We all have a responsibility to prevent youth from becoming tobacco users, and the movie industry has a responsibility to protect our youth from exposure to tobacco use and other pro-tobacco imagery in movies that are produced and rated as appropriate for children and adolescents. Eliminating tobacco imagery in movies is an important step that should be easy to take.

— U.S. Centers for Disease Control and Prevention (CDC)
November 7, 2012

The film industry has received the same urgent recommendation from the U.S. Surgeon General and two-thirds of the state attorneys general. Now the U.S. Centers for Disease Control and Prevention, recognizing that on-screen smoking causes kids to smoke, has announced that it will regularly track tobacco on screen as a core public health indicator. According to the latest published data, smoking in kid-rated movies is on the rise after five years of decline. What will the CDC’s next report reveal? Adopt the R-rating for tobacco now.