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## Why do 13 states spend \$260 million a year to push smoking at kids?



**I**N 2012, THE U.S. SURGEON GENERAL concluded that smoking in movies causes kids to smoke. Yet states still subsidize film and TV productions that serve the tobacco industry's marketing interests.

From 2010 to 2015, thirteen states produced nearly 90% of all the top-grossing films with smoking shot in the United States [see table].

The CDC reports exposure to such films will recruit six million American kids to smoke in this generation, killing two million of them.

### A DEADLY POLICY CONFLICT

States already deny public subsidies to other film and TV productions, from pornography to political advertising.

So making future film and TV productions with tobacco imagery ineligible for state tax credits and other public subsidy—as the CDC has recommended—can resolve a costly and deadly policy conflict.

2010-2015*		BIG MOVIE STATES SUBSIDIZE TOBACCO PROMOTION		
	Top-grossing movies	With smoking	Smoking movie subsidies (annual)	Spent on tobacco prevention (FY 2015)
New York	93	57 (61%)	\$60 million	\$39 million
California	140	83 (59%)	\$58 million	\$59 million
Louisiana	65	33 (51%)	\$32 million	\$7 million
Massachusetts	23	14 (61%)	\$21 million	\$4 million
Georgia	58	24 (41%)	\$21 million	\$2 million
New Mexico	20	16 (80%)	\$18 million	\$6 million
Pennsylvania	24	14 (58%)	\$14 million	\$14 million
Michigan	17	10 (59%)	\$11 million	\$2 million
North Carolina	14	4 (29%)	\$8 million	\$1 million
Florida	11	6 (55%)	\$5 million	\$67 million
Nevada	5	3 (60%)	\$4 million	\$1 million
Texas	11	6 (55%)	\$3 million	\$11 million
Connecticut	10	5 (50%)	\$3 million	\$3 million
<b>Group total</b>	<b>491</b>	<b>275 (56%)</b>	<b>\$260 million</b>	<b>\$216 million</b>

*Thirteen states dominate production of top-grossing U.S. films, both youth-rated and R-rated. More than half of their films feature smoking. Twelve states spend as much or more on movies that promote smoking than they invest to keep kids safe from tobacco.*

Worth noting? The average U.S. film production with smoking spends 30% less money than a smokefree film.

Regardless, the big subsidy states hand out millions of dollars more to Hollywood producers whose films push tobacco than these same states invest to protect kids from tobacco addiction, disability, and early death.

Tobacco companies have a long history of paying Hollywood millions to put smoking in movies. Today's taxpayers shouldn't do it for them.



**SMOKE  
FREE  
MOVIES**

[SmokeFreeMovies.ucsf.edu](http://SmokeFreeMovies.ucsf.edu)

**SMOKING IN MOVIES KILLS IN REAL LIFE.** Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, 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 Health Services, NY State Dept. of Health, NY State PTA, Truth Initiative, and others. Visit SFM online or contact: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

\* Through June 30, 2015. Annual smoking movie subsidy estimated on movies' publicly-reported production budgets and states' average estimated net film subsidy rates. Refined results may be available for the states that disclose subsidy awards made to specific film productions. California data adjusted to reflect program eligibility rules.