



Cover credit: Copyright NCD Alliance.

## Contents



### Editorial

- 611** A "Frank Statement" for the 21st Century?  
*RE Malone, S Chapman, P C Gupta, R Nakkash, T Niabang, E Bianco, Y Saloojee, P Vathesatogkit, L Huber, C Bostic, P Diethelm, C Callard, N Collishaw, A B Gilmore*

### News analysis

- 613** World: Philip Morris' 'smoke free' lipstick on a pig  
• Bangladesh: British High Commissioner lobbied for big tobacco  
• New Zealand: bold plan for a smoke-free future  
• New Zealand: new nicotine product regulation  
• Japan/world: Japan Tobacco International's (JTI) ongoing acquisition, delayed innovation  
• UK: politician's 'quit smoking' trip to Philip Morris headquarters  
• Tonga: New mass media campaign launched  
• USA: tobacco industry to target itself in court-ordered campaign

### Research paper

- 617** Australia's plain tobacco packs: anticipated and actual responses among adolescents and young adults 2010–2013  
   
*S Dunlop, D Perez, A Dessaix, D Currow*


### Research letter

- 627** Change in public support for the introduction of plain packaging and new, enlarged graphic health warnings in the Australian state of Victoria, 2011–2013  
*L Hayes, M A Wakefield, E Bain*

### Research papers


- 629** Analysis of the logic and framing of a tobacco industry campaign opposing standardised packaging legislation in New Zealand  
*A M Waa, J Hoek, R Edwards, J Maclaurin*
- 634** Costs, revenues and profits: an economic analysis of smallholder tobacco farmer livelihoods in Malawi  
*D Makoka, J Drope, A Appau, R Labonte, Q Li, F Goma, R Zulu, P Magati, R Lencucha*
- 641** Cross-country comparison of smokers' reasons for thinking about quitting over time: findings from the International Tobacco Control Four Country Survey (ITC-4C), 2002–2015  
*K A Kasza, A J Hyland, R Borland, A McNeill, G T Fong, M J Carpenter, T Partos, K M Cummings*
- 649** Public health benefits from pictorial health warnings on US cigarette packs: a SimSmoke simulation  
*D T Levy, D Mays, Z Yuan, D Hammond, J F Thrasher*
- 656** Decrease in mortality rate and hospital admissions for acute myocardial infarction after the enactment of the smoking ban law in São Paulo city, Brazil  
*T M O Abe, J Scholz, E de Masi, M R C Nobre, R K Filho*
- 663** Social disparities in children's exposure to secondhand smoke in privately owned vehicles  
*A Montreuil, N Hanusaik, M Cantinotti, B-S Leclerc, Y Kestens, M Tremblay, J Cohen, J McGrath, G D Datta, J L O'Loughlin*
- 669** Smoking as an 'informed choice': implications for endgame strategies  
*J Hoek, J Ball, R Gray, E-S Tautolo*
- 674** Hazards of cigarettes, smokeless tobacco and waterpipe in a Middle Eastern Population: a Cohort Study of 50 000 individuals from Iran  
*A Etemadi, H Khademi, F Kamangar, N D Freedman, C C Abnet, P Brennan, R Malekzadeh, Golestan Cohort Study Team*
- 683** Analysing user-reported data for enhancement of SmokefreeTXT: a national text message smoking cessation intervention  
*H Cole-Lewis, E Augustson, A Sanders, M Schwarz, Y Geng, K Coa, Y Hunt*
- 690** Children's exposure to secondhand smoke at home before and after smoke-free legislation in Taiwan  
  
*Y-T Wang, Y-W Tsai, T-I Tsai, P-Y Chang*
- 697** Childhood secondhand smoke exposure and pregnancy loss in never smokers: the Guangzhou Biobank Cohort Study  
  
*S Yang, L Xu, Y He, C Jiang, Y Jin, K K Cheng, W Zhang, T H Lam*
- 703** Neighbourhood exposure to point-of-sale price promotions for cigarettes is associated with financial stress among smokers: results from a population-based study  
*M Siahpush, M Tibbits, G A Soliman, B Grimm, R A Shaikh, M McCarthy, N Wan, A K Ramos, A Correa*

### Review

- 709** Impact of non-menthol flavours in tobacco products on perceptions and use among youth, young adults and adults: a systematic review  
  
*L-L Huang, H M Baker, C Meernik, L M Ranney, A Richardson, A O Goldstein*

### Advocacy in action

- 720** Use of new media to support passage of Vietnam's national tobacco control legislation  
*M Lien, T Carroll, S Hamill, P T Hai*

 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://authors.bmj.com/open-access>

 This journal is a member of and subscribes to the principles of the Committee on Publication Ethics  
Member since 2008  
www.publicationethics.org.uk

 equator network

 recycle  
When you have finished with this please recycle it