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**Campaign for Tobacco-Free Kids International Advocacy Resource Center
Bloomberg Initiative to Reduce Tobacco Use**

The Campaign for Tobacco-Free Kids is one of five partner organizations in Michael Bloomberg's historic initiative to reduce tobacco use in low- and middle-income countries. To achieve the goals of the initiative, the Campaign for Tobacco-Free Kids has established an International Advocacy Resource Center. The mission of the Center is to support governments and non-governmental organizations (NGOs) around the world in promoting and implementing public policies that have been proven to reduce tobacco use.

The Center's unique role in the Bloomberg Initiative is to promote advocacy efforts in support of high-priority policies that reduce tobacco use. It provides a wide range of assistance in support of those working on policy advocacy campaigns, including in the areas of strategic planning and campaign implementation, communications and media, policy research and legal drafting and analysis.

Regional and Country Assistance. The Center includes a team of advisors, representing a number of countries and regions, who support the work of governments, NGOs and activists. They can provide assistance in developing and implementing strategies to achieve policy change. They also identify and support potential grantees and serve as a liaison between those working on campaigns and the Center to ensure that they have the information and resources they need.

Communications and Media. The Center is working 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 is organizing public education workshops on tobacco issues and providing resources to support investigative reporting. A multi-lingual web site provides accurate and up-to-date information about the tobacco problem and effective interventions – both globally and for specific countries.

Policy Research and Analysis. The Center's research team provides a broad range of materials that governments and NGOs can use in advocating for evidence-based tobacco control policies. This team 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 is providing 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. The Center, working in conjunction with the International Union Against Tuberculosis and Lung Disease, provides grants to governments and non-governmental organizations in low- and middle-income countries. Priority is given to countries with the most tobacco users. The Center's grants support advocacy campaigns. In addition to the regular grants program, Rapid Response Advocacy Grants help meet unanticipated needs where there are identifiable benefits associated with rapid funding. Proposals for this type of grant are considered on a case-by-case basis throughout the year. The Center does not fund basic research, academic studies not directly tied to a policy-related effort, prevalence surveys or cessation services that are not part of a policy-oriented campaign.

For more information on how to apply for a grant, please visit www.tobaccocontrolgrants.org.
For more information, please contact the Center at internationalinfo@tobaccofreekids.org.