

From tobacco policy to person

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FROM TOBACCO POLICY TO PERSON: multilevel influences on smoking cessation

Propositions

1. The determinants of smoking behaviour can be influenced at different socio-ecological levels. – *this thesis*
2. The process of quitting smoking does not look the same for everyone, and thus certain individuals require additional support. – *this thesis*
3. Several environmental cues in and around the retail environment have the potential to trigger impulse purchasing of tobacco. – *this thesis*
4. Discussing participation in a smoking cessation programme with colleagues and/or trusted supervisors can stimulate participation. – *this thesis*
5. Tobacco policy opposition in the media is predominantly vocalised by allies of tobacco companies – *this thesis*
6. The Dutch government should expand upon current funding and infrastructure to support smoking cessation, including structural funding for mass media campaigns, community-level smoking cessation activities and the reimbursement of more than one cessation attempt per year. – *impact*
7. Other industries, such as the sugar, alcohol and fossil fuel industries, have adopted strategies from the tobacco industry's playbook to lobby for industry-preferred policy outcomes.
8. The enforcement of existing legislation for e-cigarettes must be improved to tackle e-cigarette use among minors.
9. Involving those who are directly and indirectly impacted by an intervention in its design is important for its success.
10. "You can have it all, just not all at once" – *Oprah Winfrey*