What difference has MPAA’s rating announcement made?
Youth-rated movies are more dangerous than before.

In the five months since the MPAA announced that it was “considering” all smoking in its film ratings, what exactly has happened?

70 percent of tobacco impressions were delivered by kid-rated films.

Since the MPAA’s announcement on May 10, top box office films have delivered at least 6.5 billion tobacco impressions to theater audiences of all ages. More than 70 percent have come from youth-rated movies; 60% from films rated PG-13.

PG-13 films delivered three times more tobacco impressions than last year.

Since May, G/PG films delivered twice the tobacco impressions and PG-15 movies triple the number delivered in comparable periods before the MPAA’s announcement.

While the MPAA said it “may” up-rate movies for smoking, in practice it up-rated just one movie for tobacco imagery in this period—from G to PG.

Nor has the MPAA applied its tobacco ratings in a way parents can rely upon. The PG-15 for December Boys (Time Warner) gave “underage...smoking” as a reason. The PG-15 for The Simpsons Movie (News Corp.) said nothing.

Every month without the R-rating means five thousand more tobacco deaths in the U.S. alone.

Health authorities condemn the MPAA’s present rating scheme as a “placebo” policy. But Hollywood knows better than anyone else the difference between real and fake.

Who do you think is blocking real change? Who wants to keep tobacco in G/PG/PG-15 movies?

Read the full ratings review at SmokeFreeMovies.ucsf.edu

Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots and an end to brand display—are endorsed by the World Health Organization, American Medical Association, AMA Alliance, American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, Campaign for Tobacco-Free Kids, Society for Adolescent Medicine, Los Angeles County Dept. of Health Services, and others. This project is supported by the Arianna Fund of the Tides Foundation and other donors. To explore this critical health issue, visit our website or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1590.