

# Capacity Building and Sustainability:

How to Empower Youth  
to Sustain and Propel  
the Tobacco Control Movement



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# Ascend: Leadership Development for the Future of Tobacco Control

**Early and  
mid-career  
professionals  
(18–30)**

**2024:  
65 participants  
from 15 LMICs**

**2025:  
50 participants  
from 20 LMICs**



# Ascend Learning Objectives

**Tobacco control  
history**



**Global tobacco  
control  
community**

**Systems  
thinking skills**

**Effective  
leadership  
principles**

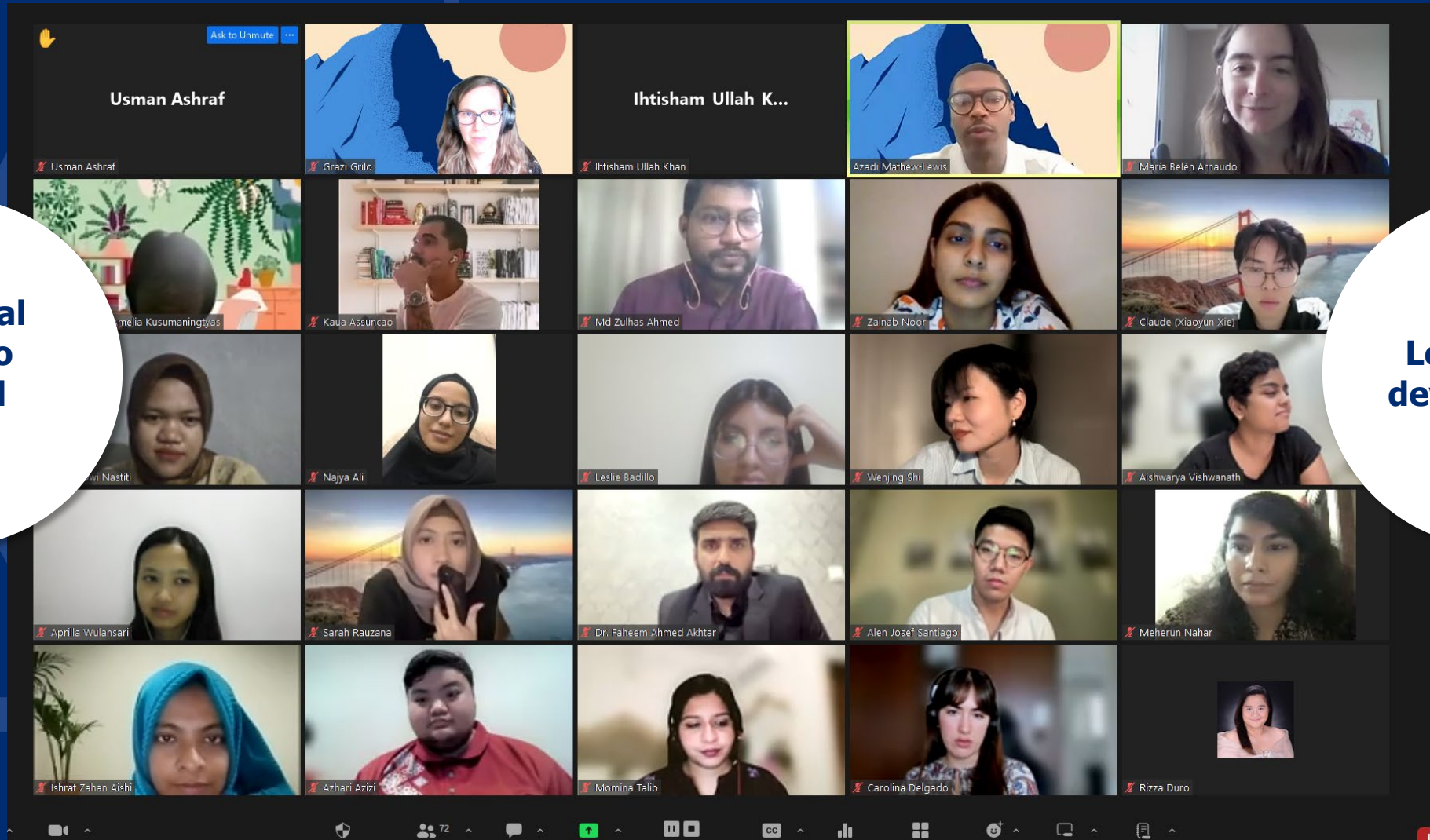
**Apply program  
content in the  
real world**

**National and  
international  
colleagues**

# Monthly Online Meetings

**Technical  
tobacco  
control  
topics**

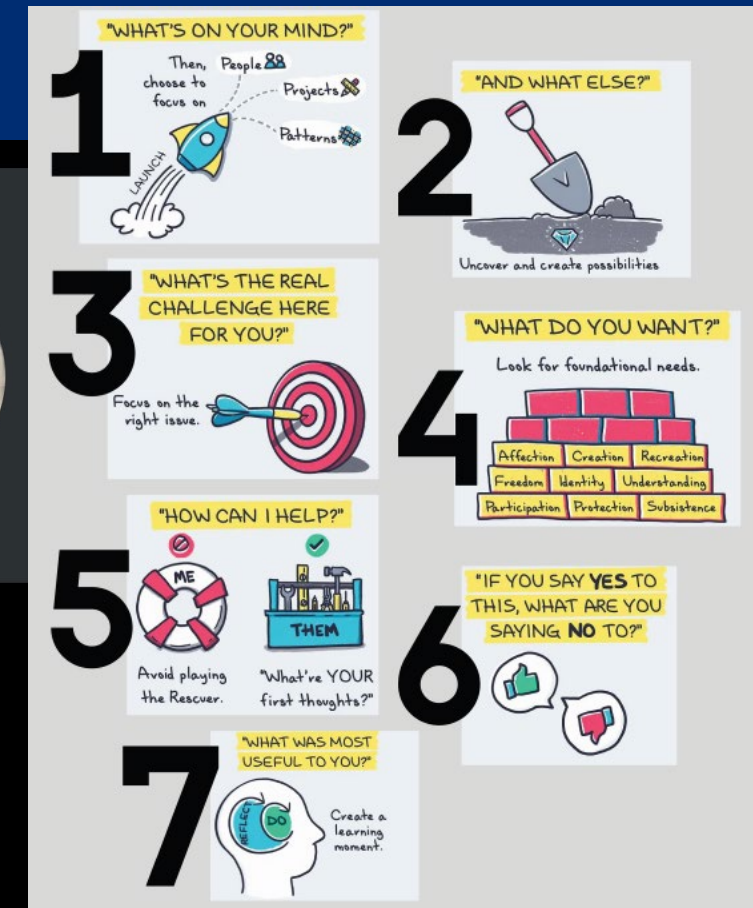
**Leadership  
development**





# Mentoring Sessions

Six mentorship  
sessions  
per participant



# In-Person Workshop

**Systems  
thinking tools**

**Collaborative  
problem-  
solving**

**Networking  
opportunities**

**Developing  
strategic  
messages**





# Internships

**22 internships**  
across  
**18 organizations**



# Feedback



**"The contacts I have  
made through Ascend  
will be invaluable in  
advancing my work  
in tobacco control."**



Participant from  
Nigeria





# Feedback

"The Ascend program **enhanced my advocacy skills** by strengthening my **leadership, communication, and strategic planning skills.**

I gained tools...  
to address root causes."



Participant from  
Bangladesh



# Questions?

Please reach out to **[tcleaders@jhu.edu](mailto:tcleaders@jhu.edu)**

