

[National policy report, March 8, 2012]

WHAT THE U.S. SURGEON GENERAL JUST SAID ABOUT THE R-RATING:

“Studies have shown that movies deliver billions of images of smoking to young audiences...The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people...An MPAA policy to give films with smoking an adult (R) rating, as recommended

by [the World Health Organization, the U.S. Centers for Disease Control and Prevention], and other authorities, could eliminate youth-rated films as sources of exposure to on-screen smoking imagery and reduce the exposure of youth to smoking in movies. **The adoption of such policies would contribute to a reduction in adolescent smoking behavior.”**

In 1964, the U.S. Surgeon General concluded that smoking causes lung cancer. Now, the U.S. Surgeon General has concluded that movies with smoking cause teens to start smoking — and that the R-rating will save lives. The U.S. Surgeon General's conclusions represent America's public health consensus. There is no more excuse for delay. Protect young audiences and your industry's future. **Adopt the R-rating for tobacco now.**

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Download the U.S. Surgeon General's report, *Preventing Tobacco Use Among Youth and Young Adults*, directly:
www.surgeongeneral.gov/library/preventing-youth-tobacco-use/full-report.pdf
[For movies, see Chapter 5: The Tobacco Industry's Influences on the Use of Tobacco Among Youth]