Tobacco Control Policy
Kenneth E. Warner (Editor), Stephen L. Isaacs (Series Editor), James R. Knickman (Series Editor), Risa Lavizzo-Mourey (Foreword by)


DESCRIPTION

Required reading for anyone wishing to be conversant with tobacco control policy, the book is edited by Kenneth E. Warner—dean of the School of Public Health at the University of Michigan and a leading tobacco policy researcher—who leads with an overview of the field. Warner’s overview is supported by reprints of some of the field’s most significant articles, written by leading scholars and practitioners. The topics discussed are:

• Taxation and Price
• Clean Indoor Air Laws
• Advertising, Ad Bans, and Counteradvertising
• Possession, Use, and Purchase (PUP) Laws and Sales to Minors
• Cessation Policy
• Comprehensive State Laws
ABOUT THE AUTHOR

Kenneth E. Warner, Ph.D. (volume editor) is dean and Avedis Donabedian Distinguished University Professor of Public Health, at the School of Public Health, University of Michigan, Ann Arbor, Michigan. Warner is also director, University of Michigan Tobacco Research Network.

Stephen L. Isaacs, J.D. (general series editor) is a partner in Isaacs/Jellinek, a San Francisco-based consulting firm, and president of Health Policy Associates, Inc.

James R. Knickman, Ph.D. (general series editor) served as vice president for research and evaluation at the Robert Wood Johnson Foundation during the time that this book was developed and edited. He is currently the president and chief executive officer of the New York State Health Foundation.

FEATURES

• **Platform:** Editor Kenneth E. Warner is the dean of America's premier school of public health, and the nation's foremost tobacco use and policy researcher.

• **Hot Topic:** Even though smoking rates have declined in the U.S., it remains a major health issue among poor and vulnerable populations, and the leading cause of heart and lung illness among those populations.

• **Unique Collection:** Most writing on tobacco from a public health perspective focuses on legal actions against tobacco companies, but this book is the scholarly compilation on lessons to be learned from tobacco's health effects on populations and the formulation of policy around tobacco.

• **Star Contributors:** Includes chapters by leading researchers including Kenneth Warner, Stanton Glantz, Elizabeth Gilpin, and Martha White.

• **Legacy:** The Robert Wood Johnson Foundation has invested decades and hundreds of millions of dollars in researching tobacco policy and ways to reduce tobacco use, leading to innovations such as smoke-free sections in restaurants that in two decades have helped to reduce smoking in the U.S. and put our country in the international vanguard of smoking cessation.