



Cover credit: World Health Organization.

## Contents

### Editorial


269 Future of farming must be food not tobacco

 *R Lencucha*

OPEN ACCESS

### News analysis

271 Worldwide news and comment

 *K Evans-Reeves*

OPEN ACCESS

### Original research

275 Strategic and contested use of food laws to ban smokeless tobacco products in India: a qualitative analysis of litigation

 *R Dsouza, U Bhojani*

OPEN ACCESS

280 Tobacco industry's 'behind the scenes' tactics in Singapore

*Y van der Eijk, G P P Tan*

287 Using systems science to advance health equity in tobacco control: a causal loop diagram of smoking

*S D Mills, S D Golden, M C O'Leary, P Logan, K Hassmiller Lich*

296 Arguments used by proponents and opponents in Brazil's regulatory discussions of e-cigarettes and heated tobacco products

*M Nunes-Rubinstein, T Leão*

302 Effectiveness of ENDS, NRT and medication for smoking cessation among cigarette-only users: a longitudinal analysis of PATH Study wave 3 (2015–2016) and 4 (2016–2017), adult data

 *B Kaplan, P Galiatsatos, A Breland, T Eissenberg, J E Cohen*

OPEN ACCESS


308 Tactics of the tobacco industry in an Arab nation: a review of tobacco documents in Oman

*J A Al-Lawati, S A Bialous*

315 Role of affective reactivity induced by cigarette packaging including graphic warning labels: the CASA Study

*M Stone, D Strong, C Dimofte, E Brighton, J Oratowski, T Yang, M Alkuzweny, A Asslani, K Velasco, M Skipworth, N C Crespo, S Hurst, E C Leas, K Pulvers, J P Pierce*

323 Exposure of 4-year to 24-year olds to tobacco imagery on prime-time Chilean television

 *A Peruga, O Urrejola, I Delgado, I Matute, C Castillo-Laborde, X Molina, M Hirmas, A Olea, C González, X Aguilera, J D Sargent*

OPEN ACCESS

## May 2023 Volume 32 Issue 3

330 'No-Barriers' tobacco product? Selling smokeless tobacco to women, people of colour and the LGBTQ+ community in the USA

*Y H Hendlin, S Small, P M Ling*

338 Willingness of tobacco farmers to accept compensation for tobacco crop substitution in Lichuan City, China

*X Wan, J Jin, S Ran*

344 Influence of cigarillo packaging characteristics on young adults' perceptions and intentions: findings from three online experiments

*M Jeong, O A Wackowski, K R J Schroth, A A Strasser, C D Delnevo*

352 Statewide vaping product excise tax policy and use of electronic nicotine delivery systems among US young adults, 2014–2019

*D-H Han, D-C Seo, H-C Lin*

359 Cigarette taxation and price differentials in 195 countries during 2014–2018

*A A Laverty, C R Li, K C-M Chang, C Millett, F T Filippidis*

### Review

366 Responses to reduced nicotine cigarette marketing features: a systematic review

 *A C Johnson, M Mercincavage, V Souprountchouk, S Rogelberg, A K Sidhu, C D Delnevo, A A Strasser*

EDITOR'S CHOICE

### Special communications

375 Electronic nicotine delivery systems: the need for continued regulatory innovation

*B J Miller, A B Meshnick, B D Lushniak*

381 Advancing racial equity and social justice for Black communities in US tobacco control policy

*S N Cwalina, U Ihenacho, J Barker, S L Smiley, M A Pentz, H Wipfli*

### Brief reports

385 Monitoring compliance with Kenya's shisha ban in select public hospitality venues in Nairobi

*S Fukuda, S Nyambura, J Gituli, T Lindi, S Oieno, A Beem, B Camara Bityeki, M G Carmona, E M Sebrie*

388 Healthy People Countdown 2030: reaching 5% cigarette smoking prevalence among US adults through state cigarette excise tax increases

 *N Nargis*

OPEN ACCESS



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

- 393** Native owned and grown or demeaning and offensive?  
American Indian adults' perspectives on Natural  
American Spirit branded cigarettes  
*A E Epperson, J J Prochaska*

---

### Ad watch

- 397** Natural American Spirit launches 'Sky', the brand's first  
commercial organic cigarette with a charcoal filter  
*J Pearson, D P Giovenco, M J Lewis, M Moran, O Ganz*

---

### Industry watch

- 400** Evidence of potential tobacco industry influence  
in *Tobacco Regulatory Science*  
*J G L Lee, E K Soule*
- 402** 'Beyond nicotine' marketing strategies: Big  
Tobacco diversification into the vaping and  
cannabis product sectors  
*T Dewhurst*