

**WARNING:** The foundation offering you that grant is funded by the tobacco industry.

## What is Global Action to End Smoking?

Global Action to End Smoking (GAES) is entirely funded by Philip Morris International (PMI)<sup>1</sup>, the world's largest tobacco company. GAES was originally created in 2017 as the Foundation for a Smoke-Free World (FSFW) by PMI, which rebranded as Global Action to End Smoking in 2024.<sup>2</sup> GAES says it is no longer associated with PMI, but it is still 100% funded by the tobacco company.

## Experts Reject GAES

The world's most prominent schools of public health and other public health leaders have refused to work with the foundation. The World Health Organization (WHO) issued an [alert](#) about the foundation's rebranding, stating:

WHO maintains its firm position that it will not partner with this organization and strongly recommends that governments and the public health community do the same. Our concerns remain: Global Action to End Smoking operates using funds from Philip Morris International. Its activities support a broader tobacco industry strategy to mislead the public about the dangers of tobacco and nicotine product use.

In addition, [global health leaders](#) and [public health schools](#) openly opposed FSFW when it was first created by Philip Morris International.

## What Does GAES Do?

GAES's work remains fully aligned with Philip Morris International's interests. The year after PMI established FSFW, the foundation spent more money on public relations than on research grants.<sup>3</sup> The grants funneled through GAES from PMI are an extension of tobacco companies' long history of using science to discredit tobacco control policies to protect their self-interest, at the expense of public health. GAES's latest list of grantees includes groups and researchers that have previously received funding from tobacco companies.<sup>4</sup> There is no evidence that the tobacco companies' newest nicotine products are effective in helping people quit smoking or will have an appreciable impact on public health.

Like other industry-funded front groups, GAES often does not disclose its financial ties to Philip Morris International in public statements, and researchers often only list GAES as the funder, which masks PMI as the ultimate source.

## Additional resources:

- [University of Bath's Tobacco Tactics](#) on GAES
- Campaign for Tobacco-Free Kids statement on [GAES rebrand](#)
- Campaign for Tobacco-Free Kids information on [FSFW](#)

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<sup>1</sup> Philip Morris International is a separate company from Altria's Philip Morris USA.

<sup>2</sup> University of Bath, Tobacco Tactics. Global Action to End Smoking. Last edited August 7, 2024. Accessed May 15, 2025. <https://www.tobaccotactics.org/article/global-action-to-end-smoking/>.

<sup>3</sup> Legg, T., Peeters, S., Chamberlain, P., & Gilmore, A. B. (2019). The Philip Morris-funded Foundation for a Smoke-Free World: tax return sheds light on funding activities. *Lancet (London, England)*, 393(10190), 2487-2488. [https://doi.org/10.1016/S0140-6736\(19\)31347-9](https://doi.org/10.1016/S0140-6736(19)31347-9).

<sup>4</sup> University of Bath, Tobacco Tactics. Global Action to End Smoking. Last edited August 7, 2024. Accessed May 15, 2025. <https://www.tobaccotactics.org/article/global-action-to-end-smoking/>.