



TOBACCO

remains, by far, the #1 cause of preventable death in the United States. The decline in teen smoking rates has stalled in the U.S. and rates are climbing rapidly in the world's emerging markets.

MOVIES

have a long history of collusion with tobacco companies. Tobacco industry documents show that tobacco companies invested millions of dollars to get smoking and their brands on screen from the mid-1970s until at least the early 1990s.

PAID PRODUCT PLACEMENT

was barred by the 1998 Master Settlement Agreement, but brand display has continued. Meanwhile, U.S. movies have delivered more than *50 billion* mostly unbranded tobacco impressions to theater audiences since 1999.

INDEPENDENT RESEARCHERS

have confirmed what the tobacco industry already knew: films are a powerful promotional channel. Studies of thousands of middle and high school students find, after controlling for all other factors, that seeing lots of tobacco on screen can triple the chance a teen will start smoking — and that the *less* they see, the less likely they are to smoke.

HALF OF NEW YOUNG SMOKERS

in the U.S. are recruited by their exposure to smoking in movies. These 390,000 kids are:

- Nearly enough to replace every adult smoker killed by tobacco each year
- Worth \$4.1 billion in lifetime tobacco sales revenue and \$893 million in profit (net present value) to the major tobacco companies.

120,000 DEATHS A YEAR

will be attributable to on-screen smoking in decades to come — more U.S. deaths than from drunk driving, criminal violence, drug use, and HIV/AIDS combined.

LEADING HEALTH ORGANIZATIONS

tried and failed to reverse the trend in the U.S. film industry through education. They now endorse Smoke Free Movies' four policy solutions, none of which require government intrusion into film content:

**SMOKE FREE MOVIES
POLICY SOLUTIONS
ARE ENDORSED BY:**

- World Health Organization**
- American Medical Association**
- American Academy of Pediatrics**
- American Legacy Foundation**
- American Heart Association**
- American Lung Association**
- American Academy of Allergy, Asthma, and Immunology**
- Americans for Nonsmokers Rights**
- Center for Tobacco-Free Kids**
- Society for Adolescent Medicine**
- L.A. Dept. of Health Services**
- N.Y. State Dept. of Health**
- AND MORE...**

1. 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 the smoking of a real historical figure.

2. Certify no payoffs.

The producers should post a certificate in the closing credits 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.

3. 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, in any distribution channel, regardless of its MPAA rating.

4. Stop identifying tobacco brands.

There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.

THE R-RATING

would discourage studios from including tobacco in films otherwise eligible for the higher-grossing PG-13 rating. This could avert half of teens' exposure, preventing

60,000 future tobacco deaths a year in the U.S. alone. Since announcing that smoking would be a ratings "factor" in 2007, the major studios' lobbying group, the Motion Picture Association of America, has failed to boost the rating of any film with smoking released to theaters or even to label the majority of youth-rated, major studio films with tobacco imagery.

A handful of media CEOs can solve this problem tomorrow. Your focused, strategic advocacy will make it happen.

Movies with tobacco are the single greatest media risk to kids. Making youth-rated films smokefree may be the single most powerful public health intervention in the U.S. today.