

Starting this week, starting small, kids and families all across America and Canada will upload selfies with nothing selfish about them. They simply want Hollywood to get the picture about the risks of on-screen smoking. The US CDC reports that R-rating future movies with smoking can **prevent 1 million tobacco deaths in this generation** of US kids. Hundreds of thousands of teens in Canada and tens of millions more in Hollywood's overseas markets are also in danger. **China and India are taking steps to protect their populations from on-screen smoking.** But the US film industry is still refusing to R-rate tobacco, the quickest way to keep smoking out of the movies that our kids see most. Every day's delay means more tobacco deaths tomorrow. **Want to help?** Download a free action kit at bit.ly/SFMaction2015.

One little letter can save a million lives. #RateSmokingR in the US. #RateSmoking18 internationally.

One little picture can make a difference, too.



Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—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, Legacy, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

US CDC report: US Centers for Disease Control and Prevention. Smoking in the Movies. cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies



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