

September 23, 2016

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

Dear Dr. Glantz:

The American Lung Association is pleased to support the Smokefree Movies initiative to help reduce tobacco use in our nation and around the world. We commend your steadfast leadership promoting tobacco control policies to save lives. Consistent with our mission to save lives by improving lung health and preventing lung disease, the Lung Association supports efforts to eliminate tobacco use and tobacco-related diseases. Part of a comprehensive approach tobacco control includes addressing tobacco use in movies. The Lung Association is proud to support the five policy goals of the Smokefree Movies initiative.

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

Any future film that shows or implies tobacco should be given an adult rating – in the U.S., an R-rating.

**2. Certify no-payoffs**

The 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**

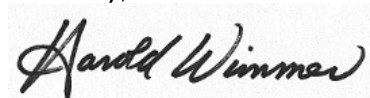
Tobacco brand imagery should not appear in the foreground or background of any scene in any future media production, regardless of the work's age classification.

**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.

Thank you for your committed leadership to protect children. Achieving these five policy goals will help to reduce the enormous health toll of tobacco.

Sincerely,



Harold P. Wimmer  
National President and CEO