

[One in a Series]

Eighty percent of this year's nominated movies feature smoking. And the winner is



the global tobacco industry. It gains at least \$4 billion in lifetime sales revenue, in the U.S. alone, from the new teen smokers recruited to smoke by films each year. In 2007, two-thirds of new U.S. releases featured smoking: 39% of G/PG movies, 66% of PG-13 films, 84% of R-rated films. Together, these movies delivered **6.6 billion tobacco impressions** to North American theater audiences. R-rating smoking is reasonable, responsible—and inevitable. You'll still be able to include smoking in any film, just like this year's R-rated nominees for Best Picture. Yet by keeping smoking out of the G/PG/PG-13 films that kids see most, you'll save 60,000 lives a year. So who's trying to stop the "R"? Must be somebody with a lot to lose.



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FREE
MOVIES**

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Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, AMA Alliance, American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, Campaign for Tobacco-Free Kids, Society for Adolescent Medicine, Los Angeles County Department of Health Services, New York State PTA, and others. To explore this critical health issue, visit our web site or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.