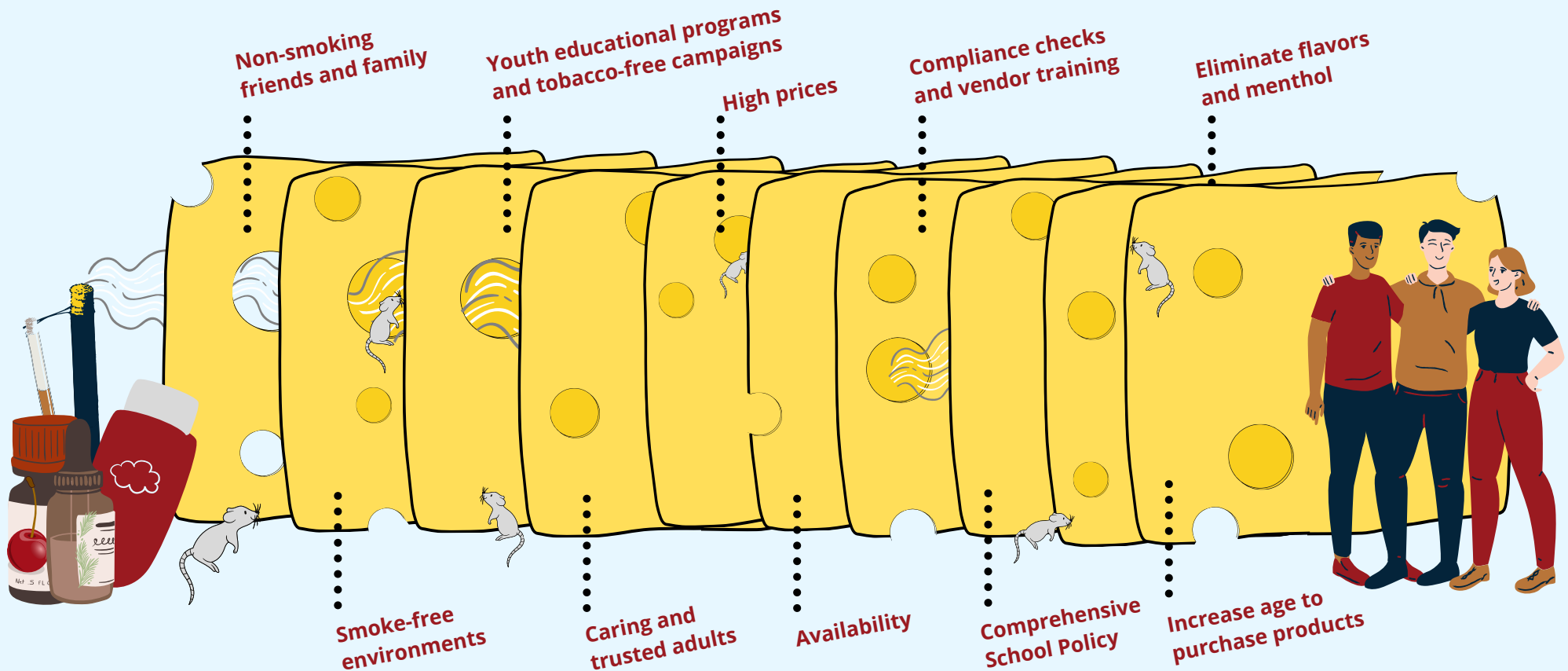


SWISS CHEESE MODEL OF COMMERCIAL TOBACCO PREVENTION

Effective commercial tobacco prevention happens when interventions are layered together to create a healthy tobacco-free community.



Interventions



Targeted tobacco industry marketing, social media misinformation, and tobacco lobbyists weakening regulations

Source: Adapted from James T. Reason



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