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December 5, 2011

Stanton A. Glantz, PhD  
Professor of Medicine Director, Center for Tobacco Control Research and Education University of California, San Francisco  
530 Parnassus Avenue, Suite 366  
San Francisco, California 94143-1390

Dear Dr. Glantz:

The Campaign for Tobacco-Free Kids continues to support the four principles of the campaign to reduce the exposure of our young people to smoking in the movies.

Based on your research, 38 states currently offer production subsidies for movies without regard for whether the movie promotes tobacco use, 15 of which have recently subsidized top-grossing films that contained smoking.

The Campaign for Tobacco-Free Kids recommends that states stop subsidizing film projects that portray or contain smoking. Our position is shared by the Centers for Disease Control and Prevention and the World Health Organization, both of which recommend that subsidies not be offered for projects containing smoking.

Sincerely,

Matthew L Myers  
President