

**KENNETH E. WARNER**

Avedis Donabedian Distinguished University Professor Emeritus of Public Health  
Professor Emeritus of Health Management and Policy  
Dean Emeritus  
School of Public Health  
University of Michigan

**CONTACT INFORMATION**

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**EDUCATION**

- 1968      A.B., Dartmouth College (*summa cum laude*; Phi Beta Kappa; Highest Distinction in Economics)
- 1970      M. Phil., Economics, Yale University
- 1974      Ph.D., Economics, Yale University

**FELLOWSHIPS, HONORS, AND AWARDS**

- 1968-69      Woodrow Wilson Fellow (Hon.)
- 1971-72      Health Services Research Traineeship, DHEW
- 1975-76      Visiting Scholar, National Bureau of Economic Research, Stanford, California
- 1980-83      Kellogg National Fellow
- 1983,85      National Merit Award for Outstanding Achievement in Public Health, Delta Omega Society (national public health honorary)
- 1989      Surgeon General's Medallion, awarded by Dr. C. Everett Koop
- 1989-90      Senior Fellow, Institute of Gerontology, University of Michigan
- 1990      Leadership Award, American Public Health Association, Alcohol, Tobacco, and Other Drugs Section, presented at the annual meeting of APHA

**Kenneth E. Warner**  
**Curriculum Vitae - Page 2**

- 1991-95 Senior Fellow, Michigan Society of Fellows
- 1992, 2014 Faculty honoree, Phi Kappa Phi Academic Honor Society, Univ. of Mich. chapter
- 1995 Named Richard D. Remington Collegiate Professor of Public Health
- 1996 Named Association for Health Services Research (now AcademyHealth) Fellow
- 1996 Elected to the Institute of Medicine (now National Academy of Medicine)
- 1997 Excellence in Research Award, University of Michigan School of Public Health
- 2001 Named Avedis Donabedian Distinguished University Professor of Public Health
- 2002 Elected to the University of Michigan Scientific Club
- 2002 Hansen Leadership Award from the University of Iowa College of Public Health
- 2003 Warner Lecture Series established at American Legacy Foundation in honor of Dr. Warner's service on the Legacy Board of Directors
- 2003 Inaugural Award for Outstanding Research Contribution in the international Luther L. Terry Awards for Exemplary Leadership in Tobacco Control, presented at the 12<sup>th</sup> World Conference on Tobacco or Health, Helsinki, Finland
- 2006 Selected as Ambassador in the Paul G. Rogers Society for Global Health Research, Research!America
- 2010 Alton Ochsner Award Relating Smoking and Disease, presented at the annual meeting of the American College of Chest Physicians, Vancouver, BC
- 2012 Health Policy Champion, Michigan Department of Community Health
- 2013 University of Michigan School of Public Health Excellence in Teaching Award
- 2014 WHO/PAHO Regional World No Tobacco Day Award
- 2017 Doll-Wynder Award from the Society for Research on Nicotine and Tobacco, presented at the Society's annual meeting, Florence, Italy, March 2017
- 2017 Named to inaugural class of Fellows of the Society for Research on Nicotine and Tobacco

**EMPLOYMENT HISTORY**

**Kenneth E. Warner**  
**Curriculum Vitae - Page 3**

*University of Michigan, School of Public Health; Dept. of Public Health Policy & Administration (and predecessor units) 1972-95; Dept. of Health Management & Policy, 1995-2017:*

1972-74	Lecturer
1974-77	Assistant Professor
1977-83	Associate Professor
1982-88 92-95	Chair
1983-2017	Professor
1995-01	Richard D. Remington Collegiate Professor of Public Health
2001-17	Avedis Donabedian Distinguished University Professor of Public Health
2005-10	Dean, School of Public Health

*Additional academic affiliations at the University of Michigan:*

1972-75	Research Associate, Institute of Public Policy Studies
1986-90, 94-2017	Member, Cancer Center
1988-2017	Member, Substance Abuse Research Center
1990-91	Faculty Associate, Institute of Gerontology
1999-2017	Member (Director 1999-2009), University of Michigan Tobacco Research Network

*Major administrative assignments at the University of Michigan:*

1982-88, 92-95	Chair, Dept. of Public Health Policy & Administration
1984-86	Chair, Committee on Academic Rank, School of Public Health
1987-98	Chair, Advisory Board, Resource for Public Health Policy
1988	Committee for the Inauguration of President James J. Duderstadt

**Kenneth E. Warner**  
**Curriculum Vitae - Page 4**

1988-93      Steering Committee, University of Michigan Substance Abuse Center

1990-92      Chair, School of Public Health 50th Anniversary Symposium Committee

1990-93      Executive Committee, Institute of Public Policy Studies

1991-94      Executive Board, Rackham School of Graduate Studies

1992-93      Medical Affairs Advisory Committee, Senate Advisory Committee on University Affairs

1992-95      Executive Committee, Michigan Society of Fellows

1993-94      Co-chair, School of Public Health Review Committee

1993-05      Associate Director, Robert Wood Johnson Clinical Scholars Program

1995          Chair, Provost Search Advisory Committee

1996-97      Faculty Senate Committee on the Future of the University

1996-98      Executive Board, Institute of Gerontology

1998          Dean Search Committee, School of Public Policy

1999-2009    Director, University of Michigan Tobacco Research Network

1999          Chair, 2<sup>nd</sup> Annual Public Health Symposium

1999-2000    Ad Hoc Committee on Tobacco Stock Divestment

2000-2001    University Campaign Planning Committee

2001          School of Public Health Development Committee

2004          Chair, School of Public Health Dean Search

2004-2005    Chair, Michigan Healthy Community Initiative Task Force

2005-2010    Institutional Advisory Committee, Robert Wood Johnson Clinical Scholars Program

2005-2010    Dean, School of Public Health

2005-2010    Executive Committee, Life Sciences Institute

2005-2010    Advisory Committee, Center for Human Growth & Development

2005-2010    Executive Committee, Institute for Social Research

**Kenneth E. Warner**  
**Curriculum Vitae - Page 5**

- 2005-2010 Deans Council, Graham Environmental Sustainability Institute
- 2006-2007 Dean Search Advisory Committee, Medical School
- 2008-2009 Dean Search Advisory Committee, Division of Kinesiology
- 2009-2010 Co-chair, Smoke Free University Steering Committee
- 2009-2010 Chair, Thomas Francis Jr. Medal in Global Public Health Award Selection Advisory Committee
- 2009-2010 North Campus Expansion Oversight and Planning Group
- 2009-2010 APG Operations Subcommittee
- 2009-2010 Chair, Health Sciences Council
- 2009-2010 Principal Servant, UM Scientific Club
- 2013-2015 Truman Scholarship Selection Committee

**COURSES TAUGHT** (all at graduate level except as indicated)

Public health policy  
Tobacco policy  
Economics of disease prevention  
Cost-benefit analysis  
Microeconomic analysis  
Introduction to public health (undergraduate course)

**CONSULTING AND SERVICE**

*Government and voluntary agencies, universities, and foundations – national and international*

World Health Organization (consultancies in China, 1985, 1986; various comms. and report reviews, 1983, 1984, 1990, 1995; consultant, 1999, 2014)

World Bank (consultant, Economics of Tobacco in Developing Countries, 1998-1999; consultant, Framework Convention on Tobacco Control, 2001-2002; various other consultancies)

Food and Drug Administration (Special Government Employee – consultant to Center for Tobacco Products, 2013- present)

Truth Initiative (Board of Directors, 1999-2003)

**Kenneth E. Warner**  
**Curriculum Vitae - Page 6**

Dept. of Health and Human Services. Tobacco Products Scientific Advisory Committee, Center for Tobacco Products, Food and Drug Administration (Member, 2019-present)

Dept. of Health and Human Services. Interagency Committee on Smoking and Health (Member, 2016-present)

Dept. of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation (Technical Expert Panel on the Application of Welfare Economics to Assess the Net Benefits of Policies that Change the Consumption of Addictive Goods, 2014-15)

Harvard University (Visiting Committee for the Chan School of Public Health, 2012-present)

Centers for Disease Control and Prevention (Office on Smoking and Health, Senior Scientific Editor, 1989 Surgeon General's report on smoking and health; OSH, chair, Workgroup on Tobacco Taxation, 1995; OSH, senior reviewer of Surgeon General's reports and various workgroups and consultations, 1978-present; National Center for Chronic Disease Prevention and Health Promotion and predecessor units, various advisory panels, 1984, 1985, 1987-92)

National Institutes of Health (Board of Scientific Counselors, Div. of Cancer Prevention and Control, National Cancer Institute, 1985-89; Policy Advisory Comm., COMMIT, DCPC, NCI, 1989-95; various study comms. and workgroups, NCI, NHLBI, and NIMH, 1972, 1978-79, 1981, 1984)

Health Canada (Member, Scientific Advisory Board on Vaping Products, 2017-present)

Armed Forces Epidemiology Board (1996-98)

Office of Technology Assessment, U.S. Congress (three advisory panels, author or co-author of three reports, and consultant, 1976-88, 1992-93)

Harvard Institute for the Study of Smoking Behavior and Policy (Research Advisory Comm., 1984-89)

American Cancer Society (Comm. on Tobacco and Cancer, 1984-92; speaker, CEOs Against Cancer Annual Meeting, 2014; consultant, various years)

American Heart Association (Subcommittee on Smoking, 1983-87)

Robert Wood Johnson Foundation (grant review, consultant, multiple years; Culture of Health External Advisory Committee, 2016-present)

Association of Schools of Public Health (Legislative Committee, Global Health Committee, Tobacco Use Prevention Council, 2005-2010)

Smoking Cessation Leadership Center, UCSF (Chair, National Advisory Committee, 2003-2013)

Global Tobacco Independence Policy Advisory Board, Pfizer (Chair, 2009-2012)

**Kenneth E. Warner**  
**Curriculum Vitae - Page 7**

National University of Singapore Initiative to Improve Health in Asia (International Advisory Board, 2010-2013)

Saw Swee Hock School of Public Health, National University of Singapore (International Advisory Panel, 2011-present)

University of Pittsburgh and University of Minnesota (CENIC Advisory Board, 2013-present; chair, 2015-present)

Georgia State University (External Advisory Board, Tobacco Center of Regulatory Science, 2013-2018)

James F. and Sarah T. Fries Foundation (Fries Prize Jury, 1992-present)

Others: Research!America; Union Internationale Contre le Cancer; Federal Trade Commission; American Medical Association; Agency for Health Care Policy and Research; DHHS Interagency Committee on Smoking and Health; American Lung Association; Veterans Administration; National Academy of Sciences; National Science Foundation; National Center for Health Services Research (and successor agencies); W.K. Kellogg Foundation; VicHealth, Victoria, Melbourne, Australia; The Health Project; STAT; Campaign for Tobacco-Free Kids; American College of Preventive Medicine; Project HOPE; Energy Research and Development Administration; American Hospital Association; Advocacy Institute; Americans for Nonsmokers' Rights; Association for Fitness in Business; HealthTrac Foundation; National Health Management Foundation; California Wellness Foundation; National Health Network; Board of Directors, Educators for Tobacco-Free Investments; Oral Health America; Massachusetts Department of Health; UCSF Treatment Research Center Scientific Advisory Board; CVS Health; various other state and Canadian provincial agencies and organizations; numerous universities

*Government and voluntary agencies, universities, and foundations – local community and state of Michigan*

University of Michigan Rogel Cancer Center (National Advisory Board, 2018-present)

University of Michigan Frankel Cardiovascular Center (National Advisory Board, 2010-2017)

Munson Healthcare (Community and Population Health Committee, 2017-present)

Traverse City (MI) International Affairs Forum (Treasurer, Advisory Board, 2018-present)

Traverse City (MI) Economic Club (Member, 2018-present)

Michigan Department of Community Health (Project Director, Governor's Citizens' Panel on Smoking and Health, 1979-80; various comms. and consultations, 1986-2012)

Others: Michigan Cancer Foundation; American Lung Association of Michigan; Community Foundation of Southeast Michigan;

*Service to professional journals:*

Editorial Board member (current):

*American Journal of Health Promotion*  
*Tobacco Control* (chair, 1992-present)

Manuscript reviewer for approximately 80 additional journals (current and previous years)

*Corporate consultations (Past years):*

Michigan Catastrophic Claims Association; Pharmaceutical Manufacturers Association; Mead Johnson; Smith Kline & French; Ford Motor Co.; General Motors; U.S. Chamber of Commerce; Rand Corp.; Upjohn Co.; Blue Cross Blue Shield; Mathematica Policy Research; Merck; Searle; Parke Davis; Ciba-Geigy; Kabi Pharmacia; Henry Ford Health System; Stanford Corporate Health Program; Abt Assocs.; U.S. Corporate Health Management; National Center for Health Promotion; Health Media; Kellogg Company; Blue Cross Blue Shield of Minnesota; Pfizer; GlaxoSmithKline; various law firms

**MEMBERSHIP IN PROFESSIONAL SOCIETIES**

American Public Health Association (Alcohol, Tobacco, and Other Drugs Section Council, 1986-89; Chair elect, 1990-91; various comms., 1976, 1981, 1984-85, 1990-91)

AcademyHealth (Fellow, 1997-present)

National Academy of Medicine (Chair, Committee on Preventing Psychological Disorders in Service Members and Their Families: An Assessment of Programs, 2013-14; Chair, Committee on Prevention of Mental Disorders and Substance Abuse Among Children, Youth, and Young Adults: Research Advances and Promising Interventions, 2007-09; Council, 2000-02; Membership Committee, 1998-2001; Vice-chair, Social Sciences Section, 1998-2000, Chair, 2000-2001; Board on Health Promotion and Disease Prevention, 1993-2000; member, various study comms. and report reviews, 1984, 1985, 1988, 1989, 1994, 1996, 1997, 1999-2000, 2003)

Society for Research on Nicotine and Tobacco (Policy Com., 2000-02; Program Advisory Com., 2001-02; President-elect, 2003; President, 2004-05; Immediate Past-President, 2005-06; Board of Directors, 2003-06; Chair, Advisory Comm., Global Nicotine and Tobacco Foundational Research Certification Program; Fellow, 2017-present)

**RESEARCH GRANTS AND CONTRACTS** (all as Principal Investigator unless otherwise specified)

1978-79      Benefit-Cost and Cost-Effectiveness Analysis in Health: Literature Review and Critical Evaluation. Office of Technology Assessment, U.S. Congress.



**Kenneth E. Warner**  
**Curriculum Vitae - Page 9**

- 1979-81 Benefits and Costs of Anti-Smoking Policies. National Center for Health Services Research.
- 1980-83 Political Economy of Disease Prevention and Health Promotion. Kellogg National Fellowship Program, W.K. Kellogg Foundation.
- 1981-82 Mandatory Passive Restraints in Automobiles: Issues and Evidence. Office of Technology Assessment, U.S. Congress.
- 1983-84 Up in Smoke? The Effects of the Antismoking Campaign. Josiah Macy, Jr. Foundation.
- 1984-85 Cigarette Advertising and Cancer Control. National Cancer Institute.
- 1985-86 Economics of Workplace Health Promotion. National Center for Health Promotion.
- 1986-89 Cigarette Advertising and Media Coverage of Smoking. National Institute on Drug Abuse.
- 1987-89 Licit and Illicit Drug Policy: An Integrative Analysis. Michigan Office of Substance Abuse Services.
- 1988-89 Preparation of 1989 Surgeon General's Report on Smoking and Health. Office on Smoking and Health, Centers for Disease Control (subcontract with The Circle, Inc.).
- 1989-90 Evaluation of Healthcare Interventions and the Promotion of Health in the Workplace. The Upjohn Company.
- 1992-95 Worksite Smoking Cessation Programs: Health, Economic, and Worker Demographic Implications. The Robert Wood Johnson Foundation.
- 1992-94 Cost-Effectiveness of Radon Control in Preventing Cancer. National Cancer Institute.
- 1993-95 Cost-Benefit Analysis of Heart Disease Reduction Programs in the Hungarian Population (Peter Csepe, Julia Kishegyi, Kenneth E. Warner, co-principal investigators). US-Hungarian Science and Technology Program.
- 1993-95 Economic Impact of Progress Toward a Tobacco-Free Society. The Robert Wood Johnson Foundation.
- 1995-98 Nature, Evolution, and Implications of Tobacco Policy in the United States. Investigator Awards in Health Policy Research Program, Robert Wood Johnson Foundation.
- 1997-99 Substance Abuse Policies and Infant Health. Robert Wood Johnson Foundation

**Kenneth E. Warner**  
**Curriculum Vitae - Page 10**

- (investigator; Harold Pollack, principal investigator)
- 1997-99 Reducing Youth Smoking. Ted Klein (co-principal investigator; Peter Jacobson, principal investigator).
- 1998-01 The Impact of Smoking Control Policies on Future Smoking Prevalence and Health. Robert Wood Johnson Foundation (co-principal investigator; David Mendez, principal investigator)
- 1999-01 Linking Tobacco Control Research to Policy and Practice (Prevention Centers Tobacco Network). U.S. DHHS, PHS, Centers for Disease Control and Prevention.
- 2001-03 Innovations in Youth Tobacco Control. Robert Wood Johnson Foundation.
- 2002-04 Tobacco Harm Reduction: Implications for Nicotine Addiction and Public Health. Robert Wood Johnson Foundation.
- 2004-07 A School of Public Health-led Multidisciplinary Tobacco Control Education and Research Program at the University of Michigan. American Legacy Foundation.
- 2005-06 Children's Health Initiative in Southeast Michigan. Community Foundation of Southeast Michigan.
- 2006-09 Public Health Traineeship Grant. Health Resources and Services Administration, Department of Health and Human Services.
- 2007-10 Modeling the Impact and Costs of Radon Policy for Lung Cancer Control. National Institutes of Health, Department of Health and Human Services (participating investigator; David Mendez, principal investigator).
- 2008-10 Development of Global Smoking Rate Targets for Tobacco Control. International Union Against Tuberculosis & Lung Disease.
- 2011-14 Smoking: Identifying and Evaluating "End Game" Goals and Strategies. Robert Wood Johnson Foundation.
- 2012 International Workshop on the Tobacco End Game. American Legacy Foundation.
- 2012-13 Tobacco DATTA Project. American Legacy Foundation.
- 2013-14 Tobacco Regulation Economics Working (TREW) Group. Robert Wood Johnson Foundation.
- 2018-2023 Center for the Assessment of the Public Health Impact of Tobacco Regulations. National Cancer Institute (co-investigator; David Levy and Raphael Meza, principal investigators)

## **PUBLICATIONS**

### *Books, Monographs, and Journal Supplements:*

1. Warner KE, Luce BR. 1982. Cost-Benefit and Cost-Effectiveness Analysis in Health Care: Principles, Practice, and Potential. Ann Arbor, MI.: Health Administration Press. [Reprinted in Spanish as: Warner KE, Luce BR. 1995. Analisis de Costo-Beneficio y Costo-Eficiencia en la Atencion de la Salud. Mexico: Biblioteca de la Salud.]
2. Warner KE. 1986. Selling Smoke: Cigarette Advertising and Public Health. Washington, DC: APHA Health Policy Monograph Series.
3. U.S. Department of Health and Human Services, Public Health Service. 1989. Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General. DHHS Pub. No. (CDC) 89-8411. Washington, DC: Government Printing Office (K.E. Warner, Senior Scientific Editor).
4. Jacobson PD, Lantz PM, Warner KE, et al. 2001. Combating Teen Smoking: Research and Policy Strategies. Ann Arbor, MI: University of Michigan Press.
5. Warner KE, Jacobson PD, Kaufman NK, eds. 2003. Innovative Approaches to Youth Tobacco Control. Tobacco Control 12(suppl 1).
6. Warner KE, ed. 2006. Tobacco Control Policy. San Francisco: Jossey-Bass.
7. Backinger CL, O'Connell ME, Warner KE, eds. 2007. National Institutes of Health State-of-the-Science Statement on Tobacco Use – Prevention, Cessation, and Control. American Journal of Preventive Medicine 33(suppl 6).
8. O'Connell ME, Boat T, Warner KE, eds. 2009. Preventing Mental, Emotional, and Behavioral Disorders Among Young People. Washington: National Academies Press.
9. Smith EA, Warner KE, eds. 2013. The End of Tobacco? The Tobacco Endgame. Tobacco Control 22(suppl 1).
10. Denning LA, Meisnere M, Warner KE, eds. 2014. Preventing Psychological Disorders in Service Members and Their Families: An Assessment of Programs. Washington: National Academies Press.

### *Journal Articles and Book Chapters:*

1. Warner KE. 1974. The need for some innovative concepts of innovation: An examination of research on the diffusion of innovations. Policy Sciences 5:433-451.

**Kenneth E. Warner**  
**Curriculum Vitae - Page 12**

2. Warner KE. 1975. A 'desperation-reaction' model of medical diffusion. Health Services Research 10:369-383.
3. Warner KE. 1977. Treatment decision making in catastrophic illness. Medical Care 15:19-33.
4. Warner KE. 1977. The effects of the anti-smoking campaign on cigarette consumption. American Journal of Public Health 67:645-650.
5. Bombardier C, Fuchs V, Lillard L, Warner KE. 1977. Socioeconomic factors affecting the utilization of surgical operations. New England Journal of Medicine 297:699-705. [Reprinted as The utilization of surgical operations. In Fuchs V, ed. The Health Economy. Cambridge, MA: Harvard University Press, 1986, pp. 108-125.]
6. Warner KE. 1978. Possible increases in the underreporting of cigarette consumption. Journal of the American Statistical Association 73:314-318.
7. Warner KE. 1978. The effects of hospital cost containment on the development and use of medical technology. Health & Society, Milbank Memorial Fund Quarterly 56:187-211. [Re-printed in The Impacts and Consequences of Hospital Cost Containment. Millwood, VA: Project Hope Press, 1978; in McKinlay, J, ed. Economics and Health Care. Cambridge, MA: MIT Press, 1981, pp. 227-251; in Luke R, Bauer J, eds. Issues in Health Economics. Rockville, MD: Aspen, 1982, pp. 487-507; and in McKinlay J, ed. Technology and the Future of Health Care. Cambridge, MA: MIT Press, 1982, pp. 41-65.]
8. Warner KE. 1978. Health maintenance insurance: Toward an optimal HMO. Policy Sciences 10:121-131.
9. Warner KE. 1979. Clearing the airwaves: The cigarette ad ban revisited. Policy Analysis 5:435-450. [Reprinted in Anderson J, ed. Cases in Public Policy-Making, 2nd ed. New York, NY: Holt, Rinehart and Winston, 1982, pp. 244-256.]
10. Warner KE. 1979. The cost of capital-embodied medical technology. In National Research Council. Medical Technology and the Health Care System: A Study of the Diffusion of Equipment-Embodied Technology. Washington, DC: National Academy of Sciences, pp. 270-302.
11. Warner KE. 1979. Problems in health planning: Medical technology. In Sprouse-Hutchens D, et.al., eds. Health Planning: Its Future in Michigan. Mason, MI: Michigan Mid-South Health Systems Agency, pp. 60-75.
12. Warner KE. 1979. Epilogue. In Wagner J, ed. Medical Technology. Proceedings of the Urban Institute Conference, West Palm Beach, FL. DHEW Pub. No. (PHS) 79-3254. Washington, DC: Government Printing Office, pp. 113-114.
13. Warner KE. 1979. The economic implications of preventive health care. Social Science & Medicine 13C:227-237.

**Kenneth E. Warner**  
**Curriculum Vitae - Page 13**

14. Warner KE, Hutton R. 1980. Cost-benefit and cost-effectiveness analysis in health care: Growth and composition of the literature. Medical Care 18:1069-1084.
15. Warner KE. 1980. The role of science and technology in the containment of health care costs. In National Science Foundation. The Five-Year Outlook: Problems, Opportunities and Constraints in Science and Technology, Vol. II. Washington, DC: Government Printing Office, pp. 579-592.
16. Warner KE. 1981. Cigarette smoking in the 1970's: The impact of the antismoking campaign. Science 211:729-731.
17. Warner KE. 1981. Technology assessment and the private sector. In Havighurst C, ed. Health Care Regulation and Competition: Are They Compatible? Millwood, VA: Project Hope Institute for Health Policy, pp. 269-291.
18. Warner KE. 1981. State legislation on smoking and health: A comparison of two policies. Policy Sciences 13:139-152.
19. Warner KE. 1982. Regional differences in state legislation on cigarette smoking. Texas Business Review 56:27-29.
20. Warner KE. 1982. Cigarette excise taxation and interstate smuggling: An assessment of recent activity. National Tax Journal 35:483-490.
21. Warner KE. 1982. The federal cigarette excise tax. In National Conference on Smoking or Health - Developing a Blueprint for Action - Proceedings. New York, NY: American Cancer Society, pp. 160-167.
22. Warner KE, Murt HA. 1982. Impact of the antismoking campaign on smoking prevalence: a cohort analysis. Journal of Public Health Policy 3:374-390.
23. Warner KE. 1982. Introduction to cost-benefit and cost-effectiveness analysis in health care. In Clinical and Economic Evaluation of Perinatal Programs. Mead Johnson Symposium on Perinatal and Developmental Medicine - No. 20. Evansville, IN: Mead Johnson & Company, pp. 29-36.
24. Warner KE. 1982. Health policy uses and usefulness of cost-benefit and cost-effectiveness analysis. In Clinical and Economic Evaluation of Perinatal Programs. Mead Johnson Symposium on Perinatal and Developmental Medicine - No. 20. Evansville, IN: Mead Johnson & Company, pp. 53-69.
25. Warner KE. 1983. An ounce of prevention, a pound of promotion: Advertising and counteradvertising of cigarettes in the United States. Medical Journal of Australia 70th Year, 1:207-210.
26. Warner KE. 1983. Bags, buckles, and belts: The debate over mandatory passive restraints in automobiles. Journal of Health Politics, Policy and Law 8:44-75.

**Kenneth E. Warner**  
**Curriculum Vitae - Page 14**

27. Warner KE, Murt HA. 1983. Premature deaths avoided by the antismoking campaign. American Journal of Public Health 73:672-677.
28. Warner KE. 1983. The economics of smoking: Dollars and sense. New York State Journal of Medicine 83:1273-1274.
29. Burt BA, Warner KE. 1983. Prevention of oral disease. In Kudrle RT, Meskin L, eds. Reducing the Cost of Dental Care. Minneapolis, MN: Univ. of Minnesota Press, pp. 132-161.
30. Warner KE. 1983. Reactions to perceived risk: Changes in the behavior of cigarette smokers. In Covello VT, Flamm WG, Rodricks JV, Tardiff RG, eds. The Analysis of Actual Versus Perceived Risks. New York, NY: Plenum Publishing Corp, pp. 183-201.
31. Warner KE. 1983. Systematic analyses: Cost-benefit and cost-effectiveness techniques. In Bloom BS, Berki SE, eds. Cost Benefit, Cost Effectiveness, and Other Decision-Making Techniques in Health Care Resource Allocation. New York, NY: Biomedical Info. Corp., pp. 21-34.
32. Warner KE. 1984. The effects of publicity and policy on smoking and health. Business and Health 2:7-13.
33. Loeb LA, Ernster VL, Warner KE, Abbots J, Laszo J. 1984. Smoking and lung cancer: An overview. Cancer Research 44:5940-5958.
34. Warner KE, Murt HA. 1984. Economic incentives for health. In Breslow L, Fielding JE, Lave LB, eds. Annual Review of Public Health 5:107-133. Palo Alto, CA: Annual Reviews Inc.
35. Warner KE. 1985. Cigarette advertising and media coverage of smoking and health. New England Journal of Medicine 312:384-388. [Reprinted as, Cigarettreklamen och publiciteten om rokningens skadeverkningar. In Tobaken och Vi (Tobacco and Health), #2. Sweden, pp. 13-17.]
36. Warner KE. 1985. Tobacco industry response to public health concern: A content analysis of cigarette ads. Health Education Quarterly 12:115-127.
37. Warner KE, Murt HA. 1985. Economic incentives and health behavior. In Rosen JC, Solomon LJ, eds. Prevention in Health Psychology. Hanover, NH: University Press of New England, pp. 236-274.
38. Warner KE. 1985. Consumption impacts of a change in the federal cigarette excise tax. In The Cigarette Excise Tax. Cambridge, MA: Institute for the Study of Smoking Behavior and Policy, Harvard University, pp. 88-105.
39. Warner KE. 1985. What can be done? Motivational approaches to modifying driver behavior: Introductory remarks. In Evans L, Schwing RC, eds. Human Behavior and Traffic Safety. New York, NY: Plenum Press, pp. 359-363.

40. Warner KE, Ernster VL, Holbrook JH, et al. 1986. Public policy on smoking and health: Toward a smoke-free generation by the year 2000. Circulation 73:381A-395A.
41. Warner KE. 1986. Smoking and health implications of a change in the federal cigarette excise tax. Journal of the American Medical Association 255:1028-1032. [Reprinted in the Japanese edition of JAMA 11 (November 1986):91-95. Reprinted in Warner KE, Isaacs SL, Knickman JR, eds. 2006. Tobacco Control Policy. San Francisco: Jossey-Bass, chapter 3, pp. 115-125.]
42. Warner KE, Ernster VL, Holbrook JH, et al. 1986. Promotion of tobacco products: Issues and policy options. Journal of Health Politics, Policy and Law 11:367-392.
43. Warner KE. 1987. Public policy and automobile occupant restraint: An economist's perspective. Accident Analysis and Prevention 19:39-50.
44. Warner KE. 1987. Selling health promotion to corporate America: Uses and abuses of the economic argument. Health Education Quarterly 14:39-55.
45. Warner KE. 1987. Health and economic implications of a tobacco-free society. Journal of the American Medical Association 258: 2080-2086. [Reprinted in the Italian edition of JAMA 5 (May 1988):390-404. Digested in Digest of Addiction Theory and Application.]
46. Tye JB, Warner KE, Glantz SA. 1987. Tobacco advertising and consumption: Evidence of a causal relationship. Journal of Public Health Policy 8:492-508.
47. Windsor RA, Warner KE, Cutter GR. 1988. A cost-effectiveness analysis of self-help smoking cessation methods for pregnant women. Public Health Reports 103:83-88.
48. Warner KE, Wickizer TM, Wolfe RA, et al. 1988. Economic implications of workplace health promotion programs: Review of the literature. Journal of Occupational Medicine 30:106-112.
49. Warner KE. Tobacco advertising and magazine coverage of tobacco and health: An empirical study. 1988. In Aoki M, Hisamichi S, Tominaga S, eds. Smoking and Health 1987. Amsterdam: Excerpta Medica, pp. 359-361.
50. Novotny TE, Warner KE, Kendrick JS, Remington PL. Socioeconomic factors and racial smoking differences in the United States. 1988. In Aoki M, Hisamichi S, Tominaga S, eds. Smoking and Health 1987. Amsterdam: Excerpta Medica, pp. 703-705.
51. Novotny TE, Warner KE, Kendrick JS, Remington PL. 1988. Smoking by blacks and whites: Socioeconomic and demographic differences. American Journal of Public Health 78:1187-1189.
52. Lerner WM, Warner KE. 1988. The challenge of privately-financed community health programs in an era of cost containment: A case study of poison control centers. Journal of Public Health Policy 9:411-428.

53. Hatziandreu EI, Koplan JP, Weinstein MC, Casperson CJ, Warner KE. 1988. A cost-effectiveness analysis of exercise as a health promotion activity. American Journal of Public Health 78:1417-1421.
54. Warner KE. 1989. Historical perspective, overview, and conclusions. In U.S. Department of Health and Human Services, Public Health Service. Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General. Washington, DC: Government Printing Office, Chapter 1.
55. Rigotti N, et al. 1989. Smoking control policies. Chapter 7 in U.S. Department of Health and Human Services, Public Health Service. Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General. Washington, DC: Government Printing Office, Chapter 7.
56. Warner KE. 1989. Changes in the smoking-and-health environment: Behavioral and health consequences. In U.S. Department of Health and Human Services, Public Health Service. Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General. Washington, DC: Government Printing Office, Chapter 8.
57. Warner KE. 1989. The epidemiology of coffin nails. In Moore M, ed. Health Risks and the Press: Perspectives on Media Coverage of Risk Assessment and Health. Washington, DC: The Media Institute and the American Medical Assoc., pp. 73-88.
58. Warner KE. 1989. Effects of the antismoking campaign: An update. American Journal of Public Health 79:144-151.
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