



New Anti-tobacco NGO in China

Funded by

Bloomberg Global Initiative to

Reduce Tobacco Use

In September 2007, a dynamic group of public health visionaries from China's southwest region founded Chaoyi Jiankang (Pioneers for Health). Chaoyi represents a breakthrough for health advocacy and research. Legally registered with the Yunnan provincial government, it is the first NGO specifically established to reduce tobacco's role in China.

The PRC has approximately 350 million citizens who smoke cigarettes regularly. Cigarettes currently kill more than a million Chinese citizens a year, 40 times greater than annual deaths from HIV/AIDS. Between now and 2050, China's annual death toll from tobacco will jump 300 percent if current smoking trends persist, causing the premature death of 100 million people.

Chaoyi's mission is to promote the implementation of the World Health Organization's Framework Convention on Tobacco Control. The Framework Convention was designed in the 1990s, and is the world's first public health treaty. It has been ratified to date by over 150 countries including China.

Chaoyi is situated in a uniquely important urban laboratory for tobacco control, the city of Kunming, the provincial capital of Yunnan. Chinese citizens regularly refer to Kunming as "China's tobacco kingdom" because cigarette production now accounts for over 70 percent of Yunnan's tax revenue.

To support its development, Chaoyi has received a multi-year grant from the Michael Bloomberg Global Initiative to Reduce Tobacco Use.

Further information:

- WHO's Framework Convention on Tobacco Control (English [link](#), Chinese [link](#))
- Bloomberg Global Initiative to Reduce Tobacco Use (English [link](#), Chinese [link](#))
- Tobacco Epidemic Worldwide and Needed Actions (English [link](#), Chinese [link](#))
- Chaoyi in the Chinese news ([link](#), [link](#), [link](#)).