



## Contents

### Editorials

- 121** Thirty years: mourning, celebration and what remains to be done  
*R E Malone*
- 123** From Perth to Wellington: a 30-year journey  
*K E Warner*

### News Analysis

- 125** Worldwide news and comment  
*K Evans-Reeves, J Baker*

### The Changing Tobacco Pandemic

- 129** Evolution of the global smoking epidemic over the past half century: strengthening the evidence base for policy action  
*X Dai, E Gakidou, A D Lopez*
- 138** Achievements, challenges, priorities and needs to address the current tobacco epidemic in Latin America  
*G Sónora, L M Reynales-Shigematsu, J Barnoya, B Lorente, A S Szklo, J F Thrasher*
- 142** South Asia's evolving tobacco hydra: moving from quandary to hope  
*P C Gupta, N Puntambekar, M Assunta*
- 146** Tobacco control in Asia-Pacific: wins, challenges and targets  
*J M Mackay, E U Dorotheo, M Assunta, B Riithiphakdee*
- 150** Tobacco control in the Eastern Mediterranean region: implementation progress and persisting challenges  
*N M E Abu-Rmeileh, Y S Khader, H Abdul Rahim, A Mostafa, R T Nakkash, R R Hamadeh, H Ben Romdhane, R G Salloum*
- 153** Landscape of tobacco control in sub-Saharan Africa  
*C O Egbe, P Magati, E Wanyonyi, L Sessou, E Owusu-Dabo, O A Ayo-Yusuf*
- 160** Tobacco control in Europe: progress and key challenges  
*M C Willemsen, U Mons, E Fernández*
- 164** Getting there together: highlights, challenges and opportunities for tobacco control in the Oceania region  
*H Gifford, E-S Tautolo, J P McCool, C E Gartner, R Edwards, R Maddox*

## March 2022 Volume 31 Issue 2

- 169** Combating the tobacco epidemic in North America: challenges and opportunities  
*B A King, I B Ahluwalia, A Bacelar Gomes, G T Fong*
- 173** The changing tobacco epidemic  
*A Blanco Marquizo*

### Changing Products

- 175** Evolution of tobacco products: recent history and future directions  
*R O'Connor, L M Schneller, N J Felicione, R Talhout, M L Goniewicz, D L Ashley*

### Changing Policies: Global

- 183** Where next for the WHO Framework Convention on Tobacco Control?  
*S Bialous, V L Da Costa e Silva*
- 187** Waterpipe tobacco smoking (WTS) control policies: global analysis of available legislation and equity considerations  
*H Alaoui, S Krishnamurthy Reddiar, M Tleis, L El Kadi, R A Afifi, R Nakkash*

### Changing Policies: National/Regional

- 198** European Tobacco Products Directive (TPD): current impact and future steps  
*C I Vardavas*
- 202** Taking global leadership in banning menthol and other flavours in tobacco: Canada's experience  
*M O Chaiton, R Cunningham, L Hagen, J Dubray, T Borland*
- 212** Success from failure: US federal commercial tobacco regulation  
*D Jenson*

### Tobacco Promotion: Policy Issues

- 216** Global tobacco advertising, promotion and sponsorship regulation: what's old, what's new and where to next?  
*B Freeman, C Watts, P A S Astuti*
- 222** Moving targets: how the rapidly changing tobacco and nicotine landscape creates advertising and promotion policy challenges  
*P M Ling, M Kim, C O Egbe, R Patanavanich, M Pinho, Y Hendlin*



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](http://www.publicationethics.org)



When you have finished with this please recycle it

## Tax and Price Policies

- 229** Addressing lower-priced cigarette products through three-pronged comprehensive regulation on excise taxes, minimum price policies and restrictions on price promotions  
*K M Ribisl, S D Golden, J Huang, M Scollo*
- 235** Where to next for countries with high tobacco taxes? The potential for greater control of tobacco pricing through licensing regulation  
*M Scollo, J R Branstor*
- 241** Perseverance is innovation: the journey to successful tobacco tax reform  
*J Drope, E Siu, F J Chaloupka*

## Policies Regulating Exposure

- 243** Retail endgame strategies: reduce tobacco availability and visibility and promote health equity  
*A Y Kong, L Henriksen*
- 250** Smoke-free spaces: a decade of progress, a need for more?  
*S Semple, R Dobson, R O'Donnell, E Zainal Abidin, O Tigova, G Okello, E Fernández*

## Policies: Illicit Trade

- 257** Illicit trade in tobacco products: recent trends and coming challenges  
*G Paraje, M Stoklosa, E Blecher*

## Countertobacco Messaging: Policies and Research Needs

- 263** Plain tobacco packaging: progress, challenges, learning and opportunities  
*C Moodie, J Hoek, D Hammond, K Gallopel-Morvan, D Sendoya, L Rosen, B Mucan Özcan, Y van der Eijk*
- 272** Tobacco package health warnings: a global success story  
*R Cunningham*
- 284** Optimising tobacco control campaigns within a changing media landscape and among priority populations  
*S J Durkin, E Brennan, M A Wakefield*

## Litigation

- 291** Litigation in tobacco control: past, present and future  
*S Zhou, E Ricafort, D Bressler, R K Devotsu*

## Changing Producer

- 297** Understanding the long-term policy influence strategies of the tobacco industry: two contemporary case studies  
*T R Hird, A W A Gallagher, K Evans-Reeves, M Zatoński, S Dance, P A Diethelm, R Edwards, A B Gilmore*
- 308** Tobacco farming: overcoming an understated impediment to comprehensive tobacco control  
*R Lencucha, J Drope, P Magati, G A Sahadewo*
- 313** Evaluating tobacco industry 'transformation': a proposed rubric and analysis  
*R Edwards, J Hoek, N Karreman, A Gilmore*

## Changing Tobacco Control Movement: Current Context, New Directions

- 322** From silos to policy coherence: tobacco control, unhealthy commodity industries and the commercial determinants of health  
*S E Hill, P Johns, R T Nakkash, J Collin*
- 328** What facilitates policy audacity in tobacco control? An analysis of approaches and supportive factors for innovation in seven countries  
*M Hefler, E Bianco, S Bradbrook, D Arnold, E U Dorotheo*
- 335** Assessing the solutions to tobacco control's funding gap problem  
*S Rose Taylor, R Forrest*
- 340** Smoking cessation: health system challenges and opportunities  
*A L Pipe, W Evans, S Papadakis*

## Tobacco Control and Social Justice

- 348** Reflections on Indigenous commercial tobacco control: 'The dolphins will always take us home'  
*R Maddox, M Bovill, A Waa, H Gifford, E-S Tautolo, P Nez Henderson, S Martinez, H Clark, S Bradbrook, T Calma*
- 352** Tobacco industry: a barrier to social justice  
*K Romeo-Stuppy, L Huber, B Toebe, V Yerger, F Senkubuge*
- 355** Criminal liability for tobacco corporations and executives  
*K Romeo-Stuppy, E Béguinot, W De Kanter*

## Endgame Development and Planning

- 358** From social accessory to societal disapproval: smoking, social norms and tobacco endgames  
*J Hoek, R Edwards, A Waa*

- 365** Closing the gaps in tobacco endgame evidence: a scoping review  
*C Puljević, K Morphett, M Hefler, R Edwards, N Walker, D P Thomas, M A Khan, A Perusco, M Le Grande, K Cullerton, D Ait Ouakrim, G Carstensen, D Sellars, J Hoek, R Borland, B Bonevski, T Blakely, C Brolan, C E Gartner*
- 376** Prohibition no, abolition yes! Rethinking how we talk about ending the cigarette epidemic  
*R E Malone, R N Proctor*
- 384** Tobacco endgame is when the industry screams for its life  
*E U Dorotheo*
- 385** Latin American perspective  
*E Bianco*
- 386** Systems perspective for equitable tobacco control in the future  
*M A G Kuipers*

---

### The Future: Commentaries

- 382** Need for continued tobacco industry monitoring  
*L Robertson*
- 383** Exposing the vectors  
*M Daube*

---

### The Lighter Side

- 387** Tobacco Control—Lighter Side: 30th Anniversary Cartoons  
*S Shatenstein*

---

### Acknowledgments

- 394** Acknowledgments