Tobacco Control



Cover credit: World Health Organization.

Contents

Editorials

245 The tobacco industry in the time of COVID-19: time to shut it down?

M Hefler, C E Gartner

250 Hardening is dead, long live softening; time to focus on reducing disparities in smoking

R Edwards

News analysis

247 Worldwide news and comment M Hefler, I Baker

Original research

252 Hardening or softening? An observational study of changes to the prevalence of hardening indicators in Victoria, Australia, 2001–2016

E Brennan, E M Greenhalgh, S J Durkin, M M Scollo, L Haves, M A Wakefield

- 258 Measuring e-cigarette addiction among adolescents E A Vogel, J J Prochaska, M L Rubinstein
- 263 Changes in roll-your-own tobacco and cigarette sales 6 volume and prices before, during and after plain OPEN ACCESS packaging legislation in the UK

M Opazo Breton, J Britton, I Bogdanovica

269 Disparities in current cigarette smoking among US adults, 2002-2016 IT Agaku, S Odani, K S Okuvemi, B Armour

277 Heated tobacco products use in Chinese adults in Hong Kong: a population-based cross-sectional

> Y S Wu, M P Wang, S Y Ho, H C W LI, YTD Cheung, T Tabuchi, A CS Kwong, V Lai, THLam

282 Impact of a ban on the open display of tobacco 6 products in retail outlets on never smoking youth in

OPEN ACCESS the UK: findings from a repeat cross-sectional survey before, during and after implementation A Ford, A M MacKintosh, C Moodie, M A G Kuipers,

G B Hastings, L Bauld

289 Smoke-free and tobacco-free colleges and universities in the United States

> K D Blake, A L Klein, L Walpert, L Casey, C Hallett, C Douglas, B Sinha, H K Koh

May 2020 Volume 29 Issue 3

- **295** Cross-country comparison of cigarette and vaping product marketing exposure and use: findings from 2016 ITC Four Country Smoking and Vaping Survey Y J Cho, J Thrasher, M Cummings, H H Yong, S C Hitchman, A McNeill, G T Fong, D Hammond, J Hardin, L Li, E N Lindblom
- 305 Deaths from smoking and from HIV/AIDS among gay and bisexual men in California, 2005-2050 W B Max, B B Stark, H-Y Sung, N B Offen
- 312 Smoke-free legislation and neonatal and infant mortality in Brazil: longitudinal guasi-experimental

T Hone, A S Szklo, F T Filippidis, A A Laverty, I Sattamini, J V Been, C Vianna, M Souza, L M de Almeida, C Millett

320 Financial incentives to Medicaid smokers for engaging tobacco quit line treatment: maximising return on investment

M P Mundt, T B Baker, M E Piper, S S Smith, D L Fraser, M C Fiore

- **326** Changes to the littered cigarette pack environment in New York City between 2011 and 2015 S M Farley, J P Jasek, R Sacks, K Schroth, K Davis
- 332 Associations between public e-cigarette use and tobacco-related social norms among youth IT Agaku, SN Perks, SOdani, RGlover-Kudon
- 341 Ban on menthol-flavoured tobacco products predicts cigarette cessation at 1 year: a population cohort study M O Chaiton, I Nicolau, R Schwartz, J E Cohen, E Soule, B Zhang, T Eissenberg
- 348 Adolescents' perceptions of tobacco accessibility and smoking norms and attitudes in response to the OPEN ACCESS to bacco point-of-sale display ban in Scotland: results from the DISPLAY Study

MAG Kuipers, C Best, M Wilson, D Currie, G Ozakinci, A-M MacKintosh, M Stead, D Eadie, A MacGregor, J Pearce, A Amos, S Haw

Ad watch

357 Major online retailers selling electronic cigarettes as smoking cessation products in the USA EK Soule, JGL Lee, DJenson

Miscellaneous

360 Correction: Impact of modified risk tobacco product claims on beliefs of US adults and adolescents



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 OPEN ACCESS 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

