

[One in a Series]



HOLLYWOOD'S QUIET LITTLE BILLION DOLLAR BAILOUT. AND HOW IT RECRUITS MORE THAN A MILLION KIDS TO SMOKE.

States competing for film projects offer producers and studios \$1.4 billion in public subsidies. In a recent year, an estimated \$830 million of those taxpayer subsidies went to movies with smoking, most of them rated PG-13.

And that's a problem. Because more than a million members of Hollywood's crucial adolescent audience, aged 12-17, are addicted smokers today because of the tobacco imagery they see on screen.

Ultimately, that tobacco imagery will kill about 360,000 of today's teens.

Taxpayers care deeply about protecting kids from smoking. States spent \$630 million to battle smoking this year. And polls show that the majority of adults favors making youth-rated films smokefree.

Imagine what will happen when taxpayers discover that cash-strapped state governments spend more on movies that push smoking than on programs that help kids resist?

Wouldn't it be smarter to R-rate future films with smoking than to risk billions in public film financing? Which studios *still* don't get it?

Download the University of California, San Francisco report on film subsidies and public health at escholarship.org/uc/item/8nc8422j.



**SMOKE
FREE
MOVIES**

SmokeFreeMovies.ucsf.edu

SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, AMA Alliance, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Campaign for Tobacco-Free Kids, Legacy, LA County Dept. of Health Services, New York State Dept. of Health, New York State PTA, and many others. Visit our web site or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.