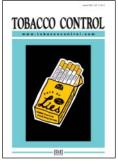
TOBACCO CONTROL

Contents



GASP poster 'Pack of Lies' adapted from original poster produced by Smokefree Educational Services.

Editorial

97 If it bleeds, it leads: the pathos derby *S Shatenstein*

Cover essay

100 GASP: picking off the pack of lies *C* Farren

News analysis

USA: Sex and the Ciggie • UK: acting normal without smoking • Guatemala: snow stopping 'em • Sri Lanka: exploiting the fallen • Pakistan: seizing the moment • Australia: a career in cancer promotion? • USA/Brazil: the flavour of things to come? • Malaysia: racing round the hurdles

Research papers

Policy forum

- 108 Community tobacco control leaders' perceptions of harm reduction A M Joseph, D Hennrikus, M J Thoele, R Krueger, D Hatsukami
- **115** Smoking, social class, and gender: what can public health learn from the tobacco industry about disparities in smoking? *E M Barbeau*, *A Leavy-Sperounis*, *E D Balbach*
- **123** Tobacco harm reduction: what do the experts think? E G Martin, K E Warner, P M Lantz
- 129 Reducing social inequalities in smoking: can evidence inform policy? A pilot study D Ogilvie, M Petticrew
- **132** Reducing tobacco addiction through tobacco product regulation J E Henningfield, N L Benowitz, G N Connolly, R M Davis, N Gray, M L Myers, M Zeller

Other topics

- **136** Tobacco and transition: an overview of industry investments, impact and influence in the former Soviet Union A B Gilmore, M McKee
- 143 Moving East: how the transnational tobacco industry gained entry to the emerging markets of the former Soviet Union-part I: establishing cigarette imports *A B Gilmore, M McKee*
- **151** Moving East: how the transnational tobacco industry gained entry to the emerging markets of the former Soviet Union–part II: an overview of priorities and tactics used to establish a manufacturing presence

- **161** Airway disease risk from environmental tobacco smoke among coffeehouse workers in Turkey F Fidan, A H Cimrin, G Ergor, C Sevinc
- 167 The effectiveness of tobacco sales ban to minors: the case of Finland A H Rimpelä, S U Rainio
- **175** Smoking behaviour and toxin exposure during six weeks use of a potential reduced exposure product: Omni J R Hughes, S S Hecht, S G Carmella, S E Murphy, P Callas
- 180 Exposure to environmental tobacco smoke (ETS) and determinants of support for complete smoking bans in psychiatric settings M C Willemsen, C A Görts, P Van Soelen, R Jonkers, S R Hilberink
- **186** Nicotine delivery capabilities of smokeless tobacco products and implications for control of tobacco dependence in South Africa O A Ayo-Yusuf, TJ P Swart, VV B Pickworth
- **190** The cost effectiveness of pharmacological smoking cessation therapies in developing countries: a case study in the Seychelles A R Gilbert, C Pinget, P Bovet, J Cornuz, C Shamlaye, F Paccaud

Review

197 The effectiveness of workplace smoking cessation programmes: a meta-analysis of recent studies G Smedslund, KJ Fisher, S M Boles, E Lichtenstein

Letters

- **206** Financial implications of cigarette smoking among individuals with schizophrenia *M L Steinberg, J M Williams, D M Ziedonis*
- **206** Public attitudes about tobacco smoke in workplaces: the importance of workers' rights in survey questions G W Thomson, N Wilson

Book review

207 Tobacco or health? Physiological and social damages caused by tobacco smoking *S Hamann*

Miscellaneous

99, 114, 121, 122, 135, 160, 196, 205, The lighter side