



First, get the surprising new facts about America's #1 killer: Smoking in movies recruits *half* of all new adolescent smokers. Kids get *more* than half of their exposure to on-screen smoking from kid-rated movies—especially PG-13 films. And studies show that the children of *non-smoking* parents are most vulnerable of all.

“What’s the single most powerful thing I can do—right now—to protect my kids?”

80% of mainstream movies over the past six years have included smoking. The projected annual death toll from movie smoking? More than from drunk driving, shootings, illicit drugs and HIV/AIDS *combined*.

That’s why America’s leading health organizations want the U.S. movie industry to adopt reasonable, voluntary policies that will cut kids’ exposure in half—and save at least 60,000 lives a year in years to come.

The industry’s response? They want to hear it from America’s parents. Fair enough. Learn *more* at SmokeFreeMovies.ucsf.edu.

Then write: Dan Glickman, President,
Motion Picture Association of America, 1600
“I” Street NW, Washington, DC 20006.



Believe in the power of numbers? Email us. We’ll work together.

Get smoking out of kid-rated movies.

Smoke Free Movies is an initiative of UC San Francisco’s Center for Tobacco Control Research and Education. SFM’s policy goals are

endorsed by WHO, American Academy of Pediatrics, American Heart Association, and more. Email us: movies@medicine.ucsf.edu