



Mountain View Prevention Services

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Smoke Free Movie Resolution

Whereas tobacco use is the number one preventable cause of death and disability;

Whereas youth ages 12-20 are one-sixth of the populations but buy more than a quarter of all movie tickets;

Whereas half the tobacco shots in the ten top-grossing movies released from May 2002 to May 2003 were in youth-accessible and youth-marketed G, PG and PG 13 films;

Whereas 80 percent of the ten highest-grossing PG-13 movies and videos released in 1996-1997 and 1999-2000 featured smoking; and 85 percent of the twenty-five top grossing Hollywood films from 1988 to 1997 dramatized the use of tobacco, the highest rate in half a century;

Whereas exposure to smoking in movies recruits more than half (52%) of new adolescent smokers;

Whereas every day 1,070 teens light up their first cigarettes because of smoking in the movies - and 340 of them will die prematurely as a result;

Whereas the tobacco industry has a long, documented history of encouraging smoking in movies and lying about it;

Whereas the 1999 Federal Trade Commission report documented that cigar industry spending on "celebrity endorsement, and appearances, and payment for produce placement in movies and television more than doubled between 1996 and 1997;"

Whereas smoking in television ads for movies, significantly greater in ads for movies that show a particular tobacco brand, reach the vast majority of children and adolescents;

Whereas the World Health Organization, American Medical Association, American Academy of Pediatrics, American Legacy Foundation, American Academy of Allergy, Asthma, and Immunology, Society for Adolescent Medicine and others - including the Los Angeles Department of Health Services, US Public Interest Research Group and Interfaith Center for Corporate Responsibility - have endorsed the smoke free movies solution;

Whereas twenty-seven state Attorneys General have written the Motion Picture Association of America urging Hollywood to play an active role in reducing the number of children who smoke because of smoking in the movies;

Whereas the University of California San Francisco has been running an educational and advocacy campaign, Smoke Free Movies, designed to reduce the value of American movies as promotional devices for the tobacco industry through four simple, voluntary actions by the motion picture industry:

Rate New Smoking Movies "R"

Any film that shows or implies tobacco should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.

Certify No Pay-Offs

The producers should post a certificate in the credits at the end of the movie declaring that nobody on the production received anything of value (cash

money, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.

Require Strong Anti-Smoking Ads

Studios and theaters should require a genuinely strong anti-smoking ad (not one produced by a tobacco company) to run before any film with any tobacco presence, regardless of its MP AA rating.

Stop Identifying Tobacco Brands

There should be neither tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.

Now, therefore, be it resolved that **Mountain View Prevention Services** endorses the four objectives of the Smoke Free Movies campaign.

Be it further resolved that this resolution shall be transmitted to the Motion Picture Association of America; to major motion picture studios and their parent corporations (Warner Bros., owned by Time Warner; Disney and Miramax, owned by The Walt Disney Company; Dream Works SKG; 20th Century Fox, owned by News Corporation; Columbia, owned by Sony Corporation of America; Universal, owned by General Electric; Paramount, owned by National Amusements; MGM, controlled by Tracinda); The state Attorney General; our U.S. Senators and Congressional Representatives; and The University of California-San Francisco Smoke Free Movies project.

DATED and effective April 4, 2006 APPROVED AS TO FORM:


Chairman of Organization