



Cover credit: World Health Organization.

Contents

Editorial


- 281** Ensuring a safe, tobacco free future for the young: protecting children from tobacco industry interference
 OPEN ACCESS
M Assunta, P Chamberlain

News analysis

- 283** Worldwide news and comment
K Evans-Reeves, R Canty

Original research


- 287** Factors associated with smoking behaviour changes during the COVID-19 pandemic in Japan: a 6-month follow-up study
T Yamamoto, H Abbas, M Kanai, T Yokoyama, T Tabuchi


- 295** Projecting the impact of implementation of WHO MPOWER measures on smoking prevalence and mortality in Japan
 OPEN ACCESS
S L Yang, K Togawa, S Gilmour, M E Leon, I Soerjomataram, K Katanoda

- 302** Impact of the European Union's menthol cigarette ban on smoking cessation outcomes: longitudinal findings from the 2020–2021 ITC Netherlands Surveys
 OPEN ACCESS
C N Kyriakos, P Drieken, G Fong, J Chung-Hall, A Hyland, C Geboers, A C K Quah, M C Willemsen, F T Filippidis

- 310** Longitudinal bidirectional association between youth electronic cigarette use and tobacco cigarette smoking initiation in Thailand
R Patanavanich, M Worawattanakul, S Glantz


- 317** Towards tobacco-free retailers: feasibility of an intervention encouraging retailers to stop selling tobacco in Tasmania
A L Smith, S Mahrshahi, V A Martin-Gall, M Brkeic, M G Veitch, B Freeman


- 325** Messaging about very low nicotine cigarettes (VLNCs) to influence policy attitudes, harm perceptions and smoking motivations: a discrete choice experiment
 OPEN ACCESS
R M Reynolds, L Popova, D L Ashley, K C Henderson, C A Ntansah, B Yang, E E Hackworth, J Hardin, J Thrasher

- 333** Non-compliant packaging and illicit smokeless tobacco in Bangladesh, India and Pakistan: findings of a pack analysis
 OPEN ACCESS
S M Abdullah, R Huque, K Siddiqi, M Kanaan, S Huque, S Ullah, S Garg, M M Singh, C Deshmukh, A L Borle, R Iqbal, L Mazhar, M Parascandola, R Mehrotra, R Croucher, Z Khan

May 2024 Volume 33 Issue 3

- 341** Magnitude of illicit cigarette trade in Malaysia: empirical evidence compared with industry studies
W K T Bui, H Ross, N Mohamed Nor


- 346** How do New Zealand youth perceive the smoke-free generation policy? A qualitative analysis
 OPEN ACCESS
J Hoek, E Lee, L Teddy, E Fenton, J Ball, R Edwards


- 353** Standard smokeless tobacco packaging: potential impact on perceived attractiveness, warning label visibility and harm perceptions among adults in Bangladesh
 OPEN ACCESS
L Czapllicki, S Saraf, L Kroart, A B M Rasheduzzaman, M S Islam, J E Cohen

- 360** Tobacco imagery in popular films in China from 2001 to 2020: a declining trend
 OPEN ACCESS
X Li, L Niu, Y Kuang, J Mei, R Li, T Li, J Ding, S Xiao

- 365** Changes in e-cigarette use and subsequent cigarette smoking cessation in the USA: evidence from a prospective PATH study, 2013–2018
Y Wang, H-Y Sung, W B Max

Systematic reviews

- 373** Risk and safety profile of electronic nicotine delivery systems (ENDS): an umbrella review to inform ENDS health communication strategies
 EDITOR'S CHOICE
T Asfar, R Jebai, W Li, O J Oluwole, T Ferdous, P Gautam, M Schmidt, S M Noar, E N Lindblom, T Eissenberg, Z Bursac, D Vallone, W Maziak


- 383** Critical appraisal of interventional clinical trials assessing heated tobacco products: a systematic review
 OPEN ACCESS
S Braznell, A Van Den Akker, C Metcalfe, G M J Taylor, J Hartmann-Boyce

Advocacy in action

- 395** Protecting minors from tobacco products: public interest litigation enables enforcement in China
Y Cui, S Peng, L Czapllicki, T Yang

Special communications

- 398** Tobacco promotion restriction policies on social media
 OPEN ACCESS
G Kong, L Laestadius, J Vassey, A Majumdar, A M Stroup, H I Meissner, Z Ben Taleb, T B Cruz, S L Emery, D Romer

 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

 **recycle**
When you have finished with this please recycle it

- 404 'Tobacco-free' claims in tobacco product marketing in the United States
A Seidenberg, A Kaufman

Brief report

- 406 Online e-cigarette promotion in Indonesia
M Bigwanto, F A Ramadhan, X A Wijayanto

Letter

- 410 Calculating the potential environmental impact of a menthol cigarette ban in the USA
OPEN ACCESS *L V Craig, J Chung-Hall, G Meng, G T Fong*

Industry watch

- 412 Themes in e-liquid concept names as a marketing tactic: evidence from Premarket Tobacco Product Applications in the USA
OPEN ACCESS *L Laestadius, J Vassey, M Kim, J Ozga, D Li, C Stanton, H Wipfli, J B Unger*

- 414 New recreational nicotine lozenges, tablets, gummies and gum proliferate on the US market
OPEN ACCESS *M Borowiecki, S L Emery, G Kostygina*

Ad watch

- 417 Japan Tobacco corporate social responsibility activities misleadingly claim to advance Sustainable Development Goals
OPEN ACCESS *T Hirano*