

3 by 35 Initiative

July 6, 2025 • vajiramandravi.com



3 by 35 Initiative Latest News

Recently, the World Health Organization (WHO) has launched a "3 by 35" initiative.

About 3 by 35 Initiative

- It is an initiative urging countries to raise real prices on **tobacco, alcohol, and sugary drinks by at least 50 per cent** by 2035.
- The initiative has an ambitious goal of **raising US \$1 trillion** over the **next 10 years**.
- It aims to **revitalize health taxes** as a powerful tool to **reduce harmful consumption**, save lives, and generate vital public revenue.
- By implementing well-designed and effectively enforced taxes on these products, countries can mobilize significant domestic resources while advancing public health.
- **The 3 by 35 Initiative has three key actions**
 - **Mobilizing countries** – WHO and partners will engage heads of state, finance and health ministries, and civil society to build political momentum. Countries participating in the Initiative will benefit from

peer learning, strategic support, and global recognition.

- **Supporting country-led policies** – Countries requesting assistance will receive direct support to develop tailored, evidence-based health tax policies. Others will benefit from a shared knowledge platform offering guidance, tools, and best practices.
- **Building commitment and partnerships** – Through inclusive dialogue and collaboration, the Initiative seeks to shift public and political perceptions, foster cross-sector alliances, and strengthen the role of civil society in advocating for sustainable health financing.

Source: IE

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