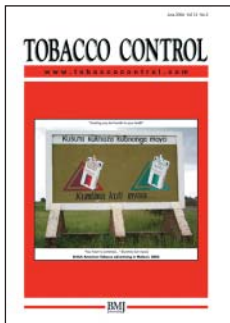


# TOBACCO CONTROL

## Contents



### Editorial

- 145** The need for tobacco regulation *N Gray*

### News analysis

- 146** China: marathon event runs on green ribbon power • Lebanon: business as usual • Spain: lessons of a not-so-smoke-free law • New Zealand: Pacific islanders' smoking targeted • USA: Philip Morris deploras bad taste • Denmark: that tired old freedom thing again • Czech Republic: film targets still in frame • Malaysia: "transparency"—industry people at FCTC talks • Canada: a new angle on packs • Mauritius: British minister flouts rules to greet BAT man • Australia: health warnings canned • Czech Republic: addiction course includes tobacco • UK: smoke-free effect on pension funds

### Research papers

- 152** Cost-effectiveness of pharmacotherapies for nicotine dependence in primary care settings: a multinational comparison *J Cornuz, A Gilbert, C Pinget, P McDonald, K Šlama, E Salto, F Paccaud*
- 160** Paradoxical increase in cigarette smuggling after the market opening in Taiwan *C P Wen, R A Peterson, T Y D Cheng, S P Tsai, M P Eriksen, T Chen*
- 166** Smokeless tobacco use 1992–2002: trends and measurement in the Current Population Survey-Tobacco Use Supplements *E A Mumford, D T Levy, J G Gitchell, K O Blackman*
- 172** Adolescent smoking behaviour and cigarette brand preference in Japan *Y Osaki, T Tanihata, T Ohida, M Minowa, K Wada, K Suzuki, A Kaetsu, M Okamoto, T Kishimoto*
- 181** The fraction of ischaemic heart disease and stroke attributable to smoking in the WHO Western Pacific and South-East Asian regions *A L C Martiniuk, C M Y Lee, T H Lam, R Huxley, I Suh, K Jamrozik, D F Gu, Woodward M, for the Asia Pacific Cohort Studies Collaboration*
- 189** Brand differences of free-base nicotine delivery in cigarette smoke: the view of the tobacco industry documents *G Ferris Wayne, G N Connolly, J E Henningfield*
- 199** Risk factors for tobacco dependence in adolescent smokers *I Karp, J O'Loughlin, J Hanley, R F Tyndale, G Paradis*
- 205** Vulnerability to smoking after trying a single cigarette can lie dormant for three years or more *J A Fidler, J Wardle, N Henning Brodersen, M J Jarvis, R West*

- 210** Role of snus in initiation and cessation of tobacco smoking in Sweden *L M Ramström, J Foulds*
- 215** Philip Morris's Project Sunrise: weakening tobacco control by working with it *P A McDaniel, E A Smith, R E Malone*
- 224** Eliminating child labour in Malawi: a British American Tobacco corporate responsibility project to sidestep tobacco labour exploitation *M G Otañez, M E Muggli, R D Hurt, S A Glantz*
- 231** Fiscal versus social responsibility: how Philip Morris shaped the public funds divestment debate *N Wander, R E Malone*
- 242** Decline in respiratory symptoms in service workers five months after a public smoking ban *T M L Eagan, J Hetland, L E Aarø*
- 247** The Tobacco Control Scale: a new scale to measure country activity *L Joossens, M Raw*

### Special communication

- 254** Every document and picture tells a story: using internal corporate document reviews, semiotics, and content analysis to assess tobacco advertising *S J Anderson, T Dewhirst, P M Ling*
- 262** Maximum yields might improve public health—if filter vents were banned: a lesson from the history of vented filters *L T Kozłowski, R J O'Connor, G A Giovino, C A Whetzel, J Pauly, K M Cummings*

### Industry watch

- 267** The Philip Morris External Research Program: results from the first round of projects *N Hirschhorn, S Aguinaga Bialous, S Shatenstein*

### Ad watch

- 270** Why the tobacco industry fears point of sale display bans *T Harper*

### Letter

- 272** Tobacco use among Spanish physicians and medical students *E Moreuo San-Pedro, J G Roales-Nieto, J L Blanco-Coronado*

### Miscellanea

- 198, 209, 223, 253, 261, 272** The Lighter Sides