



Cover credit: World Health Organization.

Contents

News Analysis

- 241** Worldwide news and comment
M Hefler

Editorial

- 245** This should change everything: using the toxic profile of heat-not-burn products as a performance standard to phase out combustible cigarettes
N Collishaw

Commentaries

- 249** Why tobacco product regulation is no magic bullet
D Arnot
- 250** Commentary on 'This could change everything'
M Daube
- 251** Strategies for eliminating smoked tobacco
R Borland
- 252** When will everything change?
K E Warner
- 350** Little and filtered cigars meet the legal definition of cigarettes and should be included in nicotine reduction regulation
M J Byron, A A Strasser, C D Delnevo

Research papers

- 254** Determinants of progression of nicotine dependence symptoms in adolescent waterpipe smokers
R Bahelah, K D Ward, Z Ben Taleb, J R DiFranza, T Eissenberg, R Jaber, W Maziak
- 261** Graphic health warnings on tobacco packets and containers: compliance status in Bangladesh
S M Rahman, M S Alam, ABM Zubair, M H Shahriar, M Hossein, M S Alam, M Hefler
- 268** Costs, contracts and the narrative of prosperity: an economic analysis of smallholder tobacco farming livelihoods in Kenya
P Magati, R Lencucha, Q Li, J Drope, R Labonte, A B Appau, D Makoka, F Goma, R Zulu
- 274** Marketing with tobacco pack onserts: a qualitative analysis of tobacco industry documents
D E Apollonio, S A Glantz

May 2019 Volume 28 Issue 3

- 282** Receipt of tobacco direct mail/email discount coupons and trajectories of cigarette smoking behaviours in a nationally representative longitudinal cohort of US adults
K Choi, J C Chen, A S L Tan, S Soneji, M B Moran
- 289** Tobacco company strategies to identify and promote the benefits of nicotine
P M Ling, S A Glantz
- 297** Productivity burden of smoking in Australia: a life table modelling study
A J Owen, S B Maulida, E Zomer, D Liew
- 305** Prevalence and characteristics of secondhand smoke and secondhand vapour exposure among youth
J E Bayly, D Bernat, L Porter, K O'Dare, K Choi
- 311** Acute perceptions of preferred cigarettes when blinded to brand
K A Perkins, J L Karelitz
- 317** Who uses rollies? Trends in product offerings, price and use of roll-your-own tobacco in Australia
M Bayly, M M Scollo, M A Wakefield
- 325** Regulating the local availability of tobacco retailing in Madrid, Spain: a GIS study to evaluate compliance
R Valiente, X Sureda, U Bilal, A Navas-Acien, J Pearce, M Franco, F Escobar

Review

- 334** Tobacco industry data on illicit tobacco trade: a systematic review of existing assessments
A W A Gallagher, K A Evans-Reeves, J L Hatchard, A B Gilmore

Brief reports

- 346** Little filtered cigars: US sales, flavours, package sizes and prices
D G Gammon, T Rogers, E M Coats, J M Nonnemaker, L Henriksen
- 352** Correlates of support for a nicotine-reduction policy in smokers with 6-week exposure to very low nicotine cigarettes
R L Denlinger-Apte, J W Tidey, J S Koopmeiners, D K Hatsukami, T T Smith, L R Pacek, F J McClemon, E C Donny
- 356** Air quality and presence of air ventilation systems inside waterpipe cafés in North Carolina
A B Seidenberg, E N Orlan, M J Travers, E L Sutfin



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

www.publicationethics.org.uk

