The Global Health Advocacy Incubator (GHAI) uses the power of advocacy to reduce preventable deaths and to improve health at scale by changing policies and strengthening systems.

### Who we are
GHAI improves health at scale by changing policies and expanding funding and by building powerful advocacy movements to tackle public health challenges and reduce health disparities worldwide.

- **113 policy victories** across **30 countries**, reaching more than **3 billion people**.

“Thanks to the support of the Global Health Advocacy Incubator, our advocacy actions in Brazil have reached a higher and more comprehensive stage at all levels of government in a short period of time.”

- Brazilian Institute for Consumers’ Defense (IDEC)

### Our programs
We take a proven, systematic advocacy approach, customized by local partners, to deliver health policy wins in countries around the world, across diverse political systems. We advance policy and systems change by mobilizing civil society movements and strengthening the capacity of our local partners to advocate for better health outcomes.

#### Health Systems Strengthening
- Data for Health
- Immunization
- Maternal and Reproductive Health
- Prevent Epidemics
- Primary Health Care

#### Food and Nutrition
- Reducing Demand for Unhealthy Food
- Improving Nutritious Food Access
- Countering Industry Interference

#### Injury Prevention
- Drowning Prevention
- Overdose Prevention
- Road Safety
Our approach

We take a proven, systematic approach, customized by local partners, to deliver health policy wins in countries around the world, in diverse political systems.

1. **ANALYZE:** Our path to policy change begins with evidence and intelligence gathering. We identify, assess, and build the capacity of local partners, and work with them to develop policy objectives based on best practices.

2. **COLLABORATE:** Our assessment of the legal, policy, and media landscapes identifies the policies that must be changed, as well as the necessary decision makers and the ways to reach them. We work with partners to build a comprehensive and detailed strategic advocacy plan based on this information.

3. **ADVOCATE:** We provide ongoing strategic and technical assistance to our partners as they execute the key elements of the campaign. We monitor continuously and revise strategies accordingly.

4. **SUSTAIN:** Once policies are changed, we advocate for strong implementation, enforcement, and institutionalization; monitor progress; and support public health budgets.

What we do

Our range of core services support the creativity and commitment of locally led movements ready to affect policy change. Every campaign plan is unique and customized for local context.

Our History

Our history is rooted in one of the most successful public health campaigns — tobacco control. Building on the successes and lessons learned in the global fight against tobacco, the Campaign for Tobacco-Free Kids launched the Global Health Advocacy Incubator in 2014 to strengthen advocacy capacity to improve public health around the globe.

GHAI is excited to work with partners who share our passion for changing policies to save lives. How can we work with you?

Contact us to learn more.