

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

Interventions to increase the unit price of tobacco products

Additional benefit
Revenue for additional tobacco control interventions

Key Effect Modifiers

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

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

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.