



Canadian Cancer Society
Société canadienne
du cancer

February 4, 2011

Professor Stanton A Glantz, PHD
Director, University of California, San Francisco Centre for Tobacco Control
530 Parnassus Avenue Suite 366
San Francisco CA 94143-1390
USA

Dear Professor Glantz:

Re: Smoke Free Movies

We are writing to endorse our support for proposed measures to advance smoke-free movies. Smoking remains the number one preventable cause of death and disease in Canada, killing up to 37,000 Canadians, including 6,000 British Columbians, each year, and costing the BC economy \$2.3 billion every year. Tobacco has long been recognized as a major cause of cancer, accounting for about 30% of cancer deaths and more than 85% of lung cancers.

The tobacco industry has a long, well-documented history of promoting tobacco use and particular brands on-screen. Studies show that youth who are exposed to smoking in movies are more likely to start using tobacco products.

Accordingly, the Canadian Cancer Society endorses the following policies to reduce the exposure of youth to smoking in movies:

1. Rate new movies with smoking 18A, with the sole exception being when tobacco presentation clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking in a real historical figure.
2. Require producers to certify on-screen that no one involved in the production of the movie received anything of value in consideration for using or displaying tobacco.
3. Require strong anti-smoking ads to be shown before any movie with tobacco use at the distributor's expense, regardless of the rating and distribution channel.
4. Require producers to stop identifying tobacco brands.

Thank you for your work on tobacco control and smoke free movies.

Sincerely,

Handwritten signature of Peter Goodhand in black ink.

Peter Goodhand
President and Chief Executive Officer
Canadian Cancer Society

Handwritten signature of Barbara Kaminsky in black ink.

Barbara Kaminsky
Chief Executive Officer
Canadian Cancer Society, BC & Yukon

cc: Pamela McColl
Smoke Free Movies BC