

TOBACCO CONTROL

AN INTERNATIONAL JOURNAL

Contents	Winter 1999 Vol 8 No 4	
Editorials	353	Tobacco control in Africa: opportunities for prevention <i>Samira Asma Linda Pederson</i>
	355	Prior publication on the web: new journal policy <i>Simon Chapman</i>
Cover essay	356	Warnings that tell the truth: breaking newground in Canada <i>Garfield Mahood</i>
News analysis	362	Croatia: hot salaries, cool penguins • The ugly Australian from Rothman, in Germany • ... and in France • France: packaging is kids stuff • South Africa: chopper axed • Denmark: tobacco premier hits bass note • The Smokey Planet guide to the Framework Convention • Australia: industry flies the surrender flag
Original articles Policy forum	368	International cigarette labelling practices <i>Macksood Aftab, Deborah Kolben, Peter Lurie</i>
	373	Sex and race differences in young people's responsiveness to price and tobacco control policies <i>Frank J Chaloupka, Rosalie Liccardo Pacula</i>
	378	Hollywood on tobacco: how the entertainment industry understands tobacco portrayal <i>David L L Shields, Julia Carol, Edith D Balbach, Sarah McGee</i>
Other topics	387	Pharmacokinetics and pharmacodynamics of moist snuff in humans <i>Reginald V Fant, Jack E Henningfield, Richard A Nelson, Wallace B Pickworth</i>
	393	A meta-analysis of acupuncture techniques for smoking cessation <i>Adrian R White, Karl-Ludwig Resch, Edzard Ernst</i>
	398	Lung cancer, tobacco, and environmental factors in the African population of the Northern Province, South Africa <i>Olga Mzileni, Freddy Sitas, Krisela Steyn, Henri Carrara, Pieter Bekker</i>
	402	Is acculturation a risk factor for early smoking initiation among Chinese American minors? A comparative perspective <i>Xinguang Chen, Jennifer B Unger, C Anderson Johnson</i>
Special communication	411	Smokeless tobacco in Canada: deterring market development <i>Robert G Wyckham</i>
Debate	421	Should refugees be given cigarettes by aid agencies?
The lighter side	425	Women and children first
Play it again	426	Nicely put: Apt insights from the tobacco control community and others
Ad watch	432	Sitting proudly atop the all American (?) bandwagon <i>Scott Thompson</i>
Industry watch	433	The low tar lie <i>Nadine-Rae Leavell</i>
	437	Giving 10% to gain eternity <i>William T Godshall</i>
Letters to the editor • Books • Calender of events • Speaking personally • Obituary • Indexes		

TOBACCO CONTROL

Vol 8 No 4 Pages 353-450

TOBACCO CONTROL

AN INTERNATIONAL JOURNAL

The image displays four cigarette packs for 'Brand X' 25 Virginia Cigarettes, arranged in a 2x2 grid. Each pack features a different warning label:

- Top Left:** 'WARNING Protect your children's health'. Text: 'Second-hand smoke in homes and cars makes kids sick. Kids get asthma, ear infections, bronchitis and coughs. Every year in Canada, over 100 babies die from Sudden Infant Death Syndrome (SIDS or crib death) caused by their parents' cigarette smoke.' Health Canada.
- Top Right:** 'WARNING Cigarettes cause mouth cancer'. Text: 'Cigarettes make it harder for your saliva to remove germs in your mouth. Smoke also increases the risk of cancer, gum disease and tooth loss.' Health Canada.
- Bottom Left:** 'WARNING Cigarettes cause lung cancer'. Text: 'Lung cancer kills 8 out of 10 of its victims.' Health Canada.
- Bottom Right:** 'WARNING Cigarettes are highly addictive'. Text: 'Cigarettes are very addictive. Most smokers become addicted as teens. When smokers become adults and realize cigarettes are a mistake, many find it hard to stop. If you are addicted, contact your pharmacist or doctor. Or call toll-free 1-800-000-0000.' Health Canada.

Each pack also displays 'Brand X' and '25 VIRGINIA CIGARETTES' on a yellow background, and 'DUTY PAID TAX MARK' on a blue background.

BMJ
Publishing
Group