Tobacco Control

The quarter that changed the World: Celebrating 20 Years of California Tobacco Control Program



Artwork courtesy of the California Tobacco Control Program www.cdph.ca.gov/programs/tobacco

Contents

Editorial

- i1 The California Tobacco Control Program:
- introduction to the 20-year retrospective

 T Rogers

Research papers

- i3 The quarter that changed the world
- A Roeseler, D Burns
- **i16** Policy-driven tobacco control *J A Francis*,
- B M Abramsohn, H-Y Park
- i21 Tobacco marketing in California and
- (a) implications for the future A Roeseler, E C Feighery, T B Cruz
- **i30** An evaluation of the California community
- (a) intervention M V Modayil, D W Cowling, H Tang, A Roeseler
- **i37** Assessing the relationship between ad
- b volume and awareness of a tobacco education media campaign D W Cowling, M V Modayil, C Stevens
- Evaluation of California's in-school tobacco
- use prevention education (TUPE) activities using a nested school-longitudinal design, 2003–2004 and 2005–2006 H-Y Park, C Dent, E Abramsohn, B Dietsch, W J McCarthy
- **i51** The impact of social norm change strategies
- 6 on smokers' quitting behaviours X Zhang, D W Cowling, H Tang

April 2010 Supplement 1

- i56 Using a cessation-related outcome index
- to assess California's cessation progress at the population level H Tang, E Abramsohn, H-Y Park, D W Cowling, W K Al-Delaimy
- i62 Smoking-attributable cancer mortality in
- (alifornia, 1979–2005 D W Cowling, J Yang
- **i68** Evaluation of the economic impact of
- (a) California's Tobacco Control Program: a dynamic model approach L S Miller, W Max, H-Y Sung, D Rice, M Zaretsky



This article has been chosen by the Editor to be of special interest or importance and is freely available online.



Articles carrying the Unlocked Logo are freely available online under the BMJ Journals unlocked scheme.

See http://tobaccocontrol.bmj.com/info/unlocked.dtl



This journal is a member of and subscribes to the principles of the Committee on Publication Ethics

www.publicationethics.org.uk



