Point-of-Sale Tobacco Pricing Policies

Set a minimum price for all tobacco products

Pair minimum price with minimum pack size

Prohibit redemption of coupons, discounts, & promotions

Strong tobacco pricing policies improve public health & advance health equity

Reduce racial & geographic targeting & disparities

Reduce income-based disparities in smoking rates

Encourage & facilitate quit attempts

Discourage youth initiation

Considerations in Implementing & Enforcing Pricing Policies as a Public Health Strategy

Implement pricing policies through a stand-alone ordinance or as part of tobacco retailer licensing requirements

Increase cessation resources for communities most affected by price increases

Ensure equitable enforcement of policies to avoid creating new inequities or exacerbating existing ones

Obtain legal support & technical assistance to ensure legal authority

This publication was supported by Cooperative Agreement Number 5NU38OT000141-05-00 awarded to ChangeLab Solutions and funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the US Department of Health and Human Services. ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state. © 2019 ChangeLab Solutions