Pfizer China is a multinational research- and development-based biopharmaceutical company with a broad product portfolio. Pfizer has 9,000 employees in China, R&D centers in Shanghai and Wuhan, business operations in over 250 cities and eight plants. Pfizer collaborates with health service providers, academia, NGOs and government to support the rapid growth of healthcare in China.

ABOUT THE WINNING PROGRAM
About 2 million new cancer cases and 1.5 million deaths from cancer are reported each year in China. Nationwide, 350 million people smoke tobacco and each year one million people die from smoking-related diseases. To address this challenge, Pfizer China and the Pfizer Foundation are working with the government, healthcare professionals and other organizations to advance tobacco and cancer control.

The program comprises a diverse range of activities to build capacity, enhance awareness of early screening and tobacco hazards and help shape policy. The program provides specialized training for healthcare professionals and the establishment of screening sites and smoking cessation services in hospitals. Accomplishments include providing 328,000 Shanghai residents with cancer prevention education; training over 2,700 medical professionals in cancer and tobacco control best practices; and providing comprehensive care to nearly 40,000 cancer patients through 10 newly-built community cancer care centers.

In addition, the China Association for Tobacco Control (CATC), a program partner, has established a smoke-free environment and tobacco-control system in 60 hospitals in China’s three largest cities. As a result, the rate of smoking among doctors in participating hospitals fell from 10.7% to 6.8% and over 16,000 people voluntarily sought smoking cessation services. A media campaign has led to thousands of media reports on tobacco control and improved public awareness.

CRITICAL SUCCESS FACTORS

WORKING WITH LOCAL AUTHORITIES
• Pfizer China and CATC took a capacity-building approach, extending and enhancing existing systems to create a nationwide network of cancer control and prevention professionals that reaches both rural and urban residents.
• The Chinese Ministry of Health, along with three other ministries, has issued a new tobacco-control policy based on the project model.

FOSTERING ROLE MODELS
• The program targeted influential groups such as women and doctors, who are important role models for healthful behaviors.
• In winning over these key influencers, the program multiplied impact and accelerated changes in behaviors and social norms.