THE NATIONAL CANCER INSTITUTE CONCLUDED:

MOVIES WITH SMOKING CAUSE KIDS TO SMOKE

Having confirmed movies’ causal role in recruiting a new generation of smokers, our nation can score a major victory against tobacco and protect countless lives.

Without taxpayers spending a cent, film studios and their corporate parents can immediately adopt these four reasonable policies, industry wide:

1. Rate future tobacco imagery “R,” except for depictions of tobacco’s dire health consequences or portrayals of actual historical figures who smoked;
2. Stop displaying tobacco brands on screen;
3. Certify that nobody in the production and distribution chain receives anything of value from a tobacco company, its agents or fronts to include tobacco imagery in a film; and
4. Run proven anti-tobacco spots before all films with tobacco imagery, in all distribution channels.

A strong majority of U.S. adults (76%) already favor R-rating future smoking and showing anti-tobacco spots before any film with smoking (67%). Sixty-one percent want tobacco brands off screen.

The U.S. film and tobacco industries have a long history of commercial collaboration. The film industry must now act upon the scientific evidence showing that U.S. films with smoking are a vector for addiction, disease and death worldwide.

[Logos of various organizations at the bottom of the page]