

AND THE  
WINNER  
IS

THE TOBACCO  
INDUSTRY

71% of the films listed in major Oscar® categories this year feature smoking, including seven out of ten Oscar-listed films rated PG-13. Why do the Academy Awards roll out the red carpet for the world's #1 cause of preventable death?

**PUBLICITY TO KILL FOR: A night full of movie stars, hyping films that push smoking at kids worldwide.**

Of course, most of the stars nominated for Oscars don't light up on screen themselves. This year, only four out of twenty actors and actresses nominated for Oscars smoked in their roles. But nearly all of their movies were packed with smoking anyway—by actors playing smaller roles and by uncredited extras.

Twice as many PG-13 films with smoking were Oscar-listed this year than in 2015 or 2016. Kid-rated films accounted for half of all Oscar-listed tobacco incidents and nearly two-thirds of the tobacco exposure that Oscar-listed films delivered to audiences (see table). Oscar-listed PG-13 films were twice as likely to feature smoking (70%) as all of the top-grossing PG-13 films released in 2016 (32%).

Two realistic dramas were 100% smokefree: *Hidden Figures* (PG-13) and *Manchester by the Sea* (R-rated). No professional film critic thought this was out of place. Meanwhile, one unnamed extra smoked in *La La Land* (PG-13). If smoking is so marginal to a film, why include it at all?

To learn more about the Oscars and tobacco, please go to [smokefreemovies.ucsf.edu](http://smokefreemovies.ucsf.edu) — and click on the gold envelope.

Oscars and tobacco | 2017

	Company	Tobacco incidents	Tobacco impressions
<b>PG-13 FILMS</b>			
Arrival	Viacom	0	0
Fantastic Beasts...	Time Warner	10-29	405 million
Fences	Viacom	10-29	70 million
Florence Foster Jenkins	Viacom	50+	296 million
Hail, Caesar!	Comcast	200+	861 million
Hidden Figures	Fox	0	0
La La Land	Lionsgate	1-9	31 million
Lion	Weinstein	10-29	67 million
Loving	Comcast	30-49	43 million
Passengers	Sony	0	0
YOUTH-RATED SUBTOTAL		430	1.77 BILLION
<b>R-RATED FILMS</b>			
20th Century Women	A24	100+	109 million
Captain Fantastic	Bleecker Street	10-29	16 million
Elle	Sony	10-29	2 million
Hacksaw Ridge	Lionsgate	50+	670 million
Hell or High Water	CBS	1-9	28 million
Jackie	Fox	50+	91 million
Manchester by the Sea	Lionsgate	0	0
Moonlight	A24	10-29	52 million
Nocturnal Animals	Comcast	30-49	59 million
Silence	Viacom	0	0
The Lobster	A24	0	0
R-RATED SUBTOTAL		440	1.03 BILLION

DATA | Categories include Best Picture, Best Director, Best and Best Supporting Actor and Actress, Best Original and Adapted Screenplay, Best Editing, Best Cinematography, Best Production Design. Tobacco content: Breathe California. Tobacco impressions = Tobacco incidents X Paid admissions (domestic) as of 20 February 2017.

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 Non-smokers' 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 94143-1390.



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