

# **THR Malawi Project Experience**

By Chimwemwe Ngoma

# What is THR Malawi?



# Project objectives

1. To facilitate the development and management of a website and social media resources.
2. To source and disseminate evidence based information on THR to the general public.
3. To partner with other organizations, researchers and stakeholders.

# Main achievements

- Ignited THR discussion in Malawi.
- Hosted the GSTHR report launch in Africa/  
Malawi.
- Partnered and oriented 24 THR volunteer ambassadors in Malawi and Zimbabwe.



Some of the THR Volunteer Ambassadors

# Main achievements cont...

- Developed THR Malawi website into a reliable source and first point of contact for THR related information.
- Participated in a smoke free index dialogue by SFWF and SustainAbility.
- Created over 15 partnerships with organizations and individuals.

# Brands we have worked with



# Obstacles

- Some potential partners had fear of being blacklisted by some “influential health agencies” if they advocate for tobacco harm reduction.
- Ill informed and targeted negative articles and comments by some groups and individuals.



# What we envision...

- Economically feasible and culturally acceptable SNPs such as SNUS are adopted by the over 1 million smokers in Malawi and 60 million smokers in Africa.

# Connect with us

[www !\[\]\(529949c2c3dadbaa4e538e8c643454bc\_img.jpg\) thrmalawi.info](http://www.thrmalawi.info)

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Thank you!