

**Gary M. Reedy**  
Chief Executive Officer



October 18, 2017

Stan Glantz, PhD  
Professor of Medicine  
Box 1390  
530 Parnassus Avenue, Library 366  
University of California, San Francisco  
San Francisco, CA 94143-1390

Dear Dr. Glantz:

The American Cancer Society works on every front to advance comprehensive tobacco control, and we are pleased to support the Smoke-free Movies initiative.

Reducing tobacco consumption is one of the American Cancer Society's top priorities. Tobacco use kills nearly a half a million people a year and accounts for 30 percent of all cancer deaths. Yet, 40 million American adults still smoke. Most smokers are enticed into nicotine addiction as children.

The U.S. film industry must take assertive action now to ensure that our kids are not lured into using this uniquely lethal product by depictions of smoking in major motion pictures. We endorse the five policy solutions outlined by the Smoke-free Movies initiative:

1. **Rate new smoking movies "R"** – The American Cancer Society supports industry requirements to place R-ratings on all future films in the U.S. that show or imply tobacco. Films in other countries should be given a comparable adult rating.
2. **Certify no-payoffs** – The American Cancer Society supports film industry policies that require credited producers to complete legally-binding affidavits certifying that their production did not include consideration or agreements related to tobacco depictions. Certificates to this effect should be posted in films' final credits.
3. **Require strong anti-smoking ads** – The American Cancer Society supports studio and theater policies requiring proven-effective, anti-smoking advertisements to be shown immediately before any media production with any tobacco presence, in any distribution channel, regardless of the work's age classification. Ads produced by the tobacco industry must not qualify for airing.
4. **Stop identifying tobacco brands** – The American Cancer Society supports industry prohibitions on depictions of tobacco brands or related branding imagery in the foreground or background of any scene in any future media production, regardless of the work's age classification.

5. **End public subsidies for tobacco imagery** – The American Cancer Society supports recommendations that states and local governments stop financially subsidizing film projects that portray smoking or tobacco.

We appreciate your leadership to reduce youth exposure to tobacco through movies. We join with the many medical and public health organizations that support this initiative, and we look forward to working with you to advance these objectives.

Sincerely,

A handwritten signature in black ink that reads "Gary M. Reedy". The signature is written in a cursive style with a large, stylized initial "G".

Gary M. Reedy  
Chief Executive Officer  
American Cancer Society