

THE NATIONAL CANCER INSTITUTE' CONCLUDED:

# MOVIES WITH SMOKING CAUSE KIDS TO SMOKE

**H**aving confirmed movies' causal role in recruiting a new generation of smokers, our nation can score a major victory against tobacco and protect countless lives.

Without taxpayers spending a cent, film studios and their corporate parents can *immediately* adopt these four reasonable policies, industry wide:

- 1 | Rate future tobacco imagery "R," except for depictions of tobacco's dire health consequences or portrayals of actual historical figures who smoked;
- 2 | Stop displaying tobacco brands on screen;
- 3 | Certify that nobody in the production and distribution chain receives anything of value from a tobacco company, its agents or fronts to include tobacco imagery in a film; and
- 4 | Run proven anti-tobacco spots before *all* films with tobacco imagery, in *all* distribution channels.

A strong majority of U.S. adults (70%) already favor R-rating future smoking and showing anti-tobacco spots



before any film with smoking (67%). Sixty-one percent want tobacco brands off screen.<sup>2</sup>

The U.S. film and tobacco industries have a long history of commercial collaboration. The film industry must now act upon the scientific evidence showing that U.S. films with smoking are a vector for addiction, disease and death worldwide.

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(1) U.S. National Cancer Institute (2008). Monograph 19: [www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html](http://www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html). (2) Social Climate Survey of Tobacco Control (2007). [www.socialclimate.org/pdf/smoking-attitudes-movies.pdf](http://www.socialclimate.org/pdf/smoking-attitudes-movies.pdf). Learn more at [www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu) | UCSF Center for Tobacco Control Research & Education