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Dr. Glantz:

From preventing violence in society and promoting access to healthy foods, to human rights and environmental protections, Trinity Health's Shareholder Advocacy program advances our Mission and core values by harnessing influence as shareowners in Fortune 500 companies to improve corporate decision-making on a number of matters. Working in collaboration with the Interfaith Center for Corporate Responsibility (ICCR) — a coalition of faith and values-driven organizations with more than \$100 billion in invested capital — Trinity Health views its investments as a powerful catalyst for social change.

For more than a decade, we have urgently sought to eradicate smoking from youth-rated films. A robust body of evidence supports the need for Hollywood to take swift action. For example:

- More than a decade of research — studying more than 50,000 kids on six continents — has conclusively proven that movies with smoking cause kids to smoke.^{1, 2}
- The Surgeon General has concluded that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people.¹
- Research has proven a strong dose-response relationship exists — the more youth see smoking on screen, the more likely they are to start smoking.¹ This relationship holds up even after controlling for other factors like sensation seeking, school performance, and taking into account demographics, gender, parenting style, and other determinants of smoking.
- Youth who are heavily exposed to onscreen smoking imagery are approximately twice as likely to begin smoking, compared to youth who are lightly exposed.^{1, 2, 3} The more on-screen exposure kids get, the more likely they will become addicted smokers.

- Pediatricians, the World Health Organization, U.S. Surgeon General, CDC, and scientists who study the impact of media on adolescent health behaviors all agree: impressionable adolescents and young adults' health behaviors are significantly influenced by media, especially by movies, including those in which highly popular actors and teen icons depict smoking.
- Thirty-seven percent (37%) of youth smokers are recruited to smoking due to seeing smoking in movies.⁴
- The 37% population attributable risk for smoking in movies is larger than conventional tobacco advertising and larger than peer influence. In fact, smoking due to exposure to tobacco imagery in movies is the single largest stimulus for youth smoking.^{4, 5}
- Youth rates of tobacco use would be reduced by 18% if smoking were eliminated from youth-rated films.⁶
- There are 5.6 million youth alive today who are projected to die from tobacco related diseases if current trends continue.⁷
- These two facts mean that eliminating smoking from youth-rated films would prevent 1 million deaths from smoking among children alive today (18% of 5.6 million).⁸

Clearly, part of a comprehensive approach tobacco control must address tobacco use in movies. It is for these reasons Trinity Health has been pleased to support the Smokefree Movies initiative to help reduce tobacco use in our nation and around the world.

Moreover, Trinity Health is proud to support the following five policy goals of the Smokefree Movies initiative and will communicate our support for them to the media companies that control the US film rating system; to our elected officials; and to the sponsor of the Smokefree Movies initiative, the University of California, San Francisco, Center for Tobacco Control and Education.

The solutions we endorse 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.

We appreciate your partnership and thank you for your committed leadership to protecting children from the deadly toll of tobacco. Together, achieving these five policy goals will help save at least one million lives.



Catherine Rowan
Director, Socially Responsible Investments

CITATIONS

¹ World Health Organization. Smoke-free movies: From evidence to action (3rd edition). World Health Organization, Tobacco Free Initiative. Geneva, Switzerland. 1 February 2016. Available at <http://www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en>

² U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and Health Promotion, Office on Smoking and Health, 2012.

³ National Cancer Institute. Tobacco control monograph 19: the role of the media in promoting and reducing tobacco use. Bethesda, MD: US Department of Health and Human Services, National Institutes of Health, National Cancer Institute; 2008. Available at <http://www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html>

⁴ Millett C, Glantz SA. Assigning an '18' rating to movies with tobacco imagery is essential to reduce youth smoking (editorial). *Thorax* 2010; 65(5): 377-78.

⁵ Glantz SA. Attributable risk for smoking due to exposure to smoking in movies. Available at: <http://www.tobacco.ucsf.edu/sites/tobacco.ucsf.edu/files/u9/Movies-AR-meta-analysis.pdf>

⁶ Sargent JD, Tanski S, Stoolmiller M. Influence of Motion Picture Rating on Adolescent Response to Movie Smoking. *Pediatrics*, 2012, 130:1-9.

⁷ U. S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014

⁸ Smoking & Tobacco Use: Smoking in the Movies. U.S. Department of Health & Human Services, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion (2016).