

# LUNGNSPEI

## Research Summary

### **The Investigating Methods for Promoting Advocacy and Change in Tobacco (IMPACT) Study: An Atlantic Canadian perspective of the barriers and facilitators to non-governmental organizations (NGOs) tobacco and nicotine advocacy**

Dr. Laura Kennedy's research project, An Atlantic Canadian perspective of the barriers and facilitators to NGO tobacco and nicotine advocacy: Investigating Methods for Promoting Advocacy and Change in Tobacco (IMPACT) Study, seeks to strengthen the effectiveness of non-government organization (NGO) advocacy in reducing tobacco and nicotine use. Smoking remains one of the leading causes of preventable disease and death, yet NGOs play a critical role in advancing policies, supporting cessation efforts, and protecting public health. However, advocacy efforts can be constrained by a range of structural, political, and organizational barriers, limiting their overall impact.

This study will explore these barriers and identify the key facilitators that enable successful advocacy within an Atlantic Canadian context. By engaging with stakeholders and analyzing current practices, the research will examine how NGOs can better navigate challenges and leverage opportunities to influence policy and drive meaningful change. The findings will contribute to a deeper understanding of effective advocacy strategies, helping organizations strengthen their role in tobacco control.

The project will generate practical, evidence-based insights that can be used to inform future advocacy efforts, enhance collaboration across organizations, and support more coordinated approaches to reducing tobacco and nicotine-related harm. Ultimately, this research aims to improve public health outcomes by empowering NGOs with the knowledge and tools needed to more effectively influence policy and advance lung health across Atlantic Canada.