

FOR IMMEDIATE RELEASE
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Statement of M. Cass Wheeler
CEO, American Heart Association,
on Motion Picture Association of America's
New Ratings Policy for Smoking in Movies
May 10, 2007

The American Heart Association strongly supports a mandatory R-rating for all movies that feature smoking to help reduce tobacco use among children. Smoking in movies oriented toward kids is simply unacceptable to the American Heart Association.

We have examined the studies and the evidence is clear – smoking in youth oriented movies is still pervasive, tobacco use trends among youth remains unacceptably high, and the public supports a new R-rating.

We remain optimistic that meaningful change can and will occur on this critical public health issue and hope that the MPAA's announcement will serve as a catalyst to encourage even stronger measures to remove tobacco from movies accessible to children and youth.

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