THR Malawi Project Experience

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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

C.A.S.A
Campaign for Safer Alternatives

Knowledge Action Change
Promoting health through harm reduction

bnl times
Beyond Media

NP
Nation Publications Limited

Journalist's Association Against AIDS

SustainAbility
An ERM Group company

Smoke-Free Index

Agricentre
The heart of agriculture
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.thrmalawi.info

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Thank you!