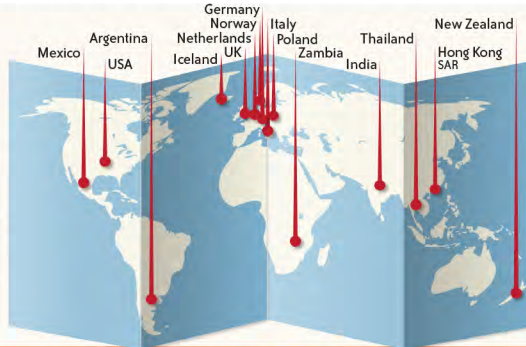


How do we know movie smoking harms children?

For more than a decade, studies of 50,000 adolescents in more than a dozen countries have reached the same results:



All else being equal, adolescents who see the most smoking in movies are **twice as likely** to become smokers as those with the least exposure.



Movies with smoking are a primary vector for the global tobacco epidemic. In the US, movies with tobacco imagery recruit **37%** of all new young smokers.

Based on the research evidence, leading health authorities agree on the risk to a generation...

US SURGEON GENERAL | 2012 | The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking in young people.

US SURGEON GENERAL | 2014 | Updating the R-rating to reduce adolescents' in-theater exposure...would reduce young people's smoking rates by 18%.

WORLD HEALTH ORGANIZATION | 2015 | As a truly toxic, addictive product, [tobacco] has no place in films that are marketed to young people.

US CDC | 2016 | Giving an R-rating to future movies with smoking would be expected to...prevent 1 million deaths from smoking among children alive today.

...and the life-saving power of the R-rating to keep kids' movies smokefree.

Hollywood's performance

635+ top-grossing movies with smoking were rated G, PG or PG-13 in the United States over the past 14 years.

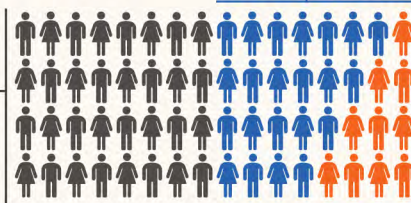
16,000 tobacco incidents were featured in those youth-rated movies.

148 billion in-theater tobacco impressions were delivered to US moviegoers by youth-rated movies.

CDC's projections

for the generation of US children now under 18

6 MILLION Kids recruited to smoke by movies of all ratings



3 MILLION Kids recruited to smoke by youth-rated movies

1 MILLION Tobacco deaths averted by R-rating all future movies with smoking

For decades, Big Tobacco bet millions of dollars on the idea that movies sell smoking. Now, after fifteen years and 100 research reports from health studies on six continents, the World Health Organization, the US Surgeon General and the CDC have declared the evidence conclusive. On-screen smoking harms millions of children. The only question is how soon we can stop it.

One little letter **R** will save a million lives.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143. View ad's sources at tiny.ucsf.edu/sfm114cites

