



Development and Evaluation of New Tobacco Control Interventions

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Message from the Guest Editors

There is a need for the development and evaluation of new tobacco control interventions. 1) Existing campaign-approaches may have been used for years and grown stale. Identifying and evaluating novel approaches is important. 2) Existing community-based interventions and policies tend to be less effective among specific priority populations where smoking rates are still high. Tailored or targeted interventions and differential evaluations are needed to contribute to the reduction of smoking inequalities. 3) New eHealth and mHealth interventions need to be developed to keep up with the newest technologies and interests of users. 4) There is a lack of evidence on new population-level tobacco control policies. It is important to evaluate their public support among the population and their (potential) effectiveness.

This Special Issue aims to cover both individual-level and population-level tobacco control interventions, including interventions that stimulate smoking cessation or reduce smoking uptake.





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Message from the Editor-in-Chief

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