

2025 Bloomberg Philanthropies Awards for Global Tobacco Control Request for Nominations

Tobacco is the single most preventable cause of death in the world, killing more than seven million people each year, mostly in low- and middle-income countries (LMICs). Although average rates of current smoking have declined globally from 22.8% in 2007 to 17% in 2021, approximately 1 billion people are smokers globally. The tobacco industry spends tens of billions of dollars annually on aggressive marketing campaigns to continue use by current smokers and to recruit new users of their products. These campaigns are often aimed at young people, who may be unaware of the dangers of tobacco use and are targeted to replace smokers who quit or die.

In the past two decades, advocates and governments have made great strides to reduce tobacco use in LMICs that have the highest burden of tobacco. A key strategy for moving forward was support for the Framework Convention on Tobacco Control (FCTC) and the six proven World Health Organization (WHO) MPOWER tobacco control measures: **M**onitoring tobacco use, **P**rotecting the public with smoke-free laws, **O**ffering help to quit smoking, **W**arning about the dangers of tobacco through pack labels and public awareness, **E**nforcing advertising bans and **R**aising taxes on tobacco. By the end of 2022, more than 5.6 billion people in 107 countries were newly protected by at least one MPOWER measure with nearly 35 million lives saved.

Bloomberg Awards

WHO Global Ambassador for Noncommunicable Diseases and Former New York City Mayor Michael R. Bloomberg is announcing the opportunity to nominate organizations or governments to be recognized with a Bloomberg Philanthropies Award for Global Tobacco Control. Up to six awards – one for each MPOWER letter – will be presented at the World Conference on Tobacco Control (formerly known as the World Conference on Tobacco or Health) in Dublin on June 23, 2025, to celebrate the significant strides made by organizations implementing tobacco control policies in low and middle-income countries.

The Bloomberg Philanthropies Awards for Global Tobacco Control were first hosted in 2009 at the World Health Conference on Tobacco or Health in Mumbai and most recently in 2018 when the Conference was held in Cape Town.

Please see below the previous organizations and government entities who have won these awards.

In 2009, the four winners were:

- M: Environmental Right Action/Friends of the Earth Nigeria
- P: Mexico City Secretary of Health
- W: Action on Smoking and Health Thailand
- E: Coalición Panameña contra el Tabaquismo

In 2012, the winners were:

- M: Health Justice Philippines
- P: Turkish National Coalition on Tobacco or Health

- W: Uruguay Ministry of Health
- E: Corporate Accountability International Colombia and Fundación para la Educación y el Desarrollo Social
- R: Egyptian Ministry of Finance

In 2015, the winners were:

- M: Brazil Ministry of Health and National Institute of Statistics (joint award)
- P: Regional Advocacy Life Center (Ukraine)
- O: Uruguay Ministry of Health
- W: Nepal Ministry of Health and Population
- E: KONFOP (Russia)
- R: Philippines Department of Finance and Department of Health (joint award)

In 2018, the winners were:

- M: Ministry of Health Vietnam
- P: Fondo Solidario para la Salud (FOSALUD) de El Salvador
- O: Fundación Interamericana del Corazón México
- W: Ministry of Health Senegal
- E: Uganda National Health Consumers' Organization
- R: Ministry of Health, Ministry of Treasury Argentina, and FIC (joint award)

Nomination Process

The Bloomberg Philanthropies Awards for Global Tobacco Control **recognize governments or non-governmental organizations (not individuals)** from a low-, lower-middle-, or upper-middle-income country, as [classified by the World Bank](#), demonstrating excellent progress or achievement in the adoption and implementation of each of the [MPOWER policies](#).

Monitor: Monitoring and evaluation of the tobacco epidemic.

Protect: Adoption, implementation and enforcement of smoke-free workplaces and other public places.

Offer: Implementation of widely available cessation services.

Warn: Adoption and implementation of high-quality public education campaigns or pack warnings, or other means to warn the public about the dangers of tobacco use.

Enforce: Adoption, implementation and enforcement of advertising, promotion, and sponsorship bans.

Raise: Significant tobacco price increase to the consumer or the creation and implementation of major strategies to combat the illicit tobacco trade.

Eligibility for nomination

To be nominated, the following criteria must be met:

- The entity must be a government or non-governmental organization (NGO); individuals are not eligible for awards, only their affiliated government or organizations;
- the nominated government/NGO must be from a low-, lower-middle-, or upper-middle-income country, as [classified by the World Bank](#);
- the nominated government/NGO must have demonstrated excellent progress or achievement in the adoption and implementation in one of the [MPOWER policies](#) since 2018;
- the nominated government/NGO must have no tobacco industry affiliation or relationship, current or past.

Governments and NGOs meeting the criteria above may be nominated by an outside person or may self-nominate.

Nominations that do not meet the above requirements will not be considered.

For questions, please email: tobaccocontrolawards@bloomberg.org