Activities & Outputs

- Increase in POS advertising pre-legislation
- Implementation of enforcement system developed
- Information about legislation and retailer responsibilities disseminated to stakeholders
- POS legislation developed & implemented

Outcomes

Short-term
- Increase in tobacco-related images on gantries/marketing activity to circumvent regulations
- Retailers comply with legislation
- Increase in support for legislation
- Reduction in POS tobacco displays, advertising and display of tobacco prices
- Reduction in tobacco sales to minors
- Increase in purchase of tobacco products from blackmarket sources

Intermediate
- Reduction in attempts to purchase tobacco products
- Reduction in tobacco brand awareness
- Reduction in exposure to POS advertising

Longer-term
- Reduction in perceived youth smoking prevalence
- Reduction in pro-tobacco attitudes
- Reduction in impulse buys in smokers
- Reduction in youth smoking prevalence
- Reduction in smoking initiation
- Reduction in smoking prevalence

Key
- Expected/intended outcomes
- Unintended/adverse outcomes

Retailer outcome
- Increase in tobacco-related images on gantries/marketing activity to circumvent regulations
- Retailers comply with legislation
- Increase in support for legislation
- Reduction in POS tobacco displays, advertising and display of tobacco prices
- Reduction in tobacco sales to minors

Youth outcome
- Reduction in attempts to purchase tobacco products
- Reduction in tobacco brand awareness
- Reduction in exposure to POS advertising
- Reduction in perceived youth smoking prevalence
- Reduction in pro-tobacco attitudes
- Reduction in impulse buys in smokers
- Reduction in youth smoking prevalence