### Contents

#### Editorial

611 A "Frank Statement" for the 21st Century?  
R E Maloney, S Chapman, P C Gupta, R Naikkesh, T Naiduang, E Bianco, Y Saloojee, P Virtanen, J Haber, C Benson, P Dieckhelm, 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 agreement

#### Research paper

617 Australia’s plain tobacco packs: anticipated and actual responses among adolescents and young adults 2010–2013  
S Dunlop, D Perez, A Dessais, D Carrow

#### 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  
I. 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 Wai, J Hook, 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 Lubwam, Q Li, F Goma, R Zulu, P Magan, R Lusha

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 Kassas, A J Hyland, R Borland, A McNeill, G T Feng, M J Carpenter, T Pratts, K M Cummings

649 Public health benefits from pictorial health warnings on US cigarette packs: a SimSmoke simulation  
D T Levy, D Atesay, Z Yuan, D Hammond, J F Frome

### November 2017 Volume 26 Issue 6

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 Ale, J Schults, E De Azeis, M R C Nobre, R K Filho

663 Social disparities in children’s exposure to secondhand smoke in privately owned vehicles  
A Montreuil, R Hanusiait, M Caninotti, B S Leduc, Y Kestens, M Tremblay, J Cohen, J McGrath, G D Datta, J I O’Laughlin

669 Smoking as an ‘informed choice’: implications for endgame strategies  
J Hook, J Ball, R Gray, E-S Tawast

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 Amos, P Beznat, R Malekzadeh, Golestan Cohort Study Team

683 Analysing user-reported data for enhancement of SmokerfreeTXT: a national text message smoking cessation intervention  
H Cole-Lewis, F Augustson, A Sanders, M Schwarz, Y Geng, K Cai, Y Hunt

690 Children’s exposure to secondhand smoke at home before and after smoke-free legislation in Taiwan  
Y-T Wang, Y-W Tsi, T-I Tsi, P-Y Chang

697 Household secondhand smoke exposure and pregnancy loss in never smokers: the Guangzhou Biobank Cohort Study  
S’Ying, 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 Sabapathy, M Tibbits, G A Solomon, B Grimm, R A Shaikh, M McCarthy, N Wan, A K Ramos, A Corea

#### 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 Liu, T Carroll, S Hamill, P T Hai