It’s a scientific fact: The more smoking teens see on screen, the more likely they are to start smoking. The motion picture and tobacco industries have a long, documented history of promoting smoking. Under pressure from public health authorities and state attorneys general, studios have acknowledged the teen smoking issue and added anti-smoking spots to some DVDs. But Hollywood has failed to implement the main policy recommendation: permanently and substantially reduce teen exposure to smoking on screen.

The most effective, least intrusive means to cut exposure? Rate future smoking “R.” Producers would simply reserve smoking for their R-rated films, the way they now routinely calibrate other content. Movies rated G, PG, and PG-15 would be smoke-free, cutting teens’ risk from on-screen smoking in half. Hollywood’s rating system doesn’t cost taxpayers a dime. Yet the R’s results will rank among the most important public health advances of our time. One letter can now save thousands of lives.

R-rate smoking in new movies.