



Cover credit: California Department of Public Health.

Impact
Factor
5.150



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>



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

The Pack and the Retail Environment

Editorial

- e1** The retail environment for tobacco: a barometer of progress towards the endgame *L Henriksen*

Brief reports

- e3** No place to hide: two pilot studies assessing the effectiveness of adding a health warning to the cigarette stick *L M Hassan, E Shiu*
- e6** Crowdsourcing data collection of the retail tobacco environment: case study comparing data from crowdsourced workers to trained data collectors *A E Kim, A J Lieberman, D Dench*
- e10** Public opinions on tax and retail-based tobacco control strategies *S M Farley, M H Coady, J Mandel-Rizzi, E N Waddell, C Chan, E A Kilgore, S M Kansagra*

Research papers

- e14** Responses of young adults to graphic warning labels for cigarette packages *L D Cameron, J K Pepper, N T Brewer*
- e23** Promoting cessation resources through cigarette package warning labels: a longitudinal survey with adult smokers in Canada, Australia and Mexico *J F Thrasher, A Osman, C Moodie, D Hammond, M Bansal-Travers, K M Cummings, R Borland, H-H Yong, J Hardin*
- e32** Theoretical impacts of a range of major tobacco retail outlet reduction interventions: modelling results in a country with a smoke-free nation goal *A L Pearson, F S van der Deen, N Wilson, L Cobiac, T Blakely*
- e39** Perceptions of plain packaging among young adult roll-your-own smokers in France: a naturalistic approach *K Gallopel-Morvan, C Moodie, F Eker, E Beguinot, Y Martinet*
- e45** Availability of illicit tobacco in small retail outlets before and after the implementation of Australian plain packaging legislation *M Scollo, M Bayly, M Wakefield*
- e52** Tobacco retail outlet advertising practices and proximity to schools, parks and public housing affect Synar underage sales violations in Washington, DC *T R Kirchner, A C Villanti, J Cantrell, A Anesetti-Rothermel, O Ganz, K P Conway, D M Vallone, D B Abrams*

March 2015 Volume 24 Issue e1

- e59** A gift and a burden: the purchase and distribution of duty-free tobacco and its potential impact upon Pacific people in New Zealand *E-S Tautolo, R Edwards, H Gifford*
- e65** Cigarette brand variant portfolio strategy and the use of colour in a darkening market *S J Greenland*
- e72** Effectiveness of pictorial health warnings on cigarette packs among Lebanese school and university students *H Alaoui, R A Afifi, P Haddad, Z Mahfoud, R Nakkeash*
- e81** Impact of a point-of-sale tobacco display ban on smokers' spontaneous purchases: comparisons from postpurchase interviews before and after the ban in Western Australia *O B J Carter, T Phan, B W Mills*
- e87** Cigarette packaging and health warnings: the impact of plain packaging and message framing on young smokers *D Mays, R S Niaura, W D Evans, D Hammond, G Luta, K P Tercyak*
- e93** Adolescents' response to pictorial warnings on the reverse panel of cigarette packs: a repeat cross-sectional study *C Moodie, A M Mackintosh, G Hastings*
- e98** The immediate and long-term changes in support of tobacco display ban after its implementation in New Zealand *J Li, D Walton*
- e100** Banning tobacco sales and advertisements near educational institutions may reduce students' tobacco use risk: evidence from Mumbai, India *R Mistry, M Pednekar, S Pimple, P C Gupta, W J McCarthy, L J Raute, M Patel, S S Shastri*

Research letter

- e108** No lasting effects of plain packaging on cigarette pack retrieval time in small Australian retail outlets *M Bayly, M Scollo, M Wakefield*

Ad watch

- e110** Electronic cigarette advertising at the point-of-sale: a gap in tobacco control research *O Ganz, J Cantrell, J Moon-Howard, A Aidala, T R Kirchner, D Vallone*

Industry watch

- e113** Tobacco industry-funded research on standardised packaging: there are none so blind as those who will not see! *P Diethelm, M McKee*
- e116** Tobacco product developments coinciding with the implementation of plain packaging in Australia *M Scollo, J Ocleston, M Bayly, K Lindorff, M Wakefield*