



Cover credit: DOONESBURY  
© G. B. Trudeau. Reprinted  
with permission of ANDREWS  
MCMEEL SYNDICATION. All rights  
reserved.

## Contents

### Editorial

- 597** JUUL: beaten-down innovator or vicious bully?  
*R E Malone*

### News analysis

- 599** Worldwide news and comment  
*M Hefler*

### Research papers

- 603** Prevalence and correlates of JUUL use among a  
national sample of youth and young adults  
*D M Vallone, M Bennett, H Xiao, L Pitzer,  
E C Hair*

- 610** JUUL and other stealth vaporisers: hiding the  
habit from parents and teachers  
*D Ramamurthi, C Chau, R K Jackler*

- 617** Youth access to JUUL online: eBay sales of JUUL  
prior to and following FDA action  
*L Laestadius, Y Wang*

- 623** Nicotine arms race: JUUL and the high-nicotine  
product market  
*R K Jackler, D Ramamurthi*

- 629** Examining the relationship of vaping to smoking  
initiation among US youth and young adults:  
a reality check  
*D T Levy, K E Warner, K M Cummings, D Hammond,  
C Kuo, G T Fong, J F Thrasher, M L Goniewicz,  
R Borland*

- 636** Towards 'a balanced delegation' or enhancing  
global health governance? Analysis of parties'  
participation in the Conference of the Parties to  
WHO Framework Convention on Tobacco Control  
*E Plotnikova, S E Hill, A Wright, J Collin*

- 643** Restricting tobacco sales to only pharmacies  
combined with cessation advice: a modelling  
study of the future smoking prevalence, health  
and cost impacts  
*F S Petrović-van der Deen, T Blakely, G Kvizhinadze,  
C L Cleghorn, L J Cobia, N Wilson*

## November 2019 Volume 28 Issue 6

- 651** Mixed-methods evaluation of a ban on tobacco  
advertising and promotion in Banyuwangi District,  
Indonesia  
*S K Sebayang, D M S K Dewi, Sul Lailiyah,  
A Ahsan*

- 657** Retailers' perspectives on selling tobacco in a  
low-income San Francisco neighbourhood after  
California's \$2 tobacco tax increase  
*G Chavez, M Minkler, P A McDaniel, J Estrada,  
R Thayer, J Falbe*

- 663** Population Assessment of Tobacco and Health (PATH)  
reliability and validity study: selected reliability and  
validity estimates  
*R Tourangeau, T Yan, H Sun, A Hyland, C A Stanton*

- 669** Provincial-level cancer burden attributable to active  
and second-hand smoking in China  
*C Xia, R Zheng, H Zeng, M Zhou, L Wang, S Zhang,  
X Zou, K Sun, Z Yang, H Li, M Parascandola, F Islami,  
W Chen*

### Research letter

- 676** High exposure to nicotine among adolescents  
who use Juul and other vape pod systems  
(‘pods’)  
*M L Goniewicz, R Boykan, C R Messina, A Eliscu,  
J Tolentino*

### Brief reports

- 678** Characteristics and toxicant emissions of JUUL  
electronic cigarettes  
*S Talih, R Salman, R El-Hage, E Karam,  
N Karaoghlanian, A El-Hellani, N Saliba,  
A Shihadeh*

- 681** JUUL use and reasons for initiation among adult  
tobacco users  
*M Patel, A Cuccia, J Willett, Y Zhou, E C Kierstead,  
L Czapliski, B Schillo, E C Hair, D Vallone*

- 685** Use and reasons for use of electronic vapour products  
shaped like USB flash drives among a national sample  
of adults  
*K L Marynak, F R M Ali, G L Schauer, M A Tynan,  
B A King*

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  
online under the BMJ Journals open access  
scheme. See [http://authors.bmj.com/  
open-access](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](http://www.publicationethics.org.uk)

equator  
network

recycle  
When you have finished  
with this please recycle it

- 689** Heated tobacco products and combusted cigarettes: comparing global prices and taxes  
*A C Liber*

- 692** Assessing progress in protecting non-smokers from secondhand smoke  
 *S Semple, W Mueller, A H Leyland, L Gray, J W Cherrie*

- 696** Prevalence and characteristics of tobacco purchases in convenience stores: results of a postpurchase intercept survey in Dunedin, New Zealand  
*L Robertson, C Cameron, J A Hoek, T Sullivan, L Marsh, E Peterson, P Gendall*

- 701** No surge in illicit cigarettes after implementation of menthol ban in Nova Scotia  
*M Stoklosa*

---

### Special communications

- 705** Public mobilisation in implementation of smoke-free Beijing: a social media complaint platform  
*J Zhang, X Cui, H Liu, H Han, R Cao, E M Sebie, X Yin*

- 712** Philip Morris International-funded 'Foundation for a Smoke-Free World': analysing its claims of independence  
*Y van der Eijk, L A Bero, R E Malone*