

Resolution Supporting Smoke-Free Movies

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

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

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

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

Whereas smoking is featured in 80 percent of the 10 highest-grossing PG-13 movies and videos released in 1996-1997 and 1999-2003;

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

Whereas a recent public opinion poll conducted in the city of Novato shows that 58 percent of adults would support or consider supporting an "R" rating for movies that show tobacco use;

Whereas a recent public opinion poll conducted in the city of Novato shows that 67 percent of adults would sign or consider signing a petition supporting the placement of warning labels on video covers and in theaters before a film is shown;

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 product 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 Marin Smoke-Free Coalition, the Los Angeles Department of Health Services, US Public Interest Research Group and Interfaith

Congressional Representatives; and the University of California – San Francisco Smoke-Free Movies project.

Be it further resolved that letters be written to theaters in the city of Novato requesting that they refrain from exhibiting youth-rated (G/PG/PG-13) films that include smoking or other tobacco promotion or, if they do, that they admit patrons under the same terms as if the film were rated "R."

PASSED AND ADOPTED BY THE Novato City Council on the 14th day of June, 2005, by the following vote, to wit:

AYES: 5
NOES: 0
ABSENT: