



# BREATHE CALIFORNIA

July 20, 2012

Stanton Glantz, Ph.D., Professor of Medicine  
University of California-San Francisco  
530 Parnassus, Suite 366, Box 1390  
San Francisco, California 94103-0130

Dear Dr. Glantz:

Breathe California has long been concerned about the increase in youth smoking that can be attributed to the influence of smoking in movies and other entertainment industry products. We have initiated several programs to combat this over the years. As you know, Breathe California of Sacramento-Emigrant Trails' youth volunteers have collected the raw data for your analysis of smoking in the movies for well over a decade. In addition, for over a decade several Breathe California units have run Thumbs Up/Thumbs Down and similar youth advocacy programs, advocated in the media, advocated directly to members of the motion picture industry and educated youth, teachers, parents, and the general public about the impact of smoking in the movies.

I am writing today on behalf of all five units of Breathe California to reiterate our support of and commitment to the Smoke Free Movies Project.

We call on the movie industry to take the following four significant steps to reduce tobacco use in movies, consistent with the Smoke Free Movies' policy goals:

1. "R" Rating for All New Movies with Smoking: Any film that shows or implies tobacco use should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.
2. Certify No Pay Offs: The producers should post a certificate in the closing credits declaring that nobody on the production received anything of value (monetary payment, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.
3. Require Strong Anti-Smoking Ads: Studios and theaters should require a genuinely strong anti-smoking ad (not one produced by a tobacco company) to run before any film with any tobacco presence, in any distribution channel, regardless of its MPAA rating.
4. Stop Identifying Brands: There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.

Thanks for all that you have done to advance this cause, Stan. We all look forward to continuing this important work with you---until it is no longer necessary.

Sincerely,

Margo Leathers Sidener, MS, CHES,  
President and CEO of Breathe California of the Bay Area, on behalf of Breathe California