

THE LIFELONG COSTS OF A MOVIE TICKET

The major studios have known for 17 years—an entire childhood—that smoking in kid-rated movies endangers young audiences. Here's how they've responded...and how much it's costing this generation.

A childhood ago, in 2002, health researchers and policy makers called on the U.S. film industry to rate new movies with smoking "R," to keep smoking out of the movies that kids under 17 see most. The U.S. CDC expects the R-rating will avert one million tobacco deaths in this generation of children. The MPAA has repeatedly refused. Instead, since 2002, the MPAA-member companies have:

- **Featured smoking in 447 of their top-grossing PG-13 films**, including 47 percent of their 2017 releases. PG-13 films with smoking outnumber R-rated films with smoking.

- **Showed 12,560 tobacco incidents in their PG-13 films.**

- **Delivered 140.9 billion PG-13 tobacco impressions to domestic moviegoers**, not counting exposure via in-home media. PG-13 tobacco impressions exceed those from R-rated films.

While some studios' practices improved between 2005 and 2010, progress has largely stalled under loophole-ridden studio tobacco depiction policies. For example, an MPAA member's typical PG-13 film contained twice as many tobacco incidents in 2018 as in 2010.

- **The cost:** Based on official public health data, onscreen smoking will recruit six million real-life smokers from this generation of children and teens, of whom two million will ultimately die from

PG-13: TOBACCO EXPOSURE FROM MAJOR STUDIOS

Company	PG-13 films with smoking	Tobacco impressions per PG-13 ticket	Total PG-13 tobacco impressions
DISNEY	44%	7.3	12.3 billion
FOX	58%	16.0	21.0 billion
PARAMOUNT	58%	16.7	22.7 billion
SONY	65%	16.8	30.1 billion
UNIVERSAL	52%	16.4	24.3 billion
WARNER BROS.	47%	14.1	30.6 billion
TOTAL	55%	14.4	140.9 billion

Data: Top-grossing PG-13 films 1/1/2002 to 12/9/2018. Tobacco impression = One tobacco incident viewed by one audience member. Major studios' films account for 80% of all tobacco impressions since 2002. Source: Breathe California-UCSF Onscreen Tobacco Database

tobacco-induced heart disease, lung disease, stroke and cancer.

Producers may focus on one film at a time, but the research shows onscreen smoking's harm is cumulative. Experience since 2002 proves that a firm, transparent industry-wide standard is needed to protect young audiences from an entire childhood of toxic exposure. Lifelong addiction, decades of disability, and early death on a mass scale are too high a cost for entertainment.

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

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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