

IT'S OFFICIAL. In July 2017, the US Centers for Disease Control and Prevention (CDC) reported:

"The increase of tobacco incidents in PG-13 movies since 2010 is of particular public health concern because of the established causal relationship between youth exposure to smoking in movies and smoking initiation..."

"Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 (18%), preventing up to 1 million deaths from smoking among children alive today."

Health professionals and public opinion polls agree:

All future films with tobacco imagery should be R-rated, with two categorical exceptions:

- If films exclusively portray actual people who actually smoked (as in documentaries and biographical dramas) or
- If films unambiguously depict the serious health consequences of tobacco use.

The countdown has begun: Health and investment leaders demand that the R-rating be implemented by June 1, 2018.



One little letter 
will save 1 million lives
in the US alone.

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 Cancer Society, 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, New York State PTA, Truth Initiative and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.



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