

How are tobacco control measures implemented and why: legislation, regulations and/or programs?

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Why control tobacco?

Normative theories of regulation

Paternalism is justified to different degrees in different systems, but government has responsibility to protect people in vulnerable situations, including children and in the context of addictive behaviors

Correcting market failures includes ensuring consumers are informed and internalizing external costs of behavior

Distributive justice requires government action to address inequalities



How to control tobacco: regulatory models?

Tobacco control law with subsidiary regulations for product characteristics, labeling or covering the field

Finance Act for taxation

Marketing authorization or other power delegated to regulatory agency
e.g. FDA

Programs

- Cessation (brief intervention by health professionals, counseling including quit-lines, pharmacotherapy)
- Education and awareness raising
- Alternative livelihoods