

Special Issue

Cigarettes and Tobacco Advertising

Message from the Guest Editors

This Special Issue will focus on the role that cigarette advertising, marketing and promotion plays in influencing these outcomes. Contributions that focus on advertising and marketing strategies by tobacco companies that might encourage onset, deter cessation, or increase demand are relevant. Papers that evaluate the effectiveness of the broad set of public policies that govern the advertising and marketing of cigarettes on onset, cessation, or demand are especially welcome. Examples include (but are not limited to) partial or complete bans of cigarette advertising, the regulation of warning labels, plain packaging requirements, and prohibitions on the sale/marketing of menthol and other flavored cigarettes.

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Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Scientific discoveries and advances in this research field play a critical role in providing a rational basis for informed decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards.

IJERPH provides a forum for discussion of discoveries and knowledge in these multidisciplinary fields. Please consider publishing your research in this high quality peer-reviewed journal.

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