

OUR MISSION IS TO SAVE AS MANY LIVES AS POSSIBLE

Our goals are to help prevent 100 million deaths from cardiovascular disease and make the world safer from epidemics



WHAT WE DO

We work with governments and partners across the globe to co-create, advocate for, and scale up activities in two core areas:

Cardiovascular Health

Cardiovascular disease is the world's leading cause of death.

We work with partners to reduce heart attack and stroke by:

- Increasing the number of people whose blood pressure is controlled from 14% to 50%;
- Reducing global dietary intake of salt by 30%;
- Making food safer by eliminating artificial trans fat.

Epidemic Prevention

The world is vulnerable to the next health threat because most people live in countries that are not well prepared to find, stop and prevent dangerous infectious diseases such as COVID-19.

We partner with countries to step up preparedness by:

- Scaling public health technical expertise locally;
- Strengthen capacity and performance of public health systems;
- Advancing policy action to promote national and global epidemic preparedness.

WHERE WE WORK

We prioritize partnerships with national and local organizations in low- and middle-income countries, and we work with global organizations to produce and promote policies that maximize health gains.



HOW WE WORK

We apply TOP principles to every project:

-  **Technical rigor** to develop and implement culturally competent and data-driven solutions;
-  **Operational excellence** to improve and sustain strong systems and institutions; and
-  **Policy action** to create environments that improve health outcomes, save the most lives and advance health equity.

WHO WE ARE

We are mission and impact-driven and have deep technical expertise.

We support staff who live in the countries or regions in which we work. We strive to create a fit-for-purpose workplace that is respectful, diverse, inclusive, and supportive. Our governance reflects deep knowledge of the areas where we work and the diversity of the people we serve.

Our Values

-  **Justice** Create and sustain a culture of justice and inclusion in our work and among our staff.
-  **Data-driven** Timely, accurate and rigorously collected and analyzed data guide our decisions.
-  **Partnership** Partner with integrity, compassion and humility, deeply value our colleagues and seek advice on how we can be more effective.

Our Approach

-  **Simplicity** Promote and create simple, innovative, user-centered programs.
-  **Speed** Work with agility, motivated by the fierce urgency of now.
-  **Scale** Catalyze national, regional, and global improvements to support policies and interventions that result in sustained progress.