IT'S OFFICIAL. On April 16, 2016, the US Centers for Disease Control and Prevention (CDC) reported:

“Because of exposure to smoking in movies, 6.4 million children alive today will become smokers, and 2 million of these children will die prematurely from diseases caused by smoking...

“Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 and prevent one million deaths from smoking among children alive today.”

Health professionals and public opinion polls agree:

All future films with tobacco imagery should be R-rated, with two categorical exceptions:

- If they portray actual people who actually smoked (as in documentaries and biographical dramas) or
- If they unambiguously depict the serious health consequences of tobacco use.

The only questions left: How soon will the US film industry start saving a million lives? Why not now?

One little letter R will save 1 million lives.