# Tobacco Control



Cover credit: Image depicting Vital Strategies' successful Quit Big Tobacco campaign, illustrated by Daniel Stolle. Learn more about the campaign at www.quitbigtobacco.org

# **Contents**

#### **Editorial**

483 Keeping tobacco cheap: how tobacco companies undermine government tax measures R E Malone

#### **News analysis**

484 Worldwide news and comment M Hefler

#### **Research papers**

488 Tobacco industry strategies undermine government tax policy: evidence from commercial data

R Hiscock, J R Branston, A McNeill, S C Hitchman, T R Partos, A B Gilmore



498 Influence of Natural American Spirit advertising on current and former smokers' perceptions and intentions S K Gratale, E K Maloney, A Sangalang, J N Cappella

**505** Air pollution as a catalyst for supporting tobacco control policies? Evidence from a nationwide study on Chinese medical students X Y Yang, T Yang, F Nie

513 Impact of plain packaging of cigarettes on the risk perception of Uruguayan smokers: an experimental study

J E Harris, G Ares, M Gerstenblüth, L Machin, P Triunfo

**519** Estimating the effects of novel on-pack warnings on young adult smokers and susceptible non-smokers P Gendall, C Eckert, J Hoek, J Louviere

526 Tobacco retail environment near housing programmes for patients with mental health conditions in New York City E S Rogers, E A Vargas

**534** Effects of health-oriented descriptors on combustible cigarette and electronic cigarette packaging: an experiment among adult smokers in the United States A Sanders-Jackson, A S L Tan, K Yie

**542** Economic cost of tobacco-related cancers in

Sri Lanka

H Amarasinghe, S Ranaweera, T Ranasinghe, N Chandraratne, D R Kumara, M Thavorncharoensap, P Abeykoon, A de Silva

547 Cost-effectiveness of a smokeless tobacco control mass media campaign in India

N Murukutla, H Yan, S Wang, N S Negi, A Kotov, S Mullin, M Goodchild

**552** Tobacco policy reform and population-wide antismoking activities in Australia: the impact on smoking during pregnancy

A Havard, D T Tran, A Kemp-Casev, K Einarsdóttir, D B Preen, L R Jorm

## September 2018 Volume 27 Issue 5

560 Relationship between smoking and health and education spending in Chile

G Paraje, D Araya

568 Revealing the complexity of guitting smoking: a qualitative grounded theory study of the natural history of quitting in Australian ex-smokers A L Smith, S M Carter, S M Dunlop, B Freeman, S Chapman

#### Research letters

577 Tobacco industry tactics in preparing for menthol ban R Schwartz, M Chaiton, T Borland, L Diemert

578 Changes in the availability and promotion of

non-cigarette tobacco products near high schools in New Jersey, USA

DP Giovenco, C Ackerman, M Hrywna, CD Delnevo

## **Special communication**

**580** Tobacco product developments in the Australian market in the 4 years following plain packaging M Scollo, M Bayly, S White, K Lindorff, M Wakefield

#### **Brief reports**

**585** Marijuana as a 'concept' flavour for cigar products: availability and price near California schools L Henriksen, N C Schleicher, K Ababseh, T O Johnson, S P Fortmann

589 Reclaiming the value of pictorial health warning labels in Jordan

> N A Obeidat, M Al-Hadid, A A Hatogai, R A Shihab, F I Hawari

**592** Characteristics of tobacco purchases in urban corner stores

H G Lawman, J Dolatshahi, G Mallya, S V Veur, R Coffman, C Bettigole, A Wojtanowski, J Wylie-Rosett,

**596** To what extent and why adolescents do or do not support future tobacco control measures: a multimethod study in the Netherlands M Schreuders, N A Lagerweij, B van den Putte, A E Kunst

### **Industry** watch

600 Package size matters: tobacco packaging, retail merchandising and its influence on trial and impulse sales T Dewhirst

#### Miscellaneous

**599** Correction: *E-cigarettes and youth smoking: be alert* but not alarmed



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



This article has been made freely available OPEN ACCESS online under the BMJ Journals Open Access scheme

See http://authors.bmj.com/ open-access



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

www.publicationethics.org.uk



