

From the US Centers for Disease Control and Prevention's **Morbidity and Mortality Weekly Report**

[JULY 7, 2017]

“ Although there were previously reported declines in the number of youth-rated movies with tobacco incidents observed during 2005–2010, since 2010 there has been no progress in reducing the total number of tobacco incidents in youth-rated movies. Had the trend established between 2005 and 2010 continued, all youth-rated films would have been smoke-free by 2015...

The 43% increase in the total number of tobacco-use incidents in PG-13 movies [from 2010 to 2016] is of particular public health concern because of the established causal relationship between youths' exposure to smoking in movies and smoking initiation...

The lack of progress in recent years suggests that enhanced efforts to address tobacco incidents in movies are needed...One such intervention would be the assignment of an R rating to any movie with smoking or other tobacco-use imagery (unless the portrayal is of actual historical figures who smoked, a documentary, or if the portrayal includes the negative effects of tobacco use).

Other interventions include certifying that no payments have been received by the studio or producers for depicting tobacco use in the movies and ending the onscreen depiction of actual tobacco brands...State and local health departments

could also work with state agencies that manage movie subsidies to ensure that such subsidies do not go to films that include depictions of tobacco use...

A longitudinal cohort study of smoking onset among youth viewing of movies released during 1998–2003 concluded that classifying movies with smoking with an R rating could reduce the number of teen smokers by approximately 18%...

As viewing platforms expand, it is important to identify whether youth are being exposed to tobacco imagery through other media sources, such as broadcast and cable television, on-demand services, and social media. Further research into youths' exposure to tobacco imagery in these and other forms of media could also help identify the impact that exposure through these sources has on youths' tobacco use...

If current trends continue, 5.6 million youths who are alive today are projected to die from tobacco-related diseases...Opportunities exist for movie studios to reduce tobacco incidents that appear in youth-related movies, including rating films with smoking R, which would help prevent or delay the initiation of tobacco use among young persons and prevent premature deaths from tobacco-related diseases.”

Tobacco incidents in top-grossing G/PG/PG-13 movies, 2010–2016 [MMWR, Table 2]

COMCAST	DISNEY	FOX	SONY	TW	VIACOM	INDIES
639	446	879	1,018	775	513	1,756

Review the complete CDC report: www.cdc.gov/mmwr/volumes/66/wr/pdfs/mm6626a1.pdf



THE COUNTDOWN HAS BEGUN. IMPLEMENT THE R-RATING BY JUNE 1, 2018.

After years of delay by the film industry, on Friday, August 25, seventeen leading US health and medical organizations challenged the six media companies whose studios govern the MPA ratings to implement the R-rating for smoking by June 1, 2018. Only a transparent, industry-wide standard will keep tobacco imagery out of the movies that kids see most and save a million American lives in this generation. The film industry knows how long it collaborated with tobacco companies to push smoking and tobacco brands on screen. It knows that millions of children and teens remain at life-and-death risk today. The evidence is conclusive. There are no excuses left. The countdown has begun.

One little letter **R** will save a million lives.

Read the August 25, 2017 communication to media companies at bit.ly/2vCwF3j. 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 Family Physicians, 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, New York State Dept. of Health, Trinity Health, Truth Initiative and many more. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390. **Smoking in movies kills in real life.**



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