# Anti-Smoking Campaigner Martin Raw's Legacy in Global Health



Martin Raw, a notable anti-smoking campaigner and researcher, passed away at the age of 74 from pulmonary fibrosis on April 13, 2024. Born on May 22, 1950, in Bath, Somerset, Raw's contributions significantly shaped the UK's and global approaches to smoking cessation over the last four decades.

Raw's academic journey in psychological, philosophical, and physiological studies culminated in a PhD from the Institute of Psychiatry, London. He was instrumental in establishing the importance of nicotine gum as a cessation tool through a clinical trial in 1982. His efforts were crucial in setting up National No Smoking Day in the UK, first observed on Ash Wednesday 1984.

He authored England's first evidence-based guidelines for treating tobacco dependence in 1998, which led to the founding of a national network of NHS smoking cessation services. These services set a benchmark globally, influencing many countries to adopt similar measures. In 2010, Raw headed a working group under a UN health treaty to draft cessation guidelines, later adopted by over 170 countries.

Throughout his career, Raw focused on the need for smoking cessation in low- and middle-income countries and pioneered programs in nations like Uruguay and South Africa. He also established the International Centre for Tobacco Cessation.

Raw's contributions earned him prestigious awards, including the Luther Terry award from the American Cancer Society and the John Slade award from the Society for Research on Nicotine and Tobacco.

Survived by his wife, Monica Sabino, Raw's legacy in public health continues to impact global smoking cessation efforts.