Analytic Framework: Interventions to Increase the Unit Price for Tobacco Products

**Interventions to increase the unit price of tobacco products**

- Increased perception of the higher costs of tobacco use among current and potential users
- Decreased purchase of tobacco products
- Decreased use of tobacco products by individuals
- Increase in quit attempts

**Key Effect Modifiers**
- Magnitude of the price change
- Tobacco industry responses*
- Individual price-minimizing efforts**
- Differences in income and education

**Additional benefit**
- Revenue for additional tobacco control interventions

**Reduced secondhand tobacco smoke**

- Reduced uptake of tobacco use among young people
- Reduced tobacco use in the population (Consumption; Prevalence)
- Increase in tobacco use cessation

**Reduced morbidity and mortality**

- Reduced tobacco-related disparities

*Increased use of promotions, vouchers, and other price-influencing practices

**Changes in consumption and purchasing behaviors, including increased use of alternative tobacco products.