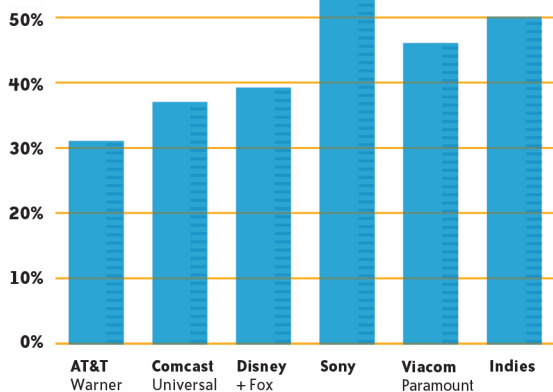


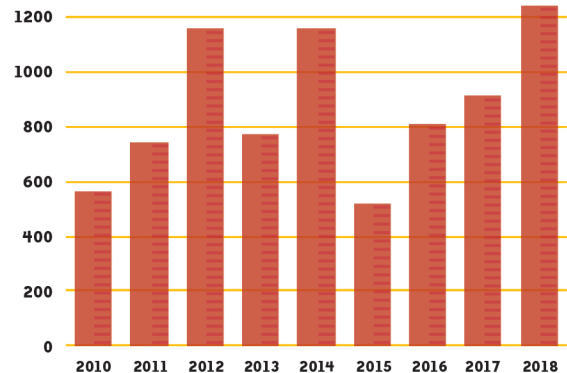
HOLLYWOOD'S EXPERIMENT HAS OFFICIALLY FAILED:

The CDC reports there were just as many PG-13 movies with smoking in 2018 as in 2010. *Even worse, these movies showed twice as much smoking.*

44% of PG-13 films have pushed tobacco since 2010



PG-13 tobacco incidents more than doubled by 2018



For decades, Hollywood collaborated with Big Tobacco. Then, starting in 2007, major media corporations adopted individual policies to protect kids from on-screen tobacco—exposure proven to cause millions of young people to start smoking. **On November 1, 2019, the CDC's latest report shows this experiment failed.** From 2010 to 2018, the number of PG-13 films with smoking showed no decline. Over the same period, the number of tobacco incidents in PG-13 films doubled. The CDC's data also show that companies exploited loopholes to pack more smoking into youth-rated films: since 2010, 70 percent of all the characters shown smoking in PG-13 biographical dramas were 100 percent fictional. **One industry. One standard.** The undersigned organizations join the CDC, state Attorneys General, responsible shareholders, concerned parents and youth groups coast-to-coast calling on all media companies to adopt effective, *evidence-based* policies across the industry. **R and TV-MA ratings** will keep tobacco imagery out of *future* films and videos accessible to kids. Safeguards including anti-tobacco PSAs are also needed when marketing *existing* films and shows with tobacco content on digital platforms. In the United States alone, millions of children, teens and young adults are at risk for tobacco addiction, disability and early death. The media companies have cost too many lives doing what's weak. **Now, do what works.**

One little letter  will save a million lives.

This public health statement is endorsed by:

- American Academy of Pediatrics
- American Cancer Society
- American College of Physicians
- American Heart Association
- American Lung Association
- American Medical Association
- American Public Health Association
- Americans for Nonsmokers' Rights
- Association of State and Territorial Health Officials
- Breathe California Sacramento Region
- Campaign for Tobacco-Free Kids
- Los Angeles County Department of Public Health
- Trinity Health
- Truth Initiative

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Download the CDC's latest *Morbidity and Mortality Weekly Report* on screen smoking (Nov. 1, 2019) ► bit.ly/CDCVA32