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AMA: MPAA GIVES LIP SERVICE TO RATING MOVIES WITH SMOKING

Movies with smoking should have mandatory R-rating

**Statement attributable to: Cecil B. Wilson, M.D.
AMA Board Chair**

“The Motion Picture Association of America’s (MPAA) decision to ‘consider smoking as a factor’ when rating movies does nothing to ensure that children and teens are not exposed to and influenced by on-screen smoking. By failing to implement a mandatory R-rating system for smoking in movies, the MPAA has ignored the gravity of the health threat that on-screen smoking poses to children and teens.

“Research studies show that smoking in movies is associated with youth starting to smoke. Each day, a staggering 4,000 kids try their first cigarette, 1,000 of whom will become daily smokers. It is time for the MPAA to do what is right and implement evidence-based policies for R-ratings that will substantially reduce adolescent exposure to on-screen smoking.”

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