



Cover: The Tobacco Industry Code of Ethics: Moral Guidelines for a New Millennium, a blank-book publication developed and distributed by the Norwegian Cancer Society and tobacco control advocates in Norway as part of efforts to encourage their government to divest from tobacco company stockholdings (see News analysis section). Thanks to Sverre Berg Lutnaes for providing a copy of the publication.

Cover design: Elizabeth Smith.

Cover photos: Robert Reed and Naphtali Offen.

Book design: Kristian Olsen

Book text: Jan Ove Kongsvik, Baal Advertising Agency and Sverre Berg Lutnaes, Norwegian Cancer Society.

Contents

Editorial

- 161** New directions in tobacco promotion and brand communication *T Dewhurst*

News analysis

- 163** India: surrogates and spoofs • Norway: \$2 billion sale of tobacco stock • Hong Kong, China: tax rise at last • Sri Lanka: industry promotion • Ukraine: large tax rise • Bangladesh: human chain against cultivation • Brazil: smoke-free • World conference: notes from the field • BMJ Journals award • Judy Wilkenfeld Award

Research papers

- 167** Cigarette affordability trends: an update and some methodological comments *E H Blecher, C P van Walbeek*
- 176** Tobacco in prisons: a focus group study *R Richmond, T Butler, K Wilhelm, A Wodak, M Cunningham, I Anderson*
- 183** Predicting the future prevalence of cigarette smoking in Australia: how low can we go and by when? *C E Gartner, J J Barendregt, W D Hall*
- 190** Geographical information systems as a tool for monitoring tobacco industry advertising *C I Vardavas, G N Connolly, A G Kafatos*
- 197** Health consequences of sustained smoking cessation *K Bjartveit, A Tverdal*
- 206** Smoking in Ghana: a review of tobacco industry activity *E Owusu-Dabo, S Lewis, A McNeill, S Anderson, A Gilmore, J Britton*
- 212** Open source marketing: Camel cigarette brand marketing in the "Web 2.0" world *B Freeman, S Chapman*

June 2009 Volume 18 Issue 3

- 218** The effect of retail cigarette pack displays on unplanned purchases: results from immediate postpurchase interviews *O B J Carter, B W Mills, R J Donovan*
- 222** Reported awareness of tobacco advertising and promotion in China compared to Thailand, Australia and the USA *L Li, H-H Yong, R Borland, G T Fong, M E Thompson, Y Jiang, Y Yang, B Sirirassamee, G Hastings, F Harris*

Special communication


- 228** Criteria for evaluating tobacco control research funding programs and their application to models that include financial support from the tobacco industry *J E Cohen, M Zeller, T Eissenberg, M Parascandola, R O'Keefe, L Planinac, S Leischow*


Brief reports

- 235** Impact on the Australian Quitline of new graphic cigarette pack warnings including the Quitline number *C L Miller, D J Hill, P G Quester, J E Hiller*
- 238** Tourists' attitudes towards ban on smoking in air-conditioned hotel lobbies in Thailand *V Viriyachaiyo, A Lim*
- 241** Philip Morris involvement in the development of an air quality laboratory in El Salvador *C E Kummerfeldt, J Barnoya, L Bero*
- 245** Impact of parental home smoking policies on policy choices of independently living young adults *A B Albers, L Biener, M Siegel, D M Cheng, N A Rigotti*

Miscellanea

- 182, 196, 234**
The Lighter Side

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

 Articles carrying the Unlocked Logo are freely available online under the BMJ Journals unlocked scheme. See <http://tobaccocontrol.bmj.com/info/unlocked/dtl>

C O P E COMMITTEE ON PUBLICATION ETHICS

This journal is a member of and subscribes to the principles of the Committee on Publication Ethics
www.publicationethics.org.uk

 equator network

 recycle
When you have finished with this please recycle it