

IPCRG Receives Global Recognition for Tobacco Dependence Treatment

IPCRG is one of 19 organizations worldwide selected to receive a financial award to expand work in the field of tobacco dependence treatment. The grant, presented by Global Bridges Healthcare Alliance for Tobacco Dependence Treatment, hosted by Mayo Clinic, and Pfizer Independent Grants for Learning & Change (IGLC), is part of \$2.3 million in awards to support healthcare professional training and advocacy around the world.



The awards complement existing work in tobacco control and represent the first major funding in the area of tobacco dependence treatment in low-and middle income countries, a need outlined in Article 14 of the World Health Organization (WHO) Framework Convention on Tobacco Control. WHO estimates that tobacco use will kill 1 billion people this century—with low- and middle-income nations affected disproportionately—unless immediate, decisive action is taken.

According to Richard Hurt, M.D., emeritus Director of the Mayo Clinic Nicotine Dependence Center, the work that IPCRG and the FRESH AIR programme in Uganda is doing to identify the prevalence of smoke (indoor biomass and tobacco smoke), the burden of related lung disease and initiate relevant education for healthcare professionals and the community, is necessary to reduce premature death, illness and economic loss.

“As tobacco use reduction measures, such as taxation, targeted media campaigns, and smokefree policies, increase the demand for treatment services, it is imperative that help is available to those who want to quit,” says Dr. Hurt.

The project, led locally by Dr Bruce Kirenga with contributions from Drs Frederik van Gemert and Rupert Jones, will be implemented by the FRESH AIR Uganda team and aims to train 10 primary care trainers, 50 healthcare workers and 46 community health workers in tobacco dependence in the context of lung health.

Global Bridges Chair and Director of the Mayo Clinic Nicotine Dependence Center Taylor Hays, M.D., sees the grants as just the beginning. “These grants are seeds that are being planted in countries where there are no or little resources to do this type of work. Our hope is that it will grow from there.”

Since its inception in 2010, Global Bridges has advanced effective tobacco dependence treatment and advocated for effective tobacco control policy. This includes creating training curricula based on established best practices and training more than 3,300 health care professionals from 66 countries. A multilingual website (www.globalbridges.org) has helped to facilitate collaboration worldwide.

To learn more about IPCRG’s award winning plans, contact Siân Williams, Execofficer@theipcr.org

This graphic shows the geographic spread of proposals received by Pfizer IGLC for Global Bridges. There were 39 full proposals covering projects in 32 countries.

