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April 12, 2004

Stanton Glantz, Ph.D.  
Professor of Medicine  
University of California-San Francisco  
530 Parnassus  
Suite 366, Box 1390  
San Francisco, CA 94142-0130

Dear Dr. Glantz:

The American Heart Association is please to support the work of the Smokefree Movies project. We believe that the scientific evidence is clear that smoking in movies is a major contributor to smoking among young people and that significantly reducing the amount of smoking in movies would be greatly beneficial to public health.

The American Heart Association supports many objectives that would reduce the impact of smoking in movies including your four policy recommendations:

**Certify no payoffs.** Movie producers should certify that no one on the production received anything of value in exchange for using or displaying tobacco products.

**Require strong anti-smoking ads.** Studios and theaters should run effective counter-tobacco advertising (not produced by tobacco companies) before films with any tobacco presence, regardless of the film's rating.

**Stop identifying tobacco brands.** No tobacco brand identification should be present in movies, nor should brand images appear in action or background scenes.

**Rate smoking movies "R".** The Rating Board should issue an "R" rating to films that show smoking or the use of tobacco advertisement and brand images. Such films could be rated less severely, however, if by a special vote the Rating Board feels that the presentation of tobacco use clearly and unambiguously reflects the dangers and consequences of tobacco use so that a lesser rating would more responsibly reflect the opinion of American parents.

Significantly reducing the amount of smoking in movies would be a very effective way to help prevent young people from becoming smokers. The American Heart Association is pleased to join in the effort to achieve this important goal.

Sincerely,



M. Cass Wheeler  
Chief Executive Officer  
American Heart Association