



AMERICA'S PEDIATRIC DENTISTS
THE BIG AUTHORITY on little teeth®

October 3, 2018

Delivered via e-mail

Stanton Glantz, PhD
Professor of Medicine
Box 1390
530 Parnassus Avenue, Library 366
University of California, San Francisco
San Francisco, CA 94143-1390
Stanton.Glantz@ucsf.edu

Dear Dr. Glantz:

The American Academy of Pediatric Dentistry (AAPD) wishes to become an endorsing organization of the **Smokefree Movies Initiative**. The AAPD is the recognized authority on children's oral health. As advocates for children's oral health, the AAPD promotes evidence-based policies and clinical guidelines; educates and informs policymakers, parents and guardians, and other health care professionals; fosters research; and provides continuing professional education for pediatric dentists and general dentists who treat children. Founded in 1947, the AAPD is a not-for-profit professional membership association representing the specialty of pediatric dentistry. Its 10,500 members provide primary care and comprehensive dental specialty treatments for infants, children, adolescents and individuals with special health care needs.

Please note the AAPD's Policy on Tobacco Use:

http://www.aapd.org/media/Policies_Guidelines/P_TobaccoUse.pdf

The AAPD endorses the goals of the Smokefree Movies Initiative, specifically:

1. Rating new smoking movies "R" unless the dangers and harm of tobacco use are presented or it represents use by an actual person such as in a biography.
2. Certifying no payoffs for depiction of tobacco use in a movie.

Dr. Stanton Glantz

Page 2

October 3, 2018

3. Requiring strong anti-smoking ads before any media production with a tobacco presence.
4. Stopping identification of tobacco brands in any media production.
5. Ending public subsidies for media productions with tobacco imagery.

Sincerely yours,



Joseph B. Castellano, DDS
President



John S. Rutkauskas, DDS, MBA, CAE
Chief Executive Officer

cc: Jono Polansky, Consultant to UCSF Center for Tobacco Control Research
and Education

jono@onbeyond.com