

TOBACCO CONTROL

Contents



Editorials

- 1** The banality of tobacco deaths
S Shatenstein, S Chapman
- 3** It is time to abandon youth access tobacco programmes
P M Ling, A Landman, S A Glantz

Cover essay

- 7** Planning to become a mom? *T J J Prins, C Honing*

News analysis

- 9** BAT: caught out again • The wolf changes its sheepskin • India: BAT's bravery award • Niger: beauty and the beast • Thailand: trying to swing it on the golf course • New ad code cosmetic: official • USA: 30 things to do with a dead Camel • Uganda: health comes in from the sidelines • USA: talking to the lads

Original articles

Policy forum

- 14** Responses to tobacco control policies among youth
M A Crawford, G I Balch, R Mermelstein and the Tobacco Control Network Writing Group
- 20** Cigarette acquisition and proof of age among US high school students who smoke
S Everett Jones, D J Sharp, C G Husten, L S Crossett
- 26** Application of a rating system to state clean indoor air laws (USA)
J F Chiriqui, M Frosh, R C Brownson, D M Shelton, R C Sciandra, R Hobart, P H Fisher, R el Arculli, M H Alciati
- 35** Trends and affordability of cigarette prices: ample room for tax increases and related health gains
G E Guindon, S Tobin, D Yach

Other topics

- 44** WHO Europe evidence based recommendations on the treatment of tobacco dependence
M Raw, P Anderson, A Batra, G Dubois, P Harrington, A Hirsch, J Le Houezec, A McNeill, D Milner, M Poetschke Langer, W Zatonski—Recommendations panel
- 47** Examining the effects of tobacco treatment policies on smoking rates and smoking related deaths using the SimSmoke computer simulation model
D T Levy, K Friend

- 55** Cigarette nicotine yields and nicotine intake among Japanese male workers
K Ueda, I Kawachi, M Nakamura, H Nogami, N Shirokawa, S Masui, A Okayama, A Oshima

- 61** Long term and transitional intermittent smokers: a longitudinal study
M Lindström, S-O Isacson, and The Malmö-Shoulder-Neck Study Group

- 68** Tobacco industry documents: comparing the Minnesota Depository and internet access
E D Balbach, R J Gasior, E M Barbeau

Controversies in Tobacco Control

- 73** The limitations of fear messages
G Hastings, L MacFadyen
- 76** The continuing importance of emotion in tobacco control media campaigns: a response to Hastings and MacFadyen
L Biener, T M Taylor

From the JECH gallery

- 19** Water, tobacco, and global inequalities
Debbie Lawlor

Ad Watch

- 6** "Bursting with cancer!" Vacuous marketing slogans from around the world
- 8** Reminding smokers to quit
- 79** Hungary introduces a total ban on tobacco advertising
T Szilágyi

Letters

- 82** Tobacco use among school personnel in Bihar, India
D N Sinha, P C Gupta, M S Pednekar, J T Jones
- 83** Exposure to environmental tobacco smoke in public places in Barcelona, Spain
M Jané, M Nebot, X Rojano, L Artazcoz, J Sunyer, E Fernández, M Ceraso, J Samet, S K Hammond
- 84** A smoking cessation telephone resource: feasibility and preliminary evidence on the effect on health care provider adherence to smoking cessation guidelines
T W Marcy, L J Solomon, G S Dana, R Secker-Walker, J M Skelly
- 84** Ophthalmologists' and optometrists' attitudes and behaviours regarding tobacco cessation intervention
J S Gordon, J A Andrews, E Lichtenstein, H H Severson, L Akers, C Williams
- 86** Reviewers

TOBACCO CONTROL

www.tobaccocontrol.com
