



Quit Like Sweden | Statement on Funding and Editorial Principles

Quit Like Sweden was launched in 2024 to share evidence on how Sweden has reduced smoking prevalence to among the lowest levels in the world, and to encourage other countries to consider what is replicable from that experience. We organise international conferences and produce educational content on tobacco harm reduction.

Funding. Quit Like Sweden is funded by individual donors and organisations who support our mission. We do not receive direct funding from the tobacco or nicotine industry. Donors play no role in determining our editorial positions, the speakers we invite, the content of our conferences, or the views we publish. Editorial independence is the principle on which the organisation operates and is non-negotiable.

We do not publish the names of individual donors. Donor confidentiality is standard practice across advocacy organisations and reflects an ethical obligation to those who support our work.

Evidence base. Our positions on tobacco harm reduction draw on published data from the Eurobarometer surveys, the Swedish Public Health Agency, the World Health Organization, the Global Burden of Disease Study, and peer-reviewed scientific literature. Where public agencies and independent researchers interpret the same data differently, we engage that debate on its merits.

Contact. For questions about funding, editorial policy, or our work, contact info@quitlikesweden.org

A handwritten signature in black ink, appearing to read "Suely Castro". The signature is stylized with long, sweeping lines.

Suely Castro

QLS Director

QuitLikeSweden.org

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