

“Smoking is being positioned as an unfashionable, as well as unhealthy, custom. We must use every creative means at our disposal to reverse this destructive trend. I do feel heartened at the increasing number of occasions when I go to a movie and see a pack of cigarettes in the hands of the leading lady. This is in sharp contrast to the state of affairs just a few years ago when cigarettes rarely showed up on camera. We must continue to exploit new opportunities to get cigarettes on screen...” — Philip Morris, *Talking to Itself*, 1980s¹

Isn't Big Business *creative*?

“I would like to emphasize our belief that the ability of the artist to portray smoking in a film or any other media is an important right deserving of protection from unwarranted regulation. Government intrusion into artistic decisions which determine whether or how smoking or any other lifestyle activity is to be portrayed is extremely dangerous.” — Philip Morris, *Talking to Congress*, 1980s²

How times change...
Now, tobacco companies say filmmakers use their brands without permission.

Studios claim the smoking in their films is beyond their control.

Fewer people today call tobacco product placement an “artistic decision.”

U.S. tobacco companies are legally bound not to “pay for, license or expressly authorize” *brand* placement.

Also, there’s conclusive evidence that exposure to *generic* smoking on screen is a major recruiter of new adolescent smokers.

And youth-rated films, not R-rated ones, deliver the most tobacco impressions.

What *hasn't* changed?

Hollywood still delivers hundreds of thousands of new young smokers to the tobacco industry each year.

And Big Business is still extremely creative.

If only it were looking for solutions. Instead of excuses.

See for yourself at SmokeFreeMovies.ucsf.edu



**SMOKE
FREE
MOVIES**

The R-rating, among other Smoke Free Movies policy proposals, is endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, American Legacy Foundation, Campaign for Tobacco-Free Kids, National Parent Teacher Association (PTA), Society for Adolescent Medicine, L.A. County Dept. of Health Services, and others. A project of the UCSF Center for Tobacco Control Research and Education. To explore this critical health issue, visit our web site or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94145-1590.