

WORLD HEALTH ORGANIZATION



ORGANISATION MONDIALE DE LA SANTE

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In reply please refer to: TFI S14-348-1
Prière de rappeler la référence:

Your reference:
Votre référence:

11 September 2002

Dear Professor Glantz,

We are writing to endorse the SmokeFreeMovies project. Smoking in the movies is a major problem worldwide because it represents such a powerful promotional force for tobacco use. It not only encourages children to begin smoking but helps reinforce tobacco industry marketing images that smoking is a way to increase your social status as adults. The American motion picture industry plays a crucial role in creating this problem because of the worldwide reach of the movies it makes and its role as exemplar for other filmmakers.

To highlight the importance of this problem, WHO will focus on SMOKING IN FILMS on World No Tobacco Day 2003. We are making your web site, smokefreemovies.ucsf.edu, a central resource for this effort.

We have also carefully reviewed the four policy recommendations that you are making to reduce the effectiveness of movies as promotional devices for tobacco:

- **Certify No PayOffs.** The producers should post a certificate in the credits at the end of the movie declaring that nobody on the production received anything of value (cash money, free cigarettes or other gifts, free publicity, interest free loans or anything else) from anyone in exchange for using or displaying tobacco.
- **Require Strong AntiSmoking Ads.** Studios and theatres should require a genuinely strong anti-smoking ad (not one produced by a tobacco company) to run before any film with any tobacco presence, regardless of its rating.
- **Stop Identifying Tobacco Brands.** There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the action or background of any movie scene.

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Stanton A. Glantz, Ph.D.
San Francisco

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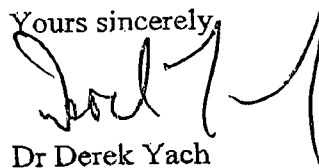
- Rate Smoking Movies "R." Even one use of tobacco or presentation of tobacco advertising or similar pro-tobacco imagery must lead the Rating Board to issue a film an "R" rating. These films can be rated less severely, however, if by a special vote, the Rating Board feels that the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use so that a lesser rating would more responsibly reflect the opinion of American parents.

WHO agrees that these are reasonable and carefully crafted steps that can be implemented without censorship or infringing on the creative process. Therefore, we are pleased to inform you that WHO has officially endorsed these recommendations and will be recommending them to appropriate organizations worldwide.

We also urge all nongovernmental organizations concerned about public health to endorse these policies and the motion picture industry to adopt and implement them.

Thank you for your leadership in this area. We look forward to working with you on this issue.

Yours sincerely,



Dr Derek Yach
Executive Director
Noncommunicable Diseases and
Mental Health