

Catalyzing Change Through Partnership

2023 Year in Review



Cover Image

An interviewer conducting questionnaire about lead exposure during a home visit in Bihar, India.

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From the President and CEO



Wherever Vital Strategies works, from Argentina to Zambia, from Kiev to Beijing, we couldn't do any of it without our partners. Whether from government, civil society or academia, our partners are the essential link between our teams and the people we serve. In 2023, national, regional and city governments were more important than ever to our mission to work in partnership to reimagine evidence-based, locally driven policies and practices to advance public health.

In the past year we celebrated achievements across our programs. Three major ones were:

- The Overdose Prevention Program supported states and counties across the United States to plan evidence-based and community-informed interventions using the millions of dollars in new funding that is being disbursed as a result of opioid litigation settlements with pharmaceutical companies.
- Our Civil Registration and Vital Statistics (CRVS) work gained national recognition with a cover story in the New York Times Magazine.
- Our tobacco control work expanded with the addition of 80 staff working on programs that transition to Vital Strategies from The Union, bringing our staff to nearly 400 as 2024 began.

And much more: Our expert teams continued to partner with governments to strengthen data systems, support policies to protect people from unhealthy products and unsafe roads, and work with governments to monitor and improve air quality, reaping benefits for the climate and for health. Our finance, human resources, information technology and operations teams continued to improve our systems to build an ever-stronger infrastructure for the future.

This report documents accomplishments of the organization in 2023. Behind every activity, every milestone reached, every success, there are the efforts of dedicated Vital teams that made it possible. It could not have happened without the substantial contributions of our talented staff.

As I prepare to complete my tenure with Vital Strategies in June 2024—two decades after it began as a tiny nonprofit, World Lung Foundation, with two staff members working on borrowed desks—I feel so grateful to have worked with this fine team. It's thanks to our people that our partners and donors trust us and enable us to work together to reimagine public health.

JOSÉ LUIS CASTRO
PRESIDENT AND CEO

From the Chairperson of the Board of Trustees



Since I joined the Vital Strategies Board of Trustees in 2008, it has been a privilege to watch this organization grow in size, expertise and impact, partnering with governments around the world to tackle the world's leading causes of illness, disability and death.

When I began chairing the Board in January 2023, I dedicated myself to fortifying Vital's operations and governance, and strengthening the board to better reflect the communities we serve.

The board's job is to make sure that the foundation is in place to allow Vital Strategies to do what it does best—reimagine public health, placing it at the center of political, social and economic systems. Through research, partnerships based on trust, and advocacy and communication that builds consensus for sustainable solutions, Vital moves us closer to a world in which everyone is protected by robust public health systems. And we know the public health system is intertwined with daily life, providing a web of protections to give people clean air to breathe, safe roads to travel, data systems that count everyone, and protection from harmful substances that are relentlessly marketed by tobacco, food and alcohol industries.

I'm so proud of this organization and all it has accomplished, and know these successes will continue to expand in the future. None of it would have been possible without the stewardship of our outgoing CEO, José Luis Castro. As a founding leader of Vital Strategies, he has guided this organization from an idea to a vibrant organization that has touched the lives of nearly 6 billion people around the world. As he moves on to new opportunities, he leaves Vital Strategies poised to thrive for decades to come.

BRUCE MANDELL
CHAIRPERSON

Our Global *Footprint*

80+

Countries where
we work

70+

Cities where we partner
with city government

3.3B+

People covered by a
policy Vital Strategies
helped to achieve



Vital Strategies partners with national, sub-national and local governments—along with civil society, media and academia—across more than 80 countries around the world. In close collaboration with our local partners, we co-create programs and policies **to reimagine evidence-based, locally driven policies and practices to advance public health.**

Our world-class experts in public health, policy and communication build deep relationships with government and local stakeholders to strengthen their health systems for long-term sustainability. We work with our partners to identify the most pressing health issues that countries and communities face and devote our extensive experience to supporting them to tailor proven solutions to their local context.

We apply our expertise through data-driven decision-making, policymaking for health, strategic communication and more. And across all of our programs, everything we do is through an equity lens, whether it's using data to prevent gender-based violence, protecting children from toxic lead, equipping countries to provide a legal identity to all, or demanding a health-based approach to substance use disorders.

20 Years in the Making

2008

WLF hires communication team to help high tobacco use countries including India and China with mass media campaigns. First tobacco control campaign is created in China in conjunction with the Beijing Olympics.

USAID awards the multi-year, multi-million-dollar STREAM trial to The Union North America as part of a competitive bidding process.

2012

TREAT TB begins recruiting patients for USAID-funded STREAM clinical trial to study a shortened treatment for MDR TB.

WLF joins Clean Cooking Alliance (formerly Global Alliance for Clean Cookstoves).

2010

WLF is designated a BBB Accredited Charity.

2004

World Lung Foundation is founded and incorporated in New York.

Roma Health Project begins.

1995

The Paris-based International Union Against Tuberculosis and Lung Disease forms The Union North America.

2006

Maternal Health Program begins in Tanzania.

WLF and The Union North America have five staff each.

The Bloomberg Initiative to Reduce Tobacco Use is formed. WLF is selected to receive \$58.5 million. First major task: helping to create MPOWER.

2009

Media campaigns mounted to support tobacco control policies in India, Bangladesh, Russia and Türkiye.

WLF is granted Special Consultative Status with the United Nations Economic & Social Council (ECOSOC).

2011

First U.N. High-Level Meeting on NCDs, followed by meetings in 2014 and 2018.



2015

Bloomberg Philanthropies Data for Health Initiative launches.

Bloomberg Philanthropies Initiative for Global Road Safety begins, with WLF as a major partner.

Food Policy Program (formerly Obesity Prevention Program) begins.

2017

The Partnership for Healthy Cities, a collaboration with WHO, begins.

Resolve to Save Lives, an initiative incubated at Vital Strategies, is formed, with a focus on cardiovascular health and epidemic preparedness.

Vital Strategies establishes offices in Singapore, France and Brazil.

2019

A Vital Strategies representative office is established in Jinan, China.

Childhood Lead Poisoning Prevention program begins in Peru.

VitalTalks series begins.

2021

Vital Strategies India Services Private Limited is established.

Reimagine Public Health campaign launches.

Vital Strategies is accepted into official relations with the World Health Organization (WHO) as a Non-State Actor.

Vital Strategies is granted observer status to the WHO Framework Convention on Tobacco Control (FCTC).

The USAID-funded STREAM trial, the world's largest recruited clinical trial for MDR-TB, concludes.

2022

Vital Strategies Brazil partners with the national government on Covitel, a first-of-its kind telephone survey on noncommunicable diseases.

Resolve to Save Lives becomes an independent organization.

Vital Strategies is granted observer status to the United Nations Framework Convention on Climate Change (UNFCCC) and the Codex Alimentarius Commission.

2013

Vital Strategies publishes peer-reviewed paper on first-ever study of Tobacco Control message testing in 10 low- and middle-income countries.

2016

Vital Strategies is formed through a merger of World Lung Foundation and The Union North America, combined and rebranded to cover the breadth of its programming. The new entity has a budget of more than \$60 million and a global team of 85 working on six programs in 49 countries.

2018

STOP tobacco watchdog program begins.

Overdose Prevention Program begins.

Air Pollution and Health: Vital begins work in Jakarta to improve air quality.

First U.N. High-Level Meeting on TB.

2020

Vital Strategies Action Fund is established.

Vital Strategies is established as a civil society organization in Ethiopia.

2023

New York Times Magazine cover story highlights Vital's CRVS work in Colombia.



2023 Program *Spotlights*



Building Local Solutions for Clean Air and Health

Air pollution is the greatest environmental threat to human health worldwide. Vital Strategies engages local governments and the health sector to advance actions to counter climate change and clear the air.

PAGE 12



Changing Lives Through Better Data

High-quality data is the foundation of public health. We support governments to gather and use evidence to generate insights, inform action, and set priorities to drive effective, equitable policymaking. When governments can turn data into action, the result is longer, healthier lives for all.

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Advancing Gender Equity With Data

Gender equity is a cross-cutting issue in Vital Strategies' programs, with some projects and activities specifically focused on protecting equitable representation of all sexes and gender identities. One key to strengthening countries' capacity to address gender is equipping governments to gather, analyze and act on gender-specific data.

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Confronting the Overdose Crisis With a Public Health Approach

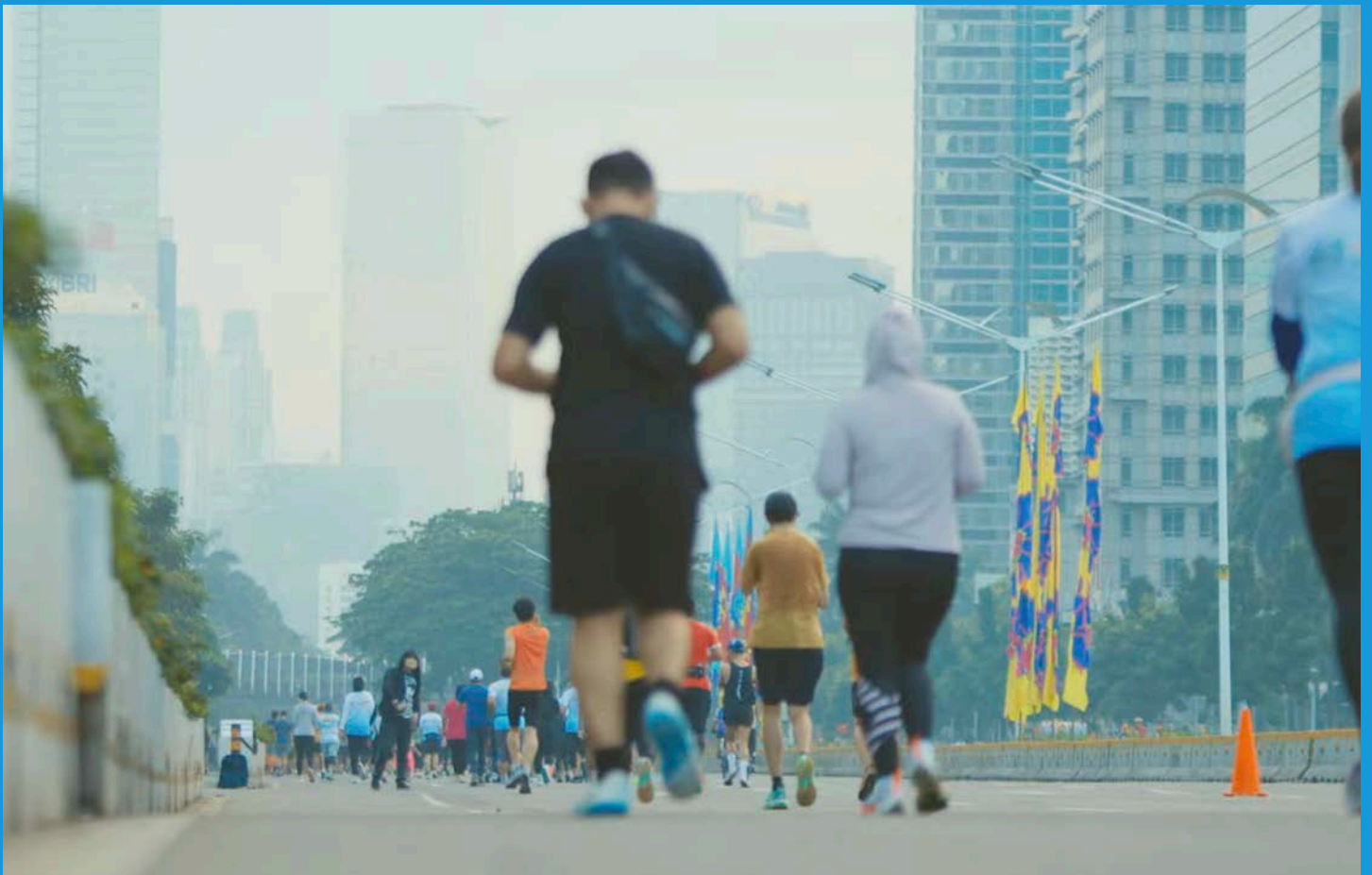
Vital Strategies partners with states, municipalities and civic groups in seven U.S. states to promote harm reduction strategies proven to reduce overdose deaths. In 2023, we provided support, resources and guidance to state and local governments seeking to invest their share of the \$26 billion in nationwide opioid settlement money in communities around the country hardest hit by the overdose crisis.

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SPOTLIGHT

Building Local Solutions for *Clean Air and Health*

Air pollution is the greatest environmental threat to human health worldwide. Vital Strategies engages local governments and the health sector to advance actions to counter climate change and clear the air.



Vital partnered with BBC StoryWorks to produce this film as part of a series, The Climate and Us, exploring how the climate crisis affects human health and how the health sector can offer solutions.

Watch the video at [youtube.com/watch?v=XYBbFhAorEA](https://www.youtube.com/watch?v=XYBbFhAorEA)



Air quality monitor being checked by staff for routine maintenance in Jakarta.

By the Numbers

2,600+

vehicles tested for emissions standards in Jakarta, Indonesia in one day

10,000

lives that could be saved each year if Jakarta fully implemented clean air actions

In Jakarta, a record-breaking collaboration between Vital Strategies and government spotlighted the threat of car emissions—the single greatest source of air pollution in Jakarta—and engaged residents in pollution control. A joint study conducted by Vital Strategies and Jakarta’s municipal environmental authority in 2023 revealed the impact of air pollution on health, showing that more than 10,000 deaths each year can be attributed to breathing unhealthy air.



Clean Air Action: *Success Stories* From Six Cities Around the World

More than 90% of the people in the world breathe unhealthy air, stunting children's growth, contributing to illnesses such as asthma and lung and heart disease, and killing 5 million people every year. Through partnership and cross-sectoral collaboration, Vital Strategies' work around the world has shown how the health sector can accelerate action on air pollution and climate.

With support from the Clean Air Fund, Vital Strategies released case studies at the 28th United Nations Climate Change Conference (COP28) that showcase high-impact, evidence-based success stories from six cities: Accra (Ghana); Barranquilla (Colombia); Beijing (China); New York City (U.S.); Jakarta (Indonesia); and Kampala (Uganda).

Read more at cleanairforhealth.org



In Jakarta, Vital Strategies partners with government to guide clean air action and collaborates with the city health agency to highlight the harms of air pollution. Working with the Environment Agency of DKI Jakarta, in 2023 Vital Strategies published a study showing that air pollution caused an estimated 10,000 deaths, 5,000+ hospitalizations for cardiorespiratory diseases, and more than 7,000 adverse health outcomes in children each year. The total economic burden was estimated to be US\$2.9 billion—2.2% of DKI Jakarta’s gross regional domestic product.

In a city with more than 25 million motorized vehicles, transport is a key contributor to air pollution in Jakarta. Vital Strategies collaborated with the local government and academia on a study that found that implementing routine vehicle emissions compliance testing has one of the best returns on investment. As a result, a mass emission testing event conducted on World Environment Day in June 2023 tested a record 2,600 vehicles in one day—and heads of surrounding municipalities were invited to explore joint air pollution control efforts.

Read more at cleanairforhealth.org/jakarta

The buy-in we secured through our partnership with municipal government in Jakarta allowed Vital to help the city jump-start its air quality management system, and take clear steps toward locally owned action for clean air.



Jakarta Environmental Agency and Vital Strategies staff discuss a communication strategy to address deteriorating air quality in summer 2023.

“

The DKI Jakarta government expects that the Grand Emission Test event will stimulate public awareness to have their vehicles tested for emissions regularly. By doing so, it is hoped that the improvement of air quality in Jakarta can be achieved soon.”

ASEP KUSWANTO

THE HEAD OF THE JAKARTA PROVINCIAL ENVIRONMENTAL
AGENCY, DURING THE GRAND EMISSIONS TEST, JUNE 5, 2023

“

The DKI Jakarta government sees air pollution as a critical issue to pay attention to. We have added air pollution control as one of our priorities as stated in our Regional Strategic Activities.”

AFAN ADRIANSYAH IDRIS

THE JAKARTA REGIONAL SECRETARY'S ASSISTANT FOR
DEVELOPMENT AND ENVIRONMENT



India Responds to Rising Heat-Related Illness

India has been experiencing major impacts due to extreme heat. Vital Strategies India supports technical work on surveillance, health facility preparedness, and early warning and alert as part of the National Programme on Climate Change and Human Health. Under the Cleaner Air and Better Health project, Vital's Environment Health technical teams based in Bihar and Madhya Pradesh work closely with the state Climate Change and Human Health teams to augment the government's capacity to identify and manage heat-related illnesses.



The Data Healing the Lungs of a City

Air pollution is a daily challenge in Jakarta, but accessible air pollution data can make a difference. Vital partnered with BBC StoryWorks to produce "The Data Healing the Lungs of a City," part of a series, The Climate and Us, exploring how the climate crisis affects human health and how the health sector can offer solutions. The film shares the stories of three members of a Jakarta community living near a bustling urban port, several factories and congested streets: Novi, a mother of two, and Cepi express concern over the dust and pollution they and their community breathe. Zalfaa, a local medical student who has been learning about health concerns related to breathing polluted air, volunteers to educate people on this issue.

Read more at bbc.com/storyworks/the-climate-and-us/vital-strategies-data and bbc.com/storyworks/specials/the-climate-and-us/

LASTING RESULTS

Vital Strategies works at the intersection of climate and health to improve air quality—building capacity in cities worldwide to monitor local air quality, and equipping frontline health care workers to respond to health harms caused by air pollution. By illuminating the interconnectedness of human health and planet health, we hope to see a surge in society committing to our shared goal: to improve health for everyone, everywhere through clean air and climate action.

SPOTLIGHT

Transforming Lives *Through Data*



A baby in Colombia is footprinted as part of the birth registration process.



High-quality data is the foundation of public health. We support governments to gather and use evidence to generate insights, inform action and set priorities to drive effective policymaking. When governments can turn data into action, the result is longer, healthier lives for all.



By the Numbers

100%

% of 331 divisional secretariat offices in
Sri Lanka where quality-assured cause-of-death
data is now captured digitally

16.8M

people living in Cambodia who now have the
right to legal identity under new legislation

6,000+

physicians who have been trained in the
medical certification of cause of death in Colombia

Making Everyone Count *by Counting Everyone* in Colombia, Cambodia and Sri Lanka

On the surface, Colombia's birth and death registration statistics are high: In 2023, more than 97% of births and 91% of deaths were registered. But most of the people who are left behind are from rural, indigenous and poor communities.

Since 2018, the Colombia Rural Vital project, a partnership between Vital Strategies' Civil Registration and Vital Statistics team and the national government, has been seeking to ensure that all vital events—even those among the people who are hardest to reach—are captured. Birth and death registration is essential to empower people with all of the benefits of legal identity, ranging from health care and education to inheritance rights.



Vital Strategies has provided funding, technical assistance, hardware, software, training and more over the past seven years, under the Bloomberg Philanthropies Data for Health Initiative. Colombia now leads the region in best-practice CRVS systems, including the newest methods for assigning causes of death. It is also among the first countries in the world to include the option of a non-binary gender identity on death certificates. Here, a physician fills out a death certificate at a home in Bogotá. Photo credit: Juan Arredondo for The New York Times.



Verbal autopsy—determining the probable cause of death by interviewing the deceased’s family and caregivers—is improving data on deaths that happen outside a health facility. A total of 80% of the health professionals who perform verbal autopsy in three of the country’s most underserved departments have been trained. In 2023, they conducted more than 500 verbal autopsies, such as the one shown here, to uncover the leading killers of ethnic minorities living in some of the country’s poorest rural locations. Photo credit: Juan Arredondo for The New York Times.



Colombia has also advanced digital interoperability among its CRVS components: Now, agencies for health, civil registration, statistics and medico-legal death investigation can all exchange information. Data can be collected, processed, analyzed and made available to decision-makers in near real time. Here, a staff member at a hospital in Mocoa reviews decades-old files, a kind of manual search that is less common now, making the system more efficient. Photo credit: Juan Arredondo for The New York Times.

After seven years of engagement with Vital Strategies' CRVS team, Colombia has achieved sustained impact under government ownership and leadership. The country has made policy, planning, and financial commitments so that the CRVS improvements are a permanent part of the country's health data infrastructure.



“

Nationally, we have about 85 to 90 percent [birth registration] coverage now... But that last 15 percent makes up the poorest, most disenfranchised segment of the population. You're talking about five or six million people. And because they aren't registered, it's as if they don't exist.”

VÍCTOR HUGO ÁLVAREZ CASTAÑO

FORMER DIRECTOR OF EPIDEMIOLOGY AT
COLOMBIA'S MINISTRY OF HEALTH

“

Earlier civil registration and vital statistics work was fragmented. Now, however, this work is managed by a dedicated institution... I believe that reforming toward a strong civil registration and identification system in Cambodia contributes to strengthening the rule of law, good governance, respect for human rights, and promoting national security and safety.

H.E. SANTE BANDITH MAO CHANDARA

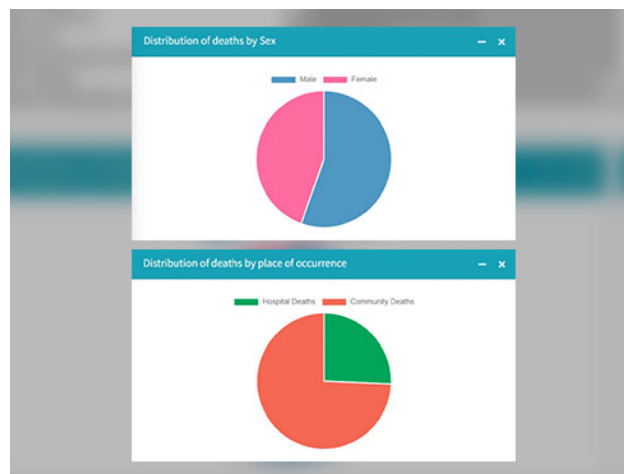
SECRETARY OF STATE, MINISTRY OF INTERIOR, VICE CHAIR
OF NATIONAL STEERING COMMITTEE OF CRVS AND
IDENTIFICATION, CAMBODIA



New Law Gives Every Person Living in Cambodia the Right to a Legal Identity

Cambodia's CRVS and Identity Management (CRVS-ID) law guarantees civil registration for all 16.8 million people living in Cambodia. The law resulted from a partnership between the Royal Government of Cambodia, Vital Strategies and the Global Health Advocacy Incubator. Every vital event will now be registered, regardless of the person's nationality, citizenship, ethnicity, location or gender. This means everyone residing in the country can prove their legal identity, guaranteeing key human rights.

Read more at vitalstrategies.org/cambodia-moves-closer-to-achieving-a-vision-of-one-person-one-identity-with-new-law-on-civil-registration-vital-statistics-and-identification/



Sri Lanka Institutionalizes Its M&E System for Mortality Data

In March 2023, an online real-time mortality registration dashboard for the country of Sri Lanka was launched across the island with plans to add cause-of-death data in the near future. Under the Data for Health Initiative and with support from Vital's CRVS team, the Registrar General's Department successfully completed software development and achieved island-wide implementation, including national-level mortality data visualization to enable data-driven policymaking. Above, a quality check visualization in the system.

DEPARTAMENTO DEL PUTUMAYO
HOSPITAL JOSÉ MARÍA HERNÁNDEZ
MOCOA

ANTES DE INDUCCIÓN ANESTÉSICA
INGRESO

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P. TORAXICO: 34
P. ABDOMINAL: 32

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ANTES DE LA SALIDA DEL QUIRÓFANO
E3

SPOTLIGHT

Advancing *Gender Equity* With Better Data



At this VitalTalks Live event, experts described the innovative data and advocacy approaches they are using to help bring gender-based violence out of the shadows and into the public eye, articulate the true burden, galvanize action, and measure the impact of our solutions.

Watch the video at youtube.com/watch?v=2IlvNU9DSmE



Gender equity is a cross-cutting issue in Vital Strategies' programs, with some projects and activities specifically focused on equity for all sexes and gender identities. One key to strengthening countries' capacity to address gender is equipping governments to gather, analyze and act on gender-specific data.

3.67 M

government database records Vital Strategies analyzed to trace unreported cases of gender-based violence in Recife, Brazil

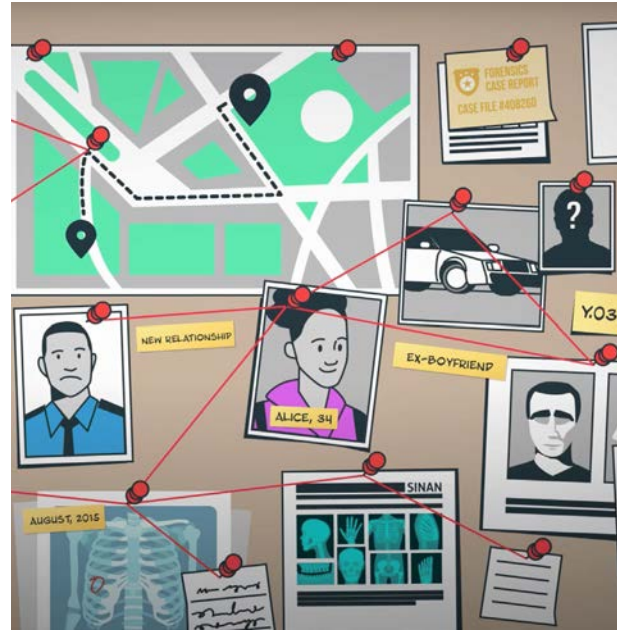


Vital Strategies' gender equity-focused work spans multiple programs and countries. The Bloomberg Philanthropies Data for Health Initiative supports 57 projects in 36 countries dedicated to advancing gender equity.

The Data-Driven Policy for Women's Health team successfully completed this three-year program's activities in 2023. Our Public Health Law team supported four countries in their civil registration equality and gender equity efforts. And in Brazil, with funding from the Patrick J. McGovern Foundation, Bill and Melinda Gates Foundation and other supporters, Vital Strategies is teaming up with the government to find new ways of leveraging data to identify—and prevent—gender-based violence.



Around the world, millions of cases of violence against women remain unreported, uncounted and uninvestigated—and the victims remain invisible, deprived of the safety and justice everyone deserves. In Brazil, gender-based violence cases usually only come to light when they are reported to the police or a victim is admitted to the hospital. But many victims come in contact with the health system, or other government agencies, long before the situation gets bad enough to warrant a hospital stay.



Alice, a 34-year-old woman, died in a hit-and-run crash while walking on the street in Brazil. Her death was no accident: Witnesses revealed that the car hit her twice. Her ex-boyfriend was driving the car. As described in this video, when the Ministry of Health investigated, they found that Alice had sought help from a primary health care provider in the months before her death, and in one visit, said she had been subjected to physical violence by her boyfriend. Alice left the aggressor, but he tracked her down and killed her with his car.



Working with the government, Vital Strategies sought ways to help Alice and millions of women like her. In the state of Rio Grande do Norte, with support from the Bill and Melinda Gates Foundation, Vital devised a data pairing system that used, for the first time in Brazil, not only public health data, but also public safety data. The team analyzed 118,000 records of women in the state and identified 15,000 women victims of violence.

In Recife, Vital analyzed more than 3.671 million records, using artificial intelligence and linguistic analysis to trace patterns of violence in medical records to reveal otherwise invisible victims. The goal of this program, funded by the Patrick J. McGovern Foundation, is to equip authorities to act early and prevent severe injuries and deaths, and to identify the perpetrators. With this type of data innovation, perhaps Alice—and thousands of women in Brazil and worldwide—would still be alive today.



Revealing the Gender Dimension in Senegal

In Senegal, the Data Impact team partnered with the Ministry of Health to explore gender equity in health through the analysis of health data—leading Minister of Health Dr. Marie Khémesse Ngom Ndiaye to ask departments, programs and projects to integrate the gender dimension into their monitoring and evaluation. Vital trained ministry staff in gender-sensitive data analysis, with topics ranging from maternal health to malaria to gender-based violence.



Enabling People to Align their ID Documents With Their Gender Identity

In Bulgaria, Ecuador, Peru and other countries, Vital supports local LGBTQ+ organizations that work toward legal gender recognition for transgender, intersex and non-binary people. In Ecuador in 2023, Vital's partners laid the groundwork for a legislative victory, after years of advocacy and public engagement, that was finally achieved in early 2024. The amendments to the national identity law allow adults to change the sex on their official documents to match their gender identity with fewer discriminatory obstacles.

Key Findings



The autopsy-based retrospective observational study found that in **12.3% of the 1,467 autopsies** conducted on females over a five-year period, there was an underlying history or indication of gender-based violence.



Uncovering Gender-Based Violence in India

In Mumbai, Vital worked with Seth G.S Medical College and KEM Hospital to identify deaths due to gender-based violence. The analysis of autopsies of 1,460 women found that 12% had a history indicative of gender-based violence and that most deaths occurred by suicide. After the government released the report, the state minister of women and child development established an inter-departmental (health, police, and women and child development) committee to formulate an action plan to prevent gender-based violence and empower survivors.

Identifying Violence Against Women Through Mortality Data

Vital Strategies Brazil and Data for Health led a pilot project focusing on mortality data for gender-based violence in five countries: Colombia, Ethiopia, Mozambique, Kenya and Zimbabwe. We welcomed the countries' representatives for a weeklong workshop in our São Paulo office to discuss the quality of data on mortality and the challenges to leveraging surveillance and public policies related to gender-based violence in each location.

“

Using public data to reconstitute victims' trajectories and integrating data to build an alert system capable of identifying violence at an early stage are ways of contributing to the health surveillance strategy and bringing intelligence to the public health system.”

CHEILA DE LIMA

DIRECTOR OF PUBLIC POLICY AT THE MUNICIPAL HEALTH
DEPARTMENT OF GOIANIA AND CONSULTANT TO
THE BRAZILIAN MINISTRY OF HEALTH

“

This gender report, a first in Senegal, provides reliable information to contribute to informed decision-making to ensure progressive and effective integration of gender issues into the development priorities of the health and social action sector.”

BABACAR GUEYE

DIRECTOR OF PLANNING, RESEARCH AND STATISTICS,
SENEGAL MINISTRY OF HEALTH AND SOCIAL ACTION



This video is part of our #SupportHarmReduction national campaign, which seeks to amplify and elevate the importance of harm reduction as the best strategy to end the overdose crisis.

Watch the video at youtube.com/watch?v=7uFtFloyBMA

SPOTLIGHT

Confronting the *Overdose Crisis* With a Public Health Approach



Vital Strategies partners with states, municipalities and civic groups in seven U.S. states to promote harm reduction strategies proven to reduce overdose deaths.

By the Numbers

309K

naloxone kits distributed through Michigan's online naloxone portal with Vital Strategies' support

300

partners in 21 states who received Vital Strategies' "DIY Event Boxes" for International Overdose Awareness Day

240%

uptick in traffic to the Support Harm Reduction website

In Michigan, Vital Strategies supported the creation of an online naloxone portal, providing policy advising and program staffing. For International Overdose Awareness Day, Vital provided partners in 21 states with boxes filled with posters, flyers, banners and other materials for events that promoted the principles of the Support Harm Reduction campaign, which calls for universal access to: naloxone to reverse opioid overdoses; drug checking resources; safer drug use supplies; overdose prevention centers; and opioid use disorder treatment. Outreach for International Overdose Awareness Day drove a 240% increase in traffic to Vital's Support Harm Reduction campaign website.

Visit supportharmreduction.org



Roz, a harm reduction worker in Philadelphia, Pennsylvania, demonstrates how to administer naloxone to someone in order to reverse a fatal overdose.

Vital Supports States to Use *Opioid Settlement Funds* to Save the Most Lives

Funds from the landmark \$26 billion nationwide opioid settlement are starting to reach communities around the country hardest hit by the overdose crisis. What is the best way to make this money count?

Vital Strategies' Overdose Prevention Program is working with state and local partners to channel these settlement funds so they have the greatest impact. Vital Strategies offers support, resources and guidance to state and local governments seeking to invest in initiatives and policies proven to reduce overdose and improve health outcomes.



Decades of research has shown that harm reduction strategies—such as access to safe drug use supplies, drug testing, and naloxone to reduce overdose—reduce rates of overdose among people who use drugs, while punitive measures—like criminalization and incarceration—increase the risk of overdose deaths and create a more dangerous drug supply. Naloxone is available in a nasal spray, as shown in the photo, that’s easy to administer and can save a life.



By investing opioid settlement dollars to develop and implement programs and services that focus on support rather than punishment, governments, advocates, and community organizations can save lives. Vital Strategies is working with partners across the country to do just that. In the photo, Voices of Community Activists and Leaders—Kentucky (VOCAL-KY) conducted grassroots organizing in Louisville to promote a harm reduction approach to drug use. See below for more on some of our state and municipal-level efforts.

Vital Strategies' State and Local Efforts to Support Investment for Harm Reduction

Supporting 12 counties in North Carolina to invest in harm reduction

Vital Strategies dedicated \$1.5 million over three years to North Carolina counties. The grants program offers up to \$210,000 over three years to counties that agree to allocate matching or greater amounts from their settlement funds to support local harm reduction programs. Eight applicants representing 12 North Carolina counties were selected to receive funding that will help to expand community-based naloxone distribution and syringe service programs.

Read more at vitalstrategies.org/vital-strategies-to-dedicate-1-5-million-to-12-north-carolina-counties-that-use-opioid-settlement-money-to-make-harm-reduction-services-more-accessible/

Building a toolkit to guide local spending in Michigan

The Michigan Association of Counties and Vital Strategies have produced a Michigan Opioid Settlement Funds Toolkit: A Guide for Local Spending. This new toolkit provides local governments, community organizations and health care providers with strategies for using the opioid settlement funds—amounting to nearly \$800 million to the state over 18 years.

Read more at naco.org/program/opioid-solutions-center

Launching the Opioid Solutions National Leadership Network

Vital Strategies partnered with the National Association of Counties to help launch the Opioid Solutions Leadership Network, which gathered 30 county leaders from across the nation to pursue public health solutions to the overdose crisis and the most effective use of opioid settlement funds. Over a one-year period, the network held several convenings, virtual sessions, and program site visits to help local leaders explore opioid abatement strategies across the substance use continuum of care, including prevention, substance use disorder treatment and harm reduction programs.

Read more at micounties.org/wp-content/uploads/Michigan-Opioid-Settlement-Funds-Toolkit-2.pdf

Supporting local partners advocating for change

To amplify community voices advocating for a health-based, non-punitive response to drug use, Vital Strategies is supporting partners in Kentucky, Michigan, New Jersey, New Mexico, North Carolina, Pennsylvania and Wisconsin with state-focused guides focusing on how to engage in the decision-making processes for use of the opioid settlement funds.

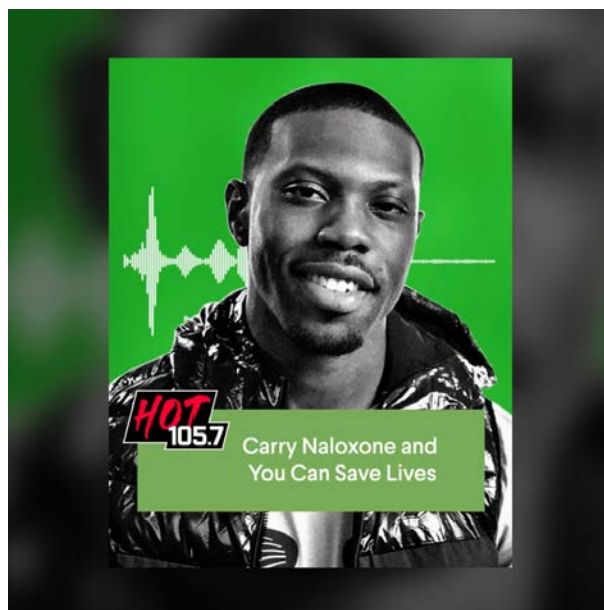
Read more at vitalstrategies.org/wp-content/uploads/Kentucky-Opioid-Settlement-Fact-Sheet-V2.pdf and vitalstrategies.org/wp-content/uploads/Wisconsin-Opioid-Settlement-Fact-Sheet.pdf



Supplying 300 Support Harm Reduction “DIY Event Boxes” to Support Community Events for International Overdose Awareness Day

To provide community groups and government agencies around the country with “Do It Yourself” boxes to mark International Overdose Awareness Day, Vital Strategies curated comprehensive digital and printed assets—from video and social media posts to posters, banners and buttons—to build support for harm reduction, the proven public health solution to the overdose crisis. These events generated media coverage across the country, from students highlighting prevention in North Carolina, to communities taking action in New Mexico.

Read more at spectrumlocalnews.com/nc/charlotte/news/2023/08/31/international-overdose-awareness-day



Taking to the Airwaves in Milwaukee to Save African American Lives

In response to the rise of overdose fatalities among Black people in Milwaukee County, which jumped by 52% between 2020 and 2021, Vital Strategies partnered with the City of Milwaukee Office of African American Affairs to launch a radio campaign to raise awareness of and promote the use of naloxone to help save lives, with hosts like Promise, pictured here. Launched in August 2023, the campaign ran through November and reached 90% of the city’s Black population aged 35-64.

Read more at vitalstrategies.org/top-radio-personalities-in-milwaukee-take-to-the-airwaves-to-combat-spiraling-overdose-deaths-in-black-communities/



Athens Receives Global Recognition for Overdose Prevention Wins

At a March 2023 summit in London convening mayors from Vital Strategies' global Partnership for Healthy Cities network, Athens, Greece was one of five cities recognized for making great strides in public health. The city received a \$150,000 grant to further its work increasing access to naloxone, the opioid overdose reversal agent, at community-based organizations and from health care providers. In addition, Athens began researching causes of death among people who inject drugs to better understand the impact of the overdose crisis.

Read more at vitalstrategies.org/five-cities-recognized-for-public-health-achievements-at-partnership-for-healthy-cities-summit/

LASTING RESULTS

Every overdose death is preventable. Vital Strategies partners with governments, providers and communities across the United States to advance health-centered solutions that engage communities, support people who use drugs, and enable broader access to life-saving medications.

Explore All of *Our Work*



Childhood Lead Poisoning Prevention

Despite clear evidence of harm, many countries do not conduct active monitoring of lead poisoning. Vital Strategies partners with governments in India, Peru and the Philippines to protect children from this potent neurotoxin. Above, a participant in Vital Strategies' media workshop in Goa, India gets her blood tested for lead.

Read more about our Childhood Lead Poisoning Prevention work at vitalstrategies.org/programs/childhood-lead-poisoning-prevention/



Road Safety

Vital Strategies is an implementing partner of the Bloomberg Philanthropies Initiative for Global Road Safety, a consortium carrying out proven road safety interventions around the world. Vital coordinates across the initiative, helps cities improve their surveillance of injuries and deaths, and supports governments to mount strategic communication campaigns to change risky road behaviors. Here, a motorcyclist engages with speeding campaign materials in Salvador, Brazil. Photo Credit: Transalvador.

Read more about our Road Safety work at bloomberg.org/public-health/improving-road-safety/#solution and vitalstrategies.org/programs/road-safety/



Overdose Prevention

Vital Strategies partners with governments, providers, and communities to support health-centered solutions to the overdose crisis in the United States. Above, Khalil, from the Newark Community Street Team in New Jersey, provides street outreach support with Newark EMTs as part of a program that ensures health emergencies like overdose are directed to health professionals.

Read more about our Overdose Prevention Program at vitalstrategies.org/overdose-prevention/



Partnership for Healthy Cities

The Partnership for Healthy Cities is a global network of 73 cities whose mayors have committed to preventing noncommunicable diseases—including cancer, diabetes, heart disease and chronic lung disease—and injuries through proven interventions. The Partnership supported the city of Córdoba, Argentina in its "Córdoba Choose Water" campaign, shown here, alongside other efforts to implement healthy school food environments citywide.

Learn more at cities4health.org



Food Policy

Increasing consumption of cheap ultra-processed foods and sugary drinks, heavily marketed by a profit-hungry industry, is driving noncommunicable disease in low- and middle-income countries. Vital Strategies' Food Policy team partners with civil society in Barbados, Brazil, Colombia, Jamaica and South Africa to advocate for strong healthy food policies and promote healthier food environments. Above, advocates gather signatures on government petitions at an art installation demonstrating the harms of ultra-processed foods for children, alongside a campaign to advocate for front-of-package labels.

Read more about our Food Policy Program at vitalstrategies.org/programs/food-policy/



Data Impact Program

The Data Impact Program partners with governments to enable them to use data to improve public health by prioritizing health issues and identifying populations in need, allocating financial and human resources, enacting laws and regulations, and establishing programs and services. Above, Rolando Cruz (in yellow) of the Quezon City Health Department guides a team from the Health Policy Development and Planning Bureau in developing their policy brief on HIV treatment during a Data to Policy training.

Read more about our Data for Health work at vitalstrategies.org/programs/data-for-health/



Data for Health Global Grants Program

The Global Grants Program has supported more than 100 projects in 48 countries, focusing on CRVS, data-to-policy translation and cancer registries. The program expands previous Data for Health work, and its projects are country-owned and led locally, resulting in deliverables that fit local needs. Here, a team in Malawi focused on improving cause-of-death reporting conducts an audit of death registration and review of medical certification of cause of death forms at Mponela Rural Community Hospital.

Read more about our Global Grants Program at vitalstrategies.org/global-grants-program/



Air Pollution and Health

More than 5 million people die every year because of poor air quality, and the burden is highest among people living in low- and middle-income countries where increased emissions are outpacing air pollution control measures. Vital Strategies provides technical expertise and consultative services to inform policies and influence public discourse around air pollution and its health impacts. Above, a staff member from the Environment Agency of DKI Jakarta carries out a routine maintenance for an air quality monitor.

Read more about our Air Pollution and Health program at vitalstrategies.org/programs/air-pollution-and-health/



Civil Registration and Vital Statistics

CRVS is the heartbeat of public health and development, and that's why Vital is dedicated to #CountingEveryone. The civil registration of births and deaths, including cause of death, offers a host of rights to individuals, and a wealth of information that governments need to set health and social priorities and policies and measure their impact. Here, the Shanghai CDC Vital Statistics division team conducts medical record review in a health facility in Shanghai, August 2023.

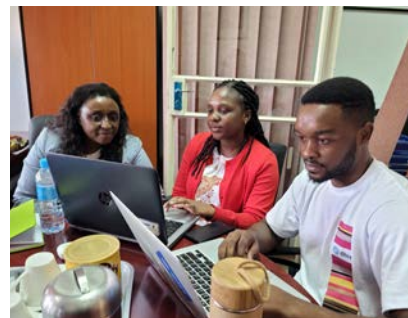
Read more about our CRVS Program at vitalstrategies.org/programs/civil-registration-and-vital-statistics/



Alcohol Policy

Alcohol use contributes to millions of deaths each year, results in violence, burdens health systems, and costs billions. Vital Strategies' RESET Alcohol program works in six key countries—Mexico, Colombia, Sri Lanka, Philippines, Brazil, and Kenya—to develop and implement evidence-based alcohol policies, with a special focus on increasing alcohol taxation. Speaking at the 7th Global Alcohol Policy Conference in Cape Town in October 2023, RESET Director Jacqui Drope described the initiative is navigating the complex landscape of alcohol policy to leverage strengths, confront challenges and build collaborative approaches.

Read more about our Alcohol Policy work at vitalstrategies.org/programs/alcohol-policy/



Cancer Registry Program

Cancer is the second-leading cause of death globally. Monitoring the incidence of new cancer diagnoses, the stage of cancer at diagnosis, and survival rates provides critical information on priorities and the performance of the health care system. The Cancer Registry Program works with ministries of health to establish, strengthen and expand population-based cancer registries and use the data for policy-making. Above, Mozambique Ministry of Health staff discuss the DHIS 2 module during a technical meeting in Maputo in February 2023.

Read more about our Cancer Registry work at vitalstrategies.org/cancer-registry/

Vital's Global Presence

Vital Strategies' global offices—in Addis Ababa, Jinan, New York City, Paris, São Paulo and Singapore—engage with governments, change-makers and advocates with deep local knowledge to advance scalable, sustainable policies that ultimately prevent illness and injury and save lives. Our offices serve as hubs for our dedicated team of experts—330 employees, plus consultants—implementing programs in more than 80 countries. We are primed to take on new opportunities from start to finish and bring global best practices to new locations.

Learn about our global offices at
vitalstrategies.org/about-us/offices/



Our Funding Partners

We're grateful to the funding partners who have made our lifesaving work possible.

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UK PACT
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World Resources Institute (WRI)

Vital Strategies Financial Statements

FY 2023

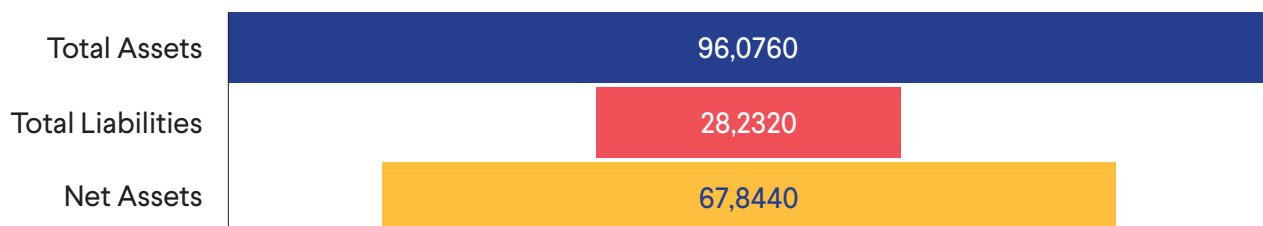
FY 2023 Balance Sheet Summary

Balance Sheet in \$.M

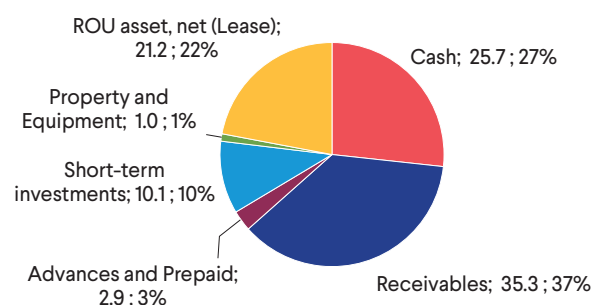
Budget Line item	As of 12/31/2023
Total Assets	96.1
Total Liabilities	28.2
Net Assets	
Without donor restrictions	2.0
With donor restrictions	65.8
Total Net Assets	67.8

FY 2023 Balance Sheet Breakdown

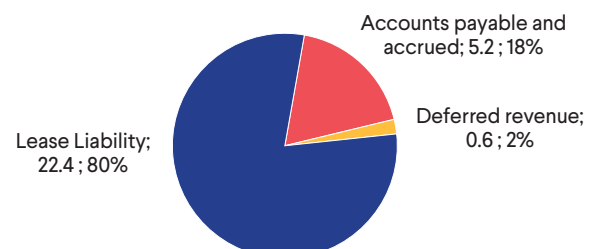
Balance Sheet in \$.M (Assets-Liabilities = Net Assets)



Assets \$96.1M

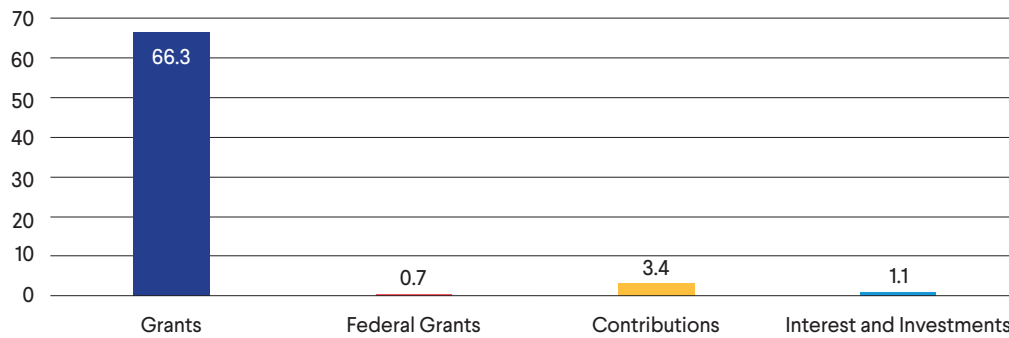


Liabilities \$28.2M



FY 23 Revenue Categorization (\$71.5M)

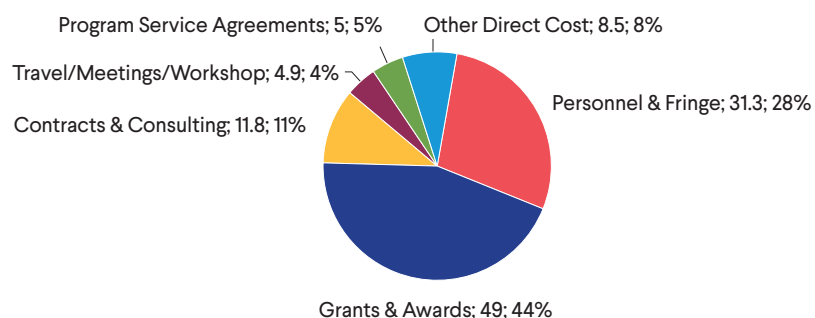
Revenue Categorization \$71.5M



FY 23 Expenditure (\$110.5M) - Functional categorization

Category	Program	Management & General	Fundraising	Total
Personnel & Fringe	23.5	6.7	1.0	31.3
Grants & Awards	46.2	2.9	0.0	49.0
Contracts & Consulting	11.0	0.8	0.03	11.8
Travel/Meetings/Workshop	4.5	0.3	0.03	4.9
Program Service Agreements	5.0	-	-	5.0
Other Direct Cost	4.5	3.9	0.1	8.5
Total	94.8	14.5	1.2	110.5
Percentage of Total	86%	13%	1%	100%

Expenditure Categorization (\$110.5M)



We're reimagining
public health, working
for a world where
everyone, everywhere is
protected by equitable
and effective public
health systems.