

# Grants to counter tobacco industry interference opening January 2025

Vital Strategies will launch a call for applications to the Tobacco Industry Interference (TII) Grants Program from 30 January 2025 – 20 February 2025, to support projects that expose and counter TII in health policy.\*

Since 2021, the TII grants program has supported organizations in 36 countries with grants to identify, expose and directly counter tobacco industry efforts to undermine public health. Many projects achieved tangible results by exposing industry activity in the media and gaining commitments from government stakeholders to take concrete steps towards preventing industry interference and progressing tobacco control.

## What are these grants?

- Short-term projects of approximately **6 months**.
- Targeted activities with a budget of **USD 20,000-30,000**.
- Priority will be given to low-and middle-income countries.
- In addition to tobacco control organizations, we welcome and **encourage** applications from the corporate accountability, social justice, public health, human rights, youth, and environmental sectors with capabilities in investigative research or journalism, and/or media engagement and policy advocacy experience. Prior experience working in tobacco control is not a requirement.
- We will not fund government projects, lobbying activities, academic research, general education programs, or activities that are solely for awareness raising.

## What does a good project idea look like?

- The project must address an **urgent need to expose or directly counter tobacco industry activity** that is stalling current tobacco control efforts and priorities. It must have the potential for high impact within the short timeframe, and/or sustainable impact after the project ends.
- Successful projects will contain one or more of these three broader strategies to achieve an objective to expose and counter the industry around a targeted policy issue:
  - COLLECT (investigate and document industry interference)
  - PACKAGE (create compelling content or communications strategy)
  - ACT (disseminate the content for impact, mobilize stakeholder, advocacy actions, etc.).



## **What are the next steps?**

- If you are interested in learning more about these grants and how to apply, you can find more information on the [website](#) from 30 January 2025.

*\*These grants are part of the Bloomberg Initiative to Reduce Tobacco Use and are funded by Bloomberg Philanthropies.*