

## **Benefits and Barriers**

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### **Increasing Enforcement**

#### **Benefits to Rally Behind**

- Potentially effective laws already exist and can be enforced today.
- Established laws are time-tested and unlikely to face court challenges.
- Pursuing enforcement is less politicized than passing a new policy.
- Established procedures and resources may already exist to facilitate enforcement.
- Working on enforcement is inevitable because even new laws need effective enforcement.
- Effective enforcement can potentially create significant public health improvement.

#### **Barriers to Conquer**

- Enforcement agencies may not know or care about enforcing tobacco laws.
- Some laws can not be enforced locally, or don't specify who should enforce them.
- Enforcers usually do not have any direct political accountability to tobacco control advocates.
- It is difficult to refocus a large bureaucracy such as a police department.
- The proper enforcement agency may not have sufficient resources to target tobacco law violations.
- Data collection on public health improvements can be difficult.