


How can we make kid-rated movies safe for kids?

R-rate movies with smoking and adopt these complementary policies to keep smoking out of G, PG and PG-13 films:




R-RATE NEW SMOKING MOVIES

WITH TWO
CATEGORICAL
EXCEPTIONS:

- 1) Portrayals of real, historical individuals who actually smoked, as in documentaries or biographical films;
- 2) Realistic depictions of smoking's health consequences.

INDUSTRY STATUS:

- MPAA-NATO's *Rating Rules* do not mention tobacco or smoking.
- Tobacco depiction policies published by individual studios give smoking wide latitude.
- Under these policies, 42 percent of their top-grossing PG-13 films have still featured tobacco imagery.




CERTIFY NO PAYOFFS

CREDITED PRODUCERS should complete a legally-binding affidavit declaring that nobody associated with a film production with tobacco imagery received any consideration or entered into any agreement related to tobacco depictions and should post a certificate to this effect in the end credits.

INDUSTRY STATUS:

- Major studios now prohibit tobacco placement in their in-house film productions.
- But the rules don't apply to the many films these studios distribute, produced by others.




REQUIRE STRONG ANTI- TOBACCO SPOTS

STUDIOS AND EXHIBITORS should run a proven-effective anti-smoking advertisement (not produced by a tobacco company) immediately before any media production with tobacco presence, in any distribution channel, regardless of the work's age classification.

INDUSTRY STATUS:

- In 2008, all major studios began to deploy State of California anti-smoking PSAs on select DVDs of films with smoking, but in no other channels.
- By 2016, half the studios had dropped the PSAs.




STOP IDENTIFYING TOBACCO BRANDS

TOBACCO BRAND imagery should not appear in the foreground or background of any scene in any future media production, regardless of its age classification.

INDUSTRY STATUS:

- In 1998, domestic tobacco companies were barred from placing brands in entertainment media accessible to kids.
- Yet, since 2012, more than 25 films (more than half from major studios) have shown or mentioned tobacco brands.



END TAXPAYER SUBSIDIES FOR MOVIES WITH SMOKING

FUTURE MEDIA productions with tobacco imagery should be made ineligible for generous tax credits and other public subsidies.

INDUSTRY STATUS:

- Since 2010, top-grossing films with smoking have pocketed an estimated \$1.6 billion in subsidies from state taxpayers.
- Six states, including Georgia, Louisiana and Massachusetts, have spent millions more to subsidize movies that promote smoking than they invested in public health programs that keep kids from starting to smoke.

The evidence is conclusive. For decades, Big Tobacco exploited movies to sell smoking. Now, research on six continents finds that on-screen smoking recruits millions of kids to smoke, fueling a global tobacco epidemic. This perennial problem demands a permanent solution. Only transparent, industry-wide standards will ensure that the movies kids see most are *safe for kids to see*.

One little letter will save a million lives.

Smoking in movies kills in real life. Smokefree Movie policies are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, Truth Initiative, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143. View ad's sources at tiny.ucsf.edu/sfm115cites



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MOVIES**

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