

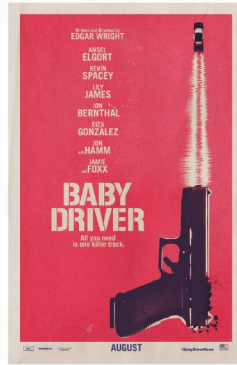
How many Oscar®-listed films show smoking?



☐ Smoking ☐ Smokefree



☐ Smoking ☐ Smokefree



☐ Smoking ☐ Smokefree



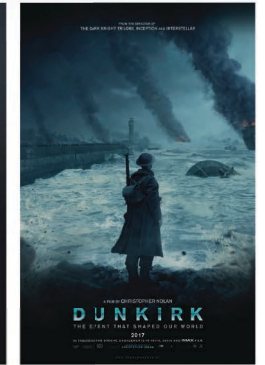
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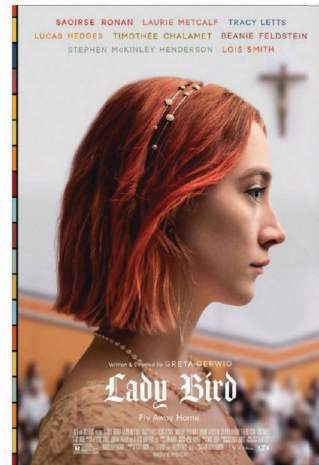
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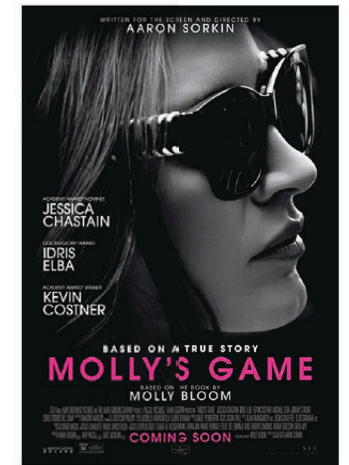
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THREE HINTS:

#1 | 2018 Oscar-listed films featured more than 1,280 tobacco incidents and delivered at least 6.2 billion tobacco impressions to domestic theater audiences.

#2 | Churchill's cigar makes *Darkest Hour* an easy call. But why do invented smokers outnumber actual smokers in 2018 bio films?

#3 | Six Oscar-listed films are rated PG or PG-13. Which three films feature tobacco imagery?

ANSWERS: smokefreemovies.ucsf.edu/sfm-ads

The real winner is...the tobacco industry.

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.

