



Global Health Partnerships Pfizer Investments in Health

Overview: Through the Global Health Partnerships (GHP) program, a comprehensive approach to help tackle the global cancer epidemic, Pfizer and the Pfizer Foundation are investing \$47 million over four years (2007-2010) in 32 promising cancer and tobacco control organizations in 46 countries united by the shared mission of accelerating the pace of progress in the fight against cancer.

Goal: To support innovative public health partnerships that demonstrate measurable impact in tobacco control and cancer control and will serve as global models in improving health intervention outcomes.

The Need: By 2020, the incidence of new cancers is expected to rise by 50 percent to between 15 million and 16 million cases annually. Of these, 75 percent will strike in developing countries, those least prepared to respond. Additionally, there are more than 1 billion people smokers across the globe, 84 percent of whom are in developing countries. (WHO 2010)

Partners: Pfizer's 32 local partners implement programs on the ground while the Johns Hopkins Bloomberg School of Public Health provides customized technical assistance and evaluation support.



Target Areas:



Objectives:

Pfizer is evaluating program impacts, including:

- Public education and efforts addressing policy and advocacy issues
- Changing patient behavior
- Changing attitudes toward smoking and smoking-related disease and prevention
- Increasing the number of patients screened for cancer
- Reducing cancer and smoking-related health problems

Visit www.pfizerglobalhealth.com for a complete list of partners and to download the 2007 Corporate Responsibility Report and learn more about Pfizer's commitment to Global Health Partnerships.