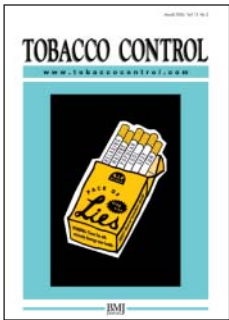


TOBACCO CONTROL

Contents



GASP poster 'Pack of Lies' adapted from original poster produced by Smokefree Educational Services.

Editorial

- 97** If it bleeds, it leads: the pathos derby
S Shatenstein

Cover essay

- 100** GASP: picking off the pack of lies *C Farren*

News analysis

- 102** USA: Sex and the Ciggie • UK: acting normal without smoking • Guatemala: snow stopping 'em • Sri Lanka: exploiting the fallen • Pakistan: seizing the moment • Australia: a career in cancer promotion? • USA/Brazil: the flavour of things to come? • Malaysia: racing round the hurdles

Research papers

Policy forum

- 108** Community tobacco control leaders' perceptions of harm reduction *A M Joseph, D Henrikus, M J Thoele, R Krueger, D Hatsukami*
- 115** Smoking, social class, and gender: what can public health learn from the tobacco industry about disparities in smoking? *E M Barbeau, A Leavy-Sperounis, E D Balbach*
- 123** Tobacco harm reduction: what do the experts think? *E G Martin, K E Warner, P M Lantz*
- 129** Reducing social inequalities in smoking: can evidence inform policy? A pilot study *D Ogilvie, M Petticrew*
- 132** Reducing tobacco addiction through tobacco product regulation *J E Henningfield, N L Benowitz, G N Connolly, R M Davis, N Gray, M L Myers, M Zeller*

Other topics

- 136** Tobacco and transition: an overview of industry investments, impact and influence in the former Soviet Union *A B Gilmore, M McKee*
- 143** Moving East: how the transnational tobacco industry gained entry to the emerging markets of the former Soviet Union—part I: establishing cigarette imports *A B Gilmore, M McKee*
- 151** Moving East: how the transnational tobacco industry gained entry to the emerging markets of the former Soviet Union—part II: an overview of priorities and tactics used to establish a manufacturing presence

- 161** Airway disease risk from environmental tobacco smoke among coffeehouse workers in Turkey *F Fidan, A H Cimrin, G Ergor, C Sevinc*
- 167** The effectiveness of tobacco sales ban to minors: the case of Finland *A H Rimpelä, S U Rainio*
- 175** Smoking behaviour and toxin exposure during six weeks use of a potential reduced exposure product: Omni *J R Hughes, S S Hecht, S G Carmella, S E Murphy, P Callas*
- 180** Exposure to environmental tobacco smoke (ETS) and determinants of support for complete smoking bans in psychiatric settings *M C Willemsen, C A Görts, P Van Soelen, R Jonkers, S R Hilberink*
- 186** Nicotine delivery capabilities of smokeless tobacco products and implications for control of tobacco dependence in South Africa *O A Ayo-Yusuf, T J P Swart, W B Pickworth*
- 190** The cost effectiveness of pharmacological smoking cessation therapies in developing countries: a case study in the Seychelles *A R Gilbert, C Pinget, P Bovet, J Cornuz, C Shamlaye, F Paccaud*

Review

- 197** The effectiveness of workplace smoking cessation programmes: a meta-analysis of recent studies *G Smedslund, K J Fisher, S M Boles, E Lichtenstein*

Letters

- 206** Financial implications of cigarette smoking among individuals with schizophrenia *M L Steinberg, J M Williams, D M Ziedonis*
- 206** Public attitudes about tobacco smoke in workplaces: the importance of workers' rights in survey questions *G W Thomson, N Wilson*

Book review

- 207** Tobacco or health? Physiological and social damages caused by tobacco smoking *S Hamann*

Miscellaneous

- 99, 114, 121, 122, 135, 160, 196, 205,**
The lighter side