

# American Medical Association

Physicians dedicated to the health of America



Michael D. Maves, MD, MBA  
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Stanton A. Glantz, PhD  
Professor of Medicine  
University of California-San Francisco  
530 Parnassus  
Suite 366, Box 1390  
San Francisco, CA 94143-0130

Dear Dr. Glantz:

The American Medical Association (AMA) is pleased to support the goals of the Smokefree Movies project. We agree that the use of smoking in movies is often gratuitous, serving no purpose but to glamorize and inappropriately reinforce smoking as a desirable behavior. This is particularly problematic as it applies to youth, since smoking in movies has been shown in several studies to be a risk factor for initiation of smoking by adolescents.

We also support your four policy recommendations to reduce tobacco use in movies:

- **Certify no payoffs.** Movie producers should post a certificate in the credits at the end of movies declaring 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 (i.e., billboards).
- **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.

We wish your project every success.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael D. Maves".

Michael D. Maves, MD, MBA