

We all have a responsibility to prevent youth from becoming tobacco users, and the movie industry has a responsibility to protect our youth from exposure to tobacco use and other pro-tobacco imagery in movies that are produced and rated as appropriate for children and adolescents. Eliminating tobacco imagery in movies is an important step that should be easy to take.

— **U.S. Centers for Disease Control and Prevention (CDC)**
November 7, 2012

The film industry has received the same urgent recommendation from the U.S. Surgeon General and two-thirds of the state attorneys general. Now the U.S. Centers for Disease Control and Prevention, recognizing that on-screen smoking causes kids to smoke, has announced that it will regularly track tobacco on screen as a core public health indicator. According to the latest published data, smoking in kid-rated movies is on the rise after five years of decline. What will the CDC's next report reveal? **Adopt the R-rating for tobacco now.**

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U.S. Centers for Disease Control and Prevention. **Smoking in movies: A new CDC core indicator.** Download at bit.ly/cdc-tracking