**SUGGESTED LANGUAGE FOR ENDORSEMENTS & RESOLUTIONS**

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**Recital of facts:**

• Tobacco is the leading cause of preventable death in the United States and is projected to take a billion lives in this century worldwide.

• More than eight in ten smokers start as adolescents. The US tobacco industry has a documented history of promoting smoking to youth, including in Hollywood films. One in three children who start smoking will ultimately die prematurely from a tobacco-induced disease.

• In 2012, the US Surgeon General concluded that exposure to smoking on screen *causes* young people to start smoking. Based on large-scale longitudinal studies, the US Centers for Disease Control and Prevention (CDC) projects that 37 percent of new young US smokers will be recruited to smoke primarily by their exposure to smoking on screen.

• Among children alive today, the CDC estimates that exposure to on-screen smoking will recruit 6.4 million girls and boys to become smokers, of whom 2.1 million will ultimately die prematurely from diseases caused by smoking.

• The US Surgeon General reports that R-rating future movies with tobacco imagery would reduce youth smoking rates by nearly one-fifth. The CDC estimates that the R-rating policy alone would prevent one million deaths from tobacco-induced diseases in this generation.

• An R-rating for smoking, like R-ratings for other content, will create an incentive for film producers and distributors to reserve future smoking for films marketed to mature audiences. Ending smoking in the US movies young people see most will reduce exposure to tobacco promotion not only in the US and around the world.

• The CDC and other health authorities, including the World Health Organization and leading health organizations in the US, Canada and Europe, have endorsed the adult (R) rating and complementary, evidence-based policies to (a) permanently reduce young people’s exposure to on-screen smoking and (b) create counter-incentives to the tobacco industry’s persistent influence on entertainment media.

**Resolved,**

In light of these compelling facts, and because of our commitment to break the cycle of addiction, disability and premature death associated with tobacco use, we endorse the following five policy solutions and will communicate our support for them to the media companies that control the US film rating system; to our elected officials, including state Attorneys General; and to the sponsor of the Smokefree Movies initiative, the University of California, San Francisco, Center for Tobacco Control and Education. The solutions are:

**1. Rate new smoking movies "R"**

Any future film that shows or implies tobacco should be given an adult rating — in the US, an R-rating. The only two categorical exceptions to this rating would be when the tobacco depiction: (a) unambiguously reflects the dangers and consequences of tobacco use or (b) represents the tobacco use of an actual person, as in a biographical drama or documentary.

**2. Certify no payoffs**

Credited producers should complete a legally-binding affidavit declaring that nobody associated with any future media production received any consideration or entered into any agreement related to tobacco depictions, and should post a certificate to this effect in the final credits.

**3. Require strong anti-smoking ads**

Studios and theaters should run a proven-effective, anti-smoking advertisement (not produced by a tobacco company) immediately before any media production with any tobacco presence, in any distribution channel, regardless of the work's age classification.

**4. Stop identifying tobacco brands**

Tobacco brand imagery should not appear in the foreground or background of any scene in any future media production, regardless of the work's age classification.

**5. End public subsidies for tobacco imagery**

Future media productions with tobacco imagery should be made ineligible for generous state tax credits (“production incentives”) and other public subsidies.

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For policy details and complete references, visit our web site: smokefreemovies.ucsf.edu.

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