



Photo credit: Tyson Volkmann

Receive regular table of contents by email.  
Register using this QR code.



## Contents

May 2013 Volume 22 Supplement 1

### The Tobacco Endgame

#### Editorials

- i1** Questions for a tobacco-free future *E A Smith*  
**i3** An endgame for tobacco? *K E Warner*

#### Endgame proposals

- i6** Minimising the harm from nicotine use: finding the right regulatory framework *R Borland*  
**i10** Supply-side options for an endgame for the tobacco industry *C D Callard, N E Collishaw*  
**i14** Reducing the nicotine content to make cigarettes less addictive *N L Benowitz, J E Henningfield*  
**i18** Potential advantages and disadvantages of an endgame strategy: a 'sinking lid' on tobacco supply *N Wilson, G W Thomson, R Edwards, T Blakely*  
**i22** The tobacco-free generation proposal *A J Berrick*  
**i27** Why ban the sale of cigarettes? The case for abolition *R N Proctor*

#### Commentaries

- i31** Ending versus controlling versus employing addiction in the tobacco-caused disease endgame: moral psychological perspectives *L T Kozlowski*  
**i33** Large-scale unassisted smoking cessation over 50 years: lessons from history for endgame planning in tobacco control *S Chapman, M A Wakefield*

- i36** Ending tobacco-caused mortality and morbidity: the case for performance standards for tobacco products *D K Hatsukami*  
**i38** There's no single endgame *D Arnett*  
**i40** Reflections on the 'endgame' for tobacco control *M Zeller*  
**i42** Tobacco endgames: what they are and are not, issues for tobacco control strategic planning and a possible US scenario *R E Malone*  
**i45** The FCTC's evidence-based policies remain a key to ending the tobacco epidemic *M L Myers*  
**i47** Cultivating the next generation of tobacco endgame advocates *J Tam*

#### New perspectives

- i49** Can tobacco control endgame analysis learn anything from the US experience with illegal drugs? *P Reuter*  
**i52** Political impediments to a tobacco endgame *B G Rabe*  
**i55** Tobacco endgame strategies: challenges in ethics and law *B P Thomas, L O Gostin*  
**i58** In and across bureaucracy: structural and administrative issues for the tobacco endgame *K R Isett*



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://tobaccocontrol.bmj.com/site/about/guidelines.xhtml#open>

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](http://www.publicationethics.org.uk)

