The power of movies. It’s the cliché of every Hollywood awards season. But now, there’s scientific proof of movies’ power. The U.S. Surgeon General has concluded that smoking in movies causes kids to smoke. Large-scale studies indicate that 750,000 of America’s youngest smokers are recruited by movies with smoking. 240,000 of these kids will ultimately die from tobacco-induced heart disease, lung disease or cancer. The tobacco industry has long known the power of movies. Today, we all do. Solutions at smokefreemovies.ucsf.edu

240,000 TOBACCO DEATHS