



CONTENTS

Foreword xi

Risa Lavizzo-Mourey

Series Editors' Introduction xiii

Stephen L. Isaacs, James R. Knickman

Editor's Introduction xv

Kenneth E. Warner

SECTION ONE: A REVIEW OF THE FIELD 1

1. Tobacco Policy Research: Insights and Contributions to
Public Health Policy 3

Kenneth E. Warner

SECTION TWO: TAXATION AND PRICE 87

Reprints of Key Articles

2. The Effects of Government Regulation on Teenage Smoking 89

Eugene M. Lewit, Douglas Coate, Michael Grossman

3. Smoking and Health Implications of a Change in the
Federal Cigarette Excise Tax 115

Kenneth E. Warner

4. **An Empirical Analysis of Cigarette Addiction** 126
Gary S. Becker, Michael Grossman, Kevin M. Murphy
5. **Is Addiction “Rational”? Theory and Evidence** 158
Jonathan Gruber, Botond Köszegi
6. **Lighting Up and Slimming Down: The Effects of Body Weight and Cigarette Prices on Adolescent Smoking Initiation** 197
John Cawley, Sara Markowitz, John Tauras

SECTION THREE: CLEAN INDOOR AIR LAWS 219

Reprints of Key Articles

7. **The Effect of Ordinances Requiring Smoke-Free Restaurants on Restaurant Sales** 221
Stanton A. Glantz, Lisa R. A. Smith
8. **Do Workplace Smoking Bans Reduce Smoking?** 233
William N. Evans, Matthew C. Farrelly, Edward Montgomery
9. **Association Between Household and Workplace Smoking Restrictions and Adolescent Smoking** 262
Arthur J. Farkas, Elizabeth A. Gilpin, Martha M. White, John P. Pierce
10. **Effect of Smoke-Free Workplaces on Smoking Behaviour: Systematic Review** 277
Caroline M. Fichtenberg, Stanton A. Glantz

SECTION 4: ADVERTISING, AD BANS, AND COUNTERADVERTISING 297

Reprints of Key Articles

11. **The Demand for Cigarettes: Advertising, the Health Scare, and the Cigarette Advertising Ban** 299
James L. Hamilton
12. **Does Tobacco Advertising Target Young People to Start Smoking?** 318
John P. Pierce, Elizabeth Gilpin, David M. Burns, Elizabeth Whalen, Bradley Rosbrook, Donald Shopland, Michael Johnson

13. Cigarette Advertising and Magazine Coverage of the Hazards of Smoking: A Statistical Analysis 331
Kenneth E. Warner, Linda M. Goldenhar, Catherine G. McLaughlin
14. Reducing Cigarette Consumption in California: Tobacco Taxes vs. an Anti-Smoking Media Campaign 341
Teh-wei Hu, Hai-Yen Sung, Theodore E. Keeler
15. The Effect of Tobacco Advertising Bans on Tobacco Consumption 353
Henry Saffer, Frank Chaloupka
- SECTION 5: POSSESSION, USE, AND PURCHASE (PUP) LAWS AND SALES TO MINORS 375**
Reprints of Key Articles
16. Active Enforcement of Cigarette Control Laws in the Prevention of Cigarette Sales to Minors 377
Leonard A. Jason, Peter Y. Ji, Michael D. Anes, Scott H. Birkhead
17. The Effect of Enforcing Tobacco-Sales Laws on Adolescents' Access to Tobacco and Smoking Behavior 384
Nancy A. Rigotti, Joseph R. DiFranza, YuChiao Chang, Thelma Tisdale, Becky Kemp, Daniel E. Singer
- SECTION 6: CESSATION POLICY 401**
Reprints of Key Articles
18. Use and Cost Effectiveness of Smoking-Cessation Services Under Four Insurance Plans in a Health Maintenance Organization 403
Susan J. Curry, Louis C. Grothaus, Tim McAfee, Chester Pabiniak
19. The Benefits of Switching Smoking Cessation Drugs to Over-the-Counter Status 417
Theodore E. Keeler, Teh-wei Hu, Alison Keith, Richard Manning, Martin D. Marciniak, Michael Ong, Hai-Yen Sung
20. Evidence of Real-World Effectiveness of a Telephone Quitline for Smokers 439
Shu-Hong Zhu, Christopher M. Anderson, Gary J. Tedeschi, Bradley Rosbrook, Cynthia E. Johnson, Michael Byrd, Elsa Gutiérrez-Terrell

21. The Demand for Nicotine Replacement Therapies	451
<i>John A. Tauras, Frank J. Chaloupka</i>	
SECTION 7: COMPREHENSIVE STATE LAWS	465
<i>Reprints of Key Articles</i>	
22. Has the California Tobacco Control Program Reduced Smoking?	467
<i>John P. Pierce, Elizabeth A. Gilpin, Sherry L. Emery, Martha M. White, Brad Rosbrook, Charles C. Berry, Arthur J. Farkas</i>	
23. Impact of the Massachusetts Tobacco Control Programme: Population Based Trend Analysis	486
<i>Lois Biener, Jeffrey E. Harris, William Hamilton</i>	
24. Association of the California Tobacco Control Program with Declines in Cigarette Consumption and Mortality from Heart Disease.	496
<i>Caroline M. Fichtenberg, Stanton A. Glantz</i>	
25. The Impact of Tobacco Control Program Expenditures on Aggregate Cigarette Sales: 1981–2000	507
<i>Matthew C. Farrelly, Terry F. Pechacek, Frank J. Chaloupka</i>	
SECTION 8: THE ROLE OF THE ROBERT WOOD JOHNSON FOUNDATION	527
<i>Reprint from To Improve Health and Health Care: The Robert Wood Johnson Foundation Anthology Series</i>	
26. Taking on Tobacco: The Robert Wood Johnson Foundation’s Assault on Smoking	529
<i>James Bornemeier</i>	
<i>The Robert Wood Johnson Foundation Grant Results Reports</i>	551
The Editors	561
First Authors	563
Sources	567
Name Index	569
Subject Index	575