Editorial
537 Off White: decentring Whiteness in tobacco science
J P Lee, R Maddox, M Kennedy, S Nahvi, M C Gay

News analysis
540 Worldwide news and comment
K Evans-Reeves, R Gaty, M N Perera

Original research
546 Nicotine replacement therapy ‘gift cards’ for hospital inpatients who smoke: a prospective before-and-after controlled pilot evaluation

Development of the UNC Perceived Message Effectiveness Scale for Youth
C M Noar, N Gottfredson, R N Vereen, R Kurtzmann, J M Sheldon, E Adams, M G Hall, N T Brewer

Classifying European cigarette consumption trajectories from 1970 to 2015
H R Peimer, G Lin, L K Watson, S J Hoffman

Shifts in preference for Natural American Spirit and associated belief that one’s own cigarette brand might be less harmful than other brands: results from Waves 1–4 of the Population Assessment of Tobacco and Health (PATH) Study (2013–2018)
J Pearson, O Ganz, P Ohman-Strickland, O A Wackowski

Follow the money: a closer look at US tobacco industry marketing expenditures

Naturally leading: a content analysis of terms, themes and word associations in Natural American Spirit advertising, 2000–2020
S K Gratade, O Ganz, O A Wackowski, M J Lewis

Identifying best modelling practices for tobacco control policy simulations: a systematic review and a novel quality assessment framework
V Huang, A Head, I Hyseni, M O’Flaherty, I Buchan, S Capewell, K Kyridemos

September 2023 Volume 32 Issue 5

599 Differential impact of the Canadian point-of-sale tobacco display bans on quit attempts and smoking cessation outcomes by sex, income and education: longitudinal findings from the ITC Canada Survey
B Usdaine, Y Xie, J F Thrasher, P Lezanski, M R Elliott, G T Fong, N L Fleischer

607 Spatial analysis of tobacco outlet density on secondhand smoke exposure and asthma health among children in Baltimore City
P Kavouras, J P Senter, J M Collaco, A E Corrigan, E Brigham, M Wood, H Woo, C Liu, R Koehl, P Galatsatos, K Koehler, H Hassel, M McCormack

614 Uncovering the advertising and promotional strategies of tobacco companies in Cambodia: recall of below-the-line marketing among young male smokers
T Stubbs, V M White, A Kong, J W Tsumbourou

620 Ex ante evaluation of the impact of tobacco control policy measures aimed at the point of sale in the Netherlands
T R D van Deelen, A E Kunst, B van den Potte, E M Veldhuizen, M A G Kuipers

627 Flavours and flavourings in waterpipe products: a comparison between tobacco, herbal molasses and ‘steam stones’
I M E Bakker, P Bakker, J L A Pennings, N Weibolt, S Esong, R Talhouk

Review
635 Tobacco company agreements with tobacco retailers for price discounts and prime placement of products and advertising: a scoping review
A E Reimold, J G L Lee, K M Rabin

Special communication
645 Spinning a global web: tactics used by Big Tobacco to attract children at tobacco points-of-sale
J L Brown, D Rosen, M G Carmona, N Parra, M Harvey, J E Cohen

Brief reports
652 Cigarette smoking and misperceived norms among adults in rural Uganda: a population-based study
J M Perkins, B Kakeihikire, C Baguma, C Q Evans, J D Rasmussen, E N Satinsky, V Kyekyewere, M Juliet, I Nininiia, D R Bangsberg, A C Tsai

Cover credit: California Department of Public Health.
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>661</td>
<td>Monitoring compliance with Senegal’s tobacco products packaging and labelling requirements 6 months after implementation of the law</td>
<td>M B Sagna, M C Rosemeyer, O Ba, F Diouf, K Walter, B Camara Bityeki, M G Carmona, E M Sebrie</td>
</tr>
<tr>
<td>664</td>
<td>Legislative provisions for standardised tobacco packaging and changes in public support in 27 European countries</td>
<td>S K C, F T Filippidis, A A Lavery</td>
</tr>
<tr>
<td>673</td>
<td>Widening sexual orientation inequities in smoking among older adults in the USA, 2015–2019</td>
<td>J Yang, J G L Lee</td>
</tr>
<tr>
<td>675</td>
<td>Beware big tobacco bearing gifts: tobacco industry corporate social responsibility activities in Greece</td>
<td>N A Taravira, L Laurence, F T Filippidis</td>
</tr>
</tbody>
</table>