Contents

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 Cantry, M N Perera

Original research
546 Nicotine replacement therapy ‘gift cards’ for hospital inpatients who smoke: a prospective before-and-after controlled pilot evaluation
  K A Mailen, K L Walker, S Noble, G Pritchard, A Gang, N Martin, A L Pipe, R D Read

553 Development of the UNC Perceived Message Effectiveness Scale for Youth
  L M Naor, N Gottfriedson, R N Veenen, R Kurtzman, J M Sheldon, E Adams, M G Hall, N T Brewer

559 Classifying European cigarette consumption trajectories from 1970 to 2015
  J P Poer, G Lin, L K Watson, S J Hoffman

567 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

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

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

589 Identifying best modelling practices for tobacco control policy simulations: a systematic review and a novel quality assessment framework
  V Huang, A Head, L Hysen, M O’Flaherty, I Buchan, S Capewell, C Kypri and colleagues

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 Us aloud, Y Xie, J F Trinh, P Lazzaro, 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 Kavana, J P Senter, J M Colzaco, A E Coriniga, E Brigham, M Wood, H Woo, C Liu, R Koehl, P Galatsatos, K Koehler, N Hansel, 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, M Kong, J W Toumbourou

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, F Hart, P Bakker, J L A Pennings, N Weilbo, S Esong, R Talbott

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 Rahl

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 Parna, M Hurley, J E Cohen

Brief reports
652 Cigarette smoking and misperceived norms among adults in rural Uganda: a population-based study
  J M Perkins, B Kakukihicire, C Bajuma, C Q Evins, J D Rasmussen, E N Satinsky, V Kyokunda, M Juliet, I Nsimba, D R Bangsberg, A C Tsai
R A Jackson, C Ren, B Coleman, H R Day, C M Chang, J Kofie, D Rivers, M Kanel, B K Ambrose

Monitoring compliance with Senegal’s tobacco products packaging and labelling requirements 6 months after implementation of the law
M B Sagna, M C Rosemeyer, O Ba, F Dioof, K Walter, B Camara Bityeki, M G Carmona, E M Sebrie

Legislative provisions for standardised tobacco packaging and changes in public support in 27 European countries
S KC, F T Filippidis, A A Lavery

Promoting convergence and closing gaps using affordability-based minimum taxes: an illustration using the European Union Tobacco Tax Directive
J R Branson, A López-Nicolás

Widening sexual orientation inequities in smoking among older adults in the USA, 2015–2019
J Yang, J G L Lee

Beware big tobacco bearing gifts: tobacco industry corporate social responsibility activities in Greece
N A Taravira, L Laurence, F T Filippidis

Contents
Volume 32 Issue 5 | TOBACCOCONTROL September 2023

Letter

Industry watch

TOBACCOCONTROL First published as on 1 September 2023. Downloaded from http://tobaccocontrol.bmj.com/ on October 19, 2023 by guest. Protected by copyright.