Smoking in movies

THE NUMBERS

In December 2003, at a special briefing arranged by Jack Valenti, Hollywood studios and guilds heard the first large-scale research evidence that smoking in popular movies recruits kids to smoke. In the eleven years after that briefing, U.S. film studios went on to release more than 400 top-grossing, kid-rated movies packed with 12,600 tobacco incidents. In total, from 2004 to 2014, movies rated G, PG and PG-13 delivered 116 billion more tobacco impressions to U.S. theater audiences alone. As a direct result, nearly three million more American kids were recruited to smoke. One million of them are projected to die from lung and other cancers, heart attacks, strokes and emphysema.

THE NAMES

The major studios' failure to rate smoking in 2003 is costing America one million lives. The good news? Adopting the R-rating today, for future movies with smoking, will prevent one million additional deaths in this generation, says the CDC. The WHO'S ACCOUNTABLE rankings you see below are a small sample of all the companies and people who've injected smoking into kid-rated movies. Yes, some of the most powerful companies and bankable names are associated with kids' exposure. That's why we need the R-rating. It's the only solution strong enough to save a million lives.

WHO'S ACCOUNTABLE

Rankings based on their G/PG/PG-13 movies, 2002-2015. Updated weekly. Choose other ranking options, search by an individual's name, look up more than 2,000 movies, and view film companies' track records on tobacco at smokefree movies.ucsf.edu/whos-accountable.

One little letter 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, American Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Legacy, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA. PHX5-1390.