



Cover credit: Reprinted with the permission of the Canadian Council for Tobacco Control.

Concept: Jocelyne Koepke/Artwork: Ralph Duchesne

## Contents

### Editorial

- 279** WHO FCTC article 5.3: promise but little progress *R E Malone, S A Bialous*

### News analysis

- 281** Ukraine: 25% tax increase from July 2014 • Chile: tax increased in reform measures • El Salvador: latest country to ratify FCTC • Europe: FCTC Article 5.3 complaint • Poland: 'truth' style counter tobacco industry campaign • Czech Republic: presidents, Philip Morris... and catering • World: poor sales blamed for factory closures • Germany: international VaporFair • Malaysia: empowering dentists into smoking cessation • New Zealand: duty free tobacco limits cut

### Brief reports

- 285** Priming effect of antismoking PSAs on smoking behaviour: a pilot study *J L Harris, M Pierce, J A Bargh*
- 291** Effective smoke-free policies in achieving a high level of compliance with smoke-free law: experiences from a district of North India *S Goel, K Ravindra, R J Singh, D Sharma*

### Review

- 295** Anti-tobacco policy in schools: upcoming preventive strategy or prevention myth? A review of 31 studies *M R Galanti, A Coppo, E Jonsson, S Bremberg, F Faggiano*

### Research paper

- 302** Second-hand smoke exposure and psychological distress in adolescents. A population-based study *A Padrón, I Galán, F Rodríguez-Artalejo*

## July 2014 Volume 23 Issue 4

- 308** Association between smoke-free workplace and second-hand smoke exposure at home in India *J T Lee, S Agrawal, S Basu, S A Glantz, C Millett*
- 313** Testing messages to reduce smokers' openness to using novel smokeless tobacco products *L Popova, T B Neilands, P M Ling*
- 322** 'To quarterback behind the scenes, third-party efforts': the tobacco industry and the Tea Party *A Fallin, R Grana, Stanton A Glantz*
- 332** Assessment of risk for asthma initiation and cancer and heart disease deaths among patrons and servers due to secondhand smoke exposure in restaurants and bars *R Liu, D L Bohac, L A Gundel, M J Hewett, M G Apte, S K Hammond*
- 339** The silent salesman: an observational study of personal tobacco pack display at outdoor café strips in Australia *M A Wakefield, M Zacher, M Bayly, E Brennan, J Dono, C Miller, S J Durkin, M M Scollo*
- 345** Newspaper coverage of tobacco issues: an analysis of print news in Chinese cities, 2008–2011 *S He, Q Shen, X Yin, L Xu, X Lan*
- 353** Socioeconomic, demographic and smoking-related correlates of the use of potentially reduced exposure to tobacco products in a national sample *R A Shaikh, M Siahpush, G K Singh*

### Special communication

- 359** Tobacco control challenges in East Asia: proposals for change in the world's largest epidemic region *K Katanoda, Y Jiang, S Park, M K Lim, Y-L Qiao, M Inoue*



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)



When you have finished with this please recycle it

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

