

TOBACCO CONTROL

Contents



Editorial

- 1** The time for tobacco industry sponsored PREP evaluation has arrived *T Eissenberg*

News analysis

- 3** Iraq: an important start in the Kurdish region • Pakistan: health warnings, industrystyle • Sweden: ads snuffed out • Thailand: mass exercise, petition, and lure-free points of sale • South Korea: smoke and dye • Hong Kong, China: Marlboro pack sleeves • Sweden: cockroach of the year

Reviews

- 7** A randomised control study of a fully automated internet based smoking cessation programme *L H G Swartz, J W Noell, S W Schroeder, D V Ary*
- 13** Industry sponsored anti-smoking ads and adolescent reactance: test of a boomerang effect *L Henriksen, A L Dauphinee, Y Wang, S P Fortmann*

Research papers

- 19** 22 years on: the impact and relevance of the UK No Smoking Day *L Owen, B Youdan*
- 26** Are comprehensive environmental changes as effective as health education for smoking cessation? *T Kadovaki, H Kanda, M Watanabe, A Okayama, N Miyamatsu, T Okamura, T Hayakawa, K Hishida, Y Kita, H Ueshima*
- 30** Medicaid reimbursement for prenatal smoking intervention influences quitting and cessation *R Petersen, J M Garrett, C L Melvin, K E Hartmann*
- 35** Tobacco sales in pharmacies: time to quit *K S Hudmon, C M Fenlon, R L Corelli, A V Prokhorov, S A Schroeder*
- 39** New tobacco products: do smokers like them? *R S Caraballo, L L Pederson, N Gupta*
- 45** Smokers' reactions to reduced ignition propensity cigarettes *R J O'Connor, G A Giovino, B V Fix, A Hyland, D Hammond,*

G T Fong, U Bauer, K M Cummings

- 50** Tobacco industry litigation strategies to oppose tobacco control media campaigns *J K Ibrahim, S A Glantz*

- 59** The social context of smoking: the next frontier in tobacco control? *B Poland, K Frohlich, R J Haines, E Mykhalovskiy, M Rock, R Sparks*

Brief report

- 64** Levels of toxins in oral tobacco products in the UK *A McNeill, R Bedi, S Islam, M N Alkhatib, R West*

Letters

- 68** Smoke-free law did affect revenue from gaming in Delaware *M R Pakko*
- 69** Authors' response to M R Pakko *B Alamar, S Glantz*
- 69** Health meetings do not belong in smoky cities *C M Carpenter, G N Connolly, M Travers, A Hyland, K M Cummings*
- 70** Seasonal variations in stage of change among Quitline clients *C N Delnevo, J Foulds, U Vorbach, E Kazimir*
- 71** Is there public support for banning smoking in motor vehicles? *G Jalleh, R J Donovan, S Stewart, D Sullivan*
- 71** Health consequences of smoking 1-4 cigarettes per day: response to G F Cope (letter to journal) *K Bjartveit, A Tverdal*

Ad watch

- 34** Tobacco advertising on mini-motors *H Darling, A I Reeder*

Miscellanea

- 29, 44, 49, 63** The Lighter Sides