



Cover credit: From the collection of Stanford University (<http://tobacco.stanford.edu>)



OPEN ACCESS

This issue 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



When you have finished with this please recycle it

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



Contents

Electronic Nicotine Delivery Systems (ENDS): New Evidence from the State and Community Tobacco Control Research Initiative

Editorial

- iii1** Electronic nicotine delivery systems (ENDS): new evidence from the State and Community Tobacco Control Research Initiative *T Rogers*

Original articles

- iii3** Four hundred and sixty brands of e-cigarettes and counting: implications for product regulation *S-H Zhu, J Y Sun, E Bonnevie, S E Cummins, A Gamst, L Yin, M Lee*
- iii10** The availability of electronic cigarettes in US retail outlets, 2012: results of two national studies *S W Rose, D C Barker, H D'Angelo, T Khan, J Huang, F J Chaloupka, K M Ribisl*
- iii17** Wanna know about vaping? Patterns of message exposure, seeking and sharing information about e-cigarettes across media platforms *S L Emery, L Vera, J Huang, G Szczypka*

July 2014 Volume 23 Supplement 3

- iii26** A cross-sectional examination of marketing of electronic cigarettes on Twitter *J Huang, R Kornfield, G Szczypka, S L Emery*
- iii31** Effects of advertisements on smokers' interest in trying e-cigarettes: the roles of product comparison and visual cues *J K Pepper, S L Emery, K M Ribisl, B G Southwell, N T Brewer*
- iii37** A baseline understanding of state laws governing e-cigarettes *C K Gourdet, J F Chriqui, F J Chaloupka*
- iii41** The impact of price and tobacco control policies on the demand for electronic nicotine delivery systems *J Huang, J Tauras, F J Chaloupka*
- iii48** Use of e-cigarettes by individuals with mental health conditions *S E Cummins, S-H Zhu, G J Tedeschi, A C Gamst, M G Myers*
- iii54** Research support for effective state and community tobacco control programme response to electronic nicotine delivery systems *C L Schmitt, Y O Lee, L E Curry, M C Farrelly, T Rogers*