of subscribers worldwide. Combined with expert media appearances in outlets like *Newsweek*, *Politico*, and *STAT News*, and our original thought leadership in journals like *Health Affairs*, Global Action helped correct misinformation and disinformation and reframed the conversation on smoking cessation to focus on solid evidence and respect for people who smoke.

As we look to the future, we remain committed to achieving even greater impact. This goal is not only possible—it is necessary, as the lives of one billion adults who smoke depend on it.

I extend my sincere appreciation to our Board of Directors, every member of our team, our partners, and our supporters. Your expertise, commitment to our mission, and unwavering support drive our accomplishments.

Thank you for being part of our community.

All my best,



Cliff Douglas  
President and CEO  
Global Action to End Smoking