

## Overview



- **Program Objective:** To reduce tobacco use by requiring tobacco products be sold on the installation at the same price sold by competitors in the local community.
- **Point of Contact:** OSD/HA
- **Total Force Fitness Domains:** Behavioral, Medical, Social

## Program Description



Tobacco products are sold on installations at a price up to 5% below the most competitive in the local community. This initiative would discourage the use of tobacco by allowing tobacco products to be sold at a price closer to competitor prices outside the installation.

## Implementation Progress



The National Defense Authorization Act of FY 2015 now prohibits the sale of a tobacco product at a price below the most competitive in the local community.

This initiative has been implemented at Cape Cod and will be implemented at all DoD installations moving forward.

## Performance Measures



- Tobacco units sold
- Tobacco sales

## Additional Information