## Contents

### Editorials

121 Thirty years: mourning, celebration and what remains to be done  
*RE 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 Cabaldeou, A D Lopez*

138 Achievements, challenges, priorities and needs to address the current tobacco epidemic in Latin America  
*G Shiøkai, L M Reynaisle-Shigematsu, J Barnoya, B Llorente, A S Szelo, J F Thoscher*

142 South Asia’s evolving tobacco hydra: moving from quandary to hope  
*P C Ciapta, N Punnambeke, M Assunta*

146 Tobacco control in Asia-Pacific: wins, challenges and targets  
*J M Mackay, E U Doowhee, M Assunta, B Rithipokkedee*

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 Nakkehah, R R Hamadeh, H Ben Romdhane, R C Salloum*

153 Landscape of tobacco control in sub-Saharan Africa  
*C O Egbe, P Magazi, E Wananyi, L Sessou, E Owusu-Dabo, O A Ayu-Yassuf*

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 Clifford, E S Tautele, J P McCool, C E Garnier, R Edwards, R Maddox*

### Changing Products

175 Evolution of tobacco products: recent history and future directions  
*R O’Connor, L M Schneller, N J Felicione, R Talhouit, M L Coniewicz, D I Ashley*

### Changing Policies: Global

183 Where next for the WHO Framework Convention on Tobacco Control?  
*S Balous, V L Da Costa e Silva*

187 Waterpipe tobacco smoking (WTS) control policies: global analysis of available legislation and equity considerations  
*D Aitazi, S Krishnamurthy Reddiar, M Teis, L El Kadi, R A Afifi, R Nakkehah*

### Changing Policies: National/Regional

198 European Tobacco Products Directive (TPD): current impact and future steps  
*C Tardavas*

202 Taking global leadership in banning menthol and other flavours in tobacco: Canada’s experience  
*M O Chaton, 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, CC Watts, PA S Asuá*

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 Pazitavannah, M Pinho, Y Hendin*

---

This article has been made freely available online under the BMJ Journals open access scheme. See [http://authors.bmj.com/open-access](http://authors.bmj.com/open-access)
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>365</td>
<td>Closing the gaps in tobacco endgame evidence: a scoping review</td>
<td>C Puljewić, K Morphett, M Heffler, R Edwards, N Walker, D P Thomas, M A Khan, A Pensico, M Le Grande, K Cullerton, D Ait Ouakrim, G Carstensen, D Sellars, J Hoek, R Borland, B Bonevski, T Blakely, C Brohan, C E Garnier</td>
</tr>
<tr>
<td>376</td>
<td>Prohibition no, abolition yes! Rethinking how we talk about ending the cigarette epidemic</td>
<td>R E Malone, R N Proctor</td>
</tr>
<tr>
<td>382</td>
<td>Need for continued tobacco industry monitoring</td>
<td>L Robertson</td>
</tr>
<tr>
<td>383</td>
<td>Exposing the vectors</td>
<td>M Daube</td>
</tr>
<tr>
<td>384</td>
<td>Tobacco endgame is when the industry screams for its life</td>
<td>E U Dorotheo</td>
</tr>
<tr>
<td>385</td>
<td>Latin American perspective</td>
<td>E Bianco</td>
</tr>
<tr>
<td>386</td>
<td>Systems perspective for equitable tobacco control in the future</td>
<td>M A G Kuipers</td>
</tr>
<tr>
<td>387</td>
<td>Tobacco Control—Lighter Side: 30th Anniversary Cartoons</td>
<td>S Shatenstein</td>
</tr>
<tr>
<td>394</td>
<td>Acknowledgments</td>
<td></td>
</tr>
</tbody>
</table>