

# MOVIES WITH SMOKING ARE TO LUNG CANCER WHAT MOSQUITOS ARE TO THE ZIKA VIRUS.



**D**iseases spread by mosquitos take half a million lives a year. But on February 1, WHO also advised 180 countries to target another disease vector—commercial motion pictures spreading the tobacco epidemic, which takes 6 million lives a year.

Tobacco is the #1 cause of preventable death around the world. Unless we halt tobacco promotion, WHO projects that tobacco use will grow and cause one billion deaths in this century.

Tobacco addiction takes hold during adolescence, so steps to protect this age group are vital. They include shutting off the last unrestricted promotional channel reaching kids: youth-rated movies that feature tobacco imagery. The CDC reports that youth-rated

**WHO'S official public health advisory:**  
ADULT-RATE FUTURE FILMS WITH SMOKING  
CERTIFY NO TOBACCO PAY-OFFS TO FILMS  
SHOW STRONG ANTI-TOBACCO SPOTS  
END TOBACCO BRAND DISPLAY ON SCREEN  
MAKE FILMS WITH SMOKING INELIGIBLE FOR PUBLIC SUBSIDY

films with smoking will recruit 3.2 million young US smokers in this generation, of whom one million will eventually die from tobacco-induced cancer, heart disease, stroke or emphysema.

Of course, Hollywood exports those same films around the world. Epidemiological studies in a dozen countries have found that US films are a major vector for youth smoking globally.

The US film industry has known its products are risky since 2003. Now it must act. Download WHO's policy advisory at [bit.ly/whofilms2016](http://bit.ly/whofilms2016).



## Download WHO's public health advisory. One little letter **R** will save a million lives. In the US alone.

**Smoking in movies kills in real life.** Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Legacy, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

