



What is Hollywood hiding from parents?

How much smoking there is on screen. And how dangerous it is to kids.

The #1 cause of preventable death

This year, tobacco will take the lives of 480,000 Americans and kill more than seven million women and men worldwide.

A documented history of collaboration

Hollywood and the tobacco industry worked together for decades to promote smoking and tobacco brands through cross-promotion, advertising and systematic product placement.

The single biggest media risk to kids

In 2012, the U.S. Surgeon General officially concluded that on-screen smoking causes young people to smoke. In 2016, the CDC projected that on-screen smoking will kill two million U.S. children and teens alive today.

Kids' films are a major part of the problem

Over the past five years, 42% of top-grossing films with smoking have been rated G, PG or PG-13. The kid-rated share was even higher among MPA-member companies (44%) than for independent producer-distributors (40%).

The MPA's "smoking" labels mislead parents

In 2007, the MPA announced it might label films for "smoking." Since 2008, the MPA has labeled only 11 percent of top-grossing, kid-rated films with smoking (50 of 445). The films left unlabeled delivered more than three-quarters of all kid-rated tobacco exposure to domestic audiences.

Tobacco is not in the ratings, period

MPA *Classification and Rating Rules* for films and the TVPG ratings for TV are industry-controlled. Neither standard mentions tobacco. The screen's deadliest content is not a rating factor.

Hollywood never issues a tobacco warning

Nearly half (48%) of all top-grossing U.S. films released in the past five years promote tobacco. These recent films, packed with 14,500 tobacco incidents, already delivered 73 billion tobacco exposures in U.S. theaters. Now smoking films and TV originals are offered on-demand 24/7. Yet Hollywood fails to give parents appropriate warning and never informs them that tobacco on screen is a health hazard for young viewers.

Smoking on screen kills in real life

More than a decade ago, the Motion Picture Association's own health consultants told it to get smoking out of films accessible to kids. Instead, the studios knowingly released hundreds more movies with toxic tobacco—content now being re-cycled on new streaming platforms. The industry created this problem. It needs to fix it.

Reasonable, responsible policy solutions

Shareholders, policymakers, and medical and public health organizations support evidence-based solutions. These policies include:

- *Rate all future productions* with tobacco imagery R or TV-MA, except if they exclusively depict use by an actual historical person, as in a documentary or biodrama, or portray the serious health consequences of tobacco use;
- *Add strong anti-tobacco PSAs* before all titles with tobacco imagery (pre-roll), in all channels;
- *Post plain-language tobacco content health warnings* at physical and electronic points of sale;
- *Give parents specific control* over kids' access to tobacco content, regardless of rating or device;
- *For future productions*, require each credited producer to certify no tobacco-related payoffs.

One little letter  will save a million lives.

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 Department of Public Health, New York State Department 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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