

# Point-of-Sale Tobacco Pricing Policies

Set a minimum price for all tobacco products



Pair minimum price with minimum pack size



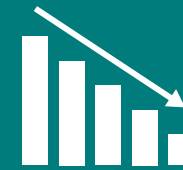
Prohibit redemption of coupons, discounts, & promotions



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