**Substantiation for UCSF Smokefree Movies AD #134 (COVID), August 2020**

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HEADLINE:

Hollywood made COVID-19 more vicious. Now, together, let’s turn that around.

REFERENCE: Hollywood has a long history of collaborating with the tobacco industry to promote tobacco on screen…

SOURCES:

Lum KL, Polansky JR, Jackler RK, Glantz SA. Signed, sealed and delivered: “Big tobacco” in Hollywood, 1927-1951. *Tobacco Control.* 2008;17(5):313-323. doi:10.1136/tc.2008.025445. 28 September 2008.

Mekemson C, Glantz SA. How the tobacco industry built its relationship with Hollywood. *Tobacco Control.* 2002;11(Suppl 1): i81-i91. doi: 10.1136/tc.11.suppl\_1.i81. 1 March 2002.

Polansky JR, Glantz SA. Tobacco product placement and its reporting to the Federal Trade Commission. UCSF Center for Tobacco Control Research and Education. San Francisco, CA. 14 July 2016.

UCSF Smokefree Movies. How long has Big Tobacco bought its way on screen? (infographic and substantiation). <https://smokefreemovies.ucsf.edu/sfm-ads/ad-113>. July 2016.

US Surgeon General (2012). Preventing tobacco use among youth and young adults: A report of the Surgeon General. US Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Atlanta, GA. 8 March 2012. (Chap. 5)

REFERENCE: …recruiting millions of new nicotine users.

SOURCES:

U.S. CDC (2016). Smoking in the movie (fact sheet). Archived by UCSF Center for Tobacco Control Research and Education. <https://smokefreemovies.ucsf.edu/sites/smokefreemovies.ucsf.edu/files//CDC%20-%20Fact%20Sheet%20-%202015.pdf>. “Because of this exposure to smoking in movies: 6.4 million children alive today will become smokers, and 2 million of these children will die prematurely from diseases caused by smoking.”

Bennett M, Hair EC, Liu M, Pitzer L, Rath JM, Vallone DM. Exposure to tobacco content in episodic programs and tobacco and E-cigarette initiation. *Preventive Medicine* (2020, in press). “Findings highlight the need for policy and advocacy efforts to reduce young people's exposure to tobacco imagery across all entertainment media platforms. Such efforts could include the consideration of

tobacco imagery when assigning a TV parental guideline rating to a program, and changes to state subsidy policies that would incentivize studios and production companies to exclude tobacco imagery from their content.”

REFERENCE: Young smokers and vapers are more likely to become infected with COVID-19.

SOURCE: Gaiha SM, Cheng J, Halpern-Felsher B. Association between youth smoking, electronic cigarette use and coronavirus disease. *Journal of Adolescent Health*. 2020, (in press). “Our findings from a national sample of adolescents and young adults show that e-cigarette use and dual use of e-cigarettes and cigarettes are significant underlying factors for COVID-19 that has previously not been shown.”

REFERENCE: Smokers hospitalized with COVID-19 infection are more likely to deteriorate, even to die.

SOURCE: Patanavanich R, Glantz SA. Smoking is associated with covid-19 progression: A meta-analysis. *Nicotine & Tobacco Research, 2020, 1-4.* doi: 10.1093/ntr/ntaa082. “The meta-analysis showed a significant association between smoking and progression of COVID-19 (OR 2.25, 95% CI 1.49-3.39, p=0.001).”

LEAD:

The U.S. media industry has promoted smoking for generations, knowing the chronic misery and death it causes. COVID-19 is a good time to stop.

REFERENCE: The industry collaborated with U.S. tobacco company marketing from the late 1920s into at least the 1990s — before and after the 1964 Surgeon General’s conclusion that smoking causes lung cancer.

SOURCES: Lum et al. (2008), Mekemson et al (2002), Polansky and Glantz (2016), UCSF Smokefree Movies (2016), US Surgeon General (2012).

TABLE: On-screen tobacco: Change since 2015

SOURCE: Percent difference in tobacco incidents and exposures delivered by filmed entertainment divisions of companies represented on the board of the Motion Picture Association (major studios) and independent film distributors (collectively) from 2015 to 2019, last full year of company operation prior to analysis. Data: OTDb.

TEXT:

We’ve known for years that smoking on screen recruits millions to smoke.

SOURCE: U.S. CDC (2016).

Now, we know that young people who smoke and vape are more likely to become infected with COVID-19…

SOURCE: Gaiha et al. (2020)

…and that smokers hospitalized with COVID-19 are more likely to deteriorate, even to die.

SOURCE: Patanavanich R, Glantz SA. (2020)

As COVID-19 infections and hospitalizations soar and skew younger, the U.S. film industry needs to stop making matters even worse.

SOURCE: National hospitalization forecasts show hospitalization rates rising through at least August 23, 2020 (<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/hospitalizations-forecasts.html>). Seven-day average new infection cases have flattened since mid-July (<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/cases-in-us.html>).

As of August 2, 45 percent of California’s cases have been younger than 35, with nearly 70% <49 (<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/COVID-19-Cases-by-Age-Group.aspx>). While different jurisdictions report ages differently, making analysis difficult, high-infection states have reportedly seen the median ages of positive COVID-19 cases decline. For a journalistic survey of available data, see Courage KH. Why more young people are getting sick in the latest COVID-19 outbreaks. Vox.com, July 18,2020. (<https://www.vox.com/2020/7/18/21328358/covid-19-cases-by-age-florida-arizona-texas-miami>)

Despite company policies that were supposed to discourage smoking, tobacco imagery in PG/PG-13 films has grown by more than 60 percent since 2015. Tobacco incidents in R-rated films — freely available to young viewers on major VOD services — have more than doubled.

SOURCE: OTDb. Youth-rated 2019 top-grossing films had 987 tobacco incidents vs. 607 in 2015. There were 2,361 R-rated incidents in 2019 vs. 1,136 in 2015. Across ratings, there were 108 percent more incidents in 2019 than in 2015 (3,618 vs. 1,743).

After smoking commercials were banned on America’s airwaves fifty years ago, Hollywood and Big Tobacco kept on collaborating.

REFERENCES: Congress barred tobacco commercials from TV and radio in the Public Health Cigarette Smoking Act (1970, effective January 1971). U.S. tobacco companies and the film and broadcast industry had collaborated on marketing through cross-promotion schemes and advertising campaigns from the late 1920s through the 1960s and mounted systematic product placement campaigns engaging hundreds of U.S. films from the 1970s into at least the 1990s.

SOURCES: See sources for LEAD (above).

For years, shareholders, state Attorneys General, and top U.S. health authorities warned that tobacco-contaminated media are fueling a public health catastrophe…

REFERENCES: Public health authorities including the World Health Organization, U.S. Centers for Disease Control, Harvard School of Public Health, and national health and medical organizations have directed recommendations to the Motion Picture Association and individual media companies since 2003. State Attorneys General told the companies in 2012 that young people’s continuing exposure was a “colossal, preventable tragedy.”

SOURCES:

World Health Organization. Smokefree movies: From evidence to action. https://www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/

UCSF Smokefree Movies. State Attorneys General & U.S. film industry (timeline). https://smokefreemovies.ucsf.edu/node/60215

U.S. Centers for Disease Control and Prevention. Smoking in the movies (annual fact sheets, 2013-2019). https://smokefreemovies.ucsf.edu/node/60043

Harvard School of Public Health. Presentations to the MPAA on smoking in the movies. https://www.hsph.harvard.edu/mpaa/

UCSF Smokefree Movies. Full-page advertisements signed by American Academy of Pediatricians, American Heart Association, American Lung Association, etc. (2005-2018). https://smokefreemovies.ucsf.edu/sfm-ads2/Partner%20ads

…a threat amplified by the coronavirus pandemic cresting across the United States.

REFERENCES: In late July 2020, new confirmed cases were peaking in the U.S. according to the WHO Coronavirus Disease (COVID-19) Dashboard at https://covid19.who.int/?gclid=EAIaIQobChMI8qDa9aH46gIVcT2tBh3dWA8iEAAYASAAEgJoLfD\_BwE

Tobacco remains the world’s leading cause of preventable death.

SOURCE: U.S. CDC. Smoking and tobacco use. Fast Facts (fact sheet). https://www.cdc.gov/tobacco/data\_statistics/fact\_sheets/fast\_facts/index.htm. “Smoking is the leading cause of preventable death…Worldwide, tobacco use causes more than 7 million deaths per year.”

Since 2015, U.S. films have delivered 82 billion tobacco exposures to domestic moviegoers of all ages. According to preliminary estimates, the rest of the world gets four times that toxic dose.

SOURCE: From 2015 through 2020 Q1, U.S. top-grossing films have delivered 82.4 billion tobacco impressions to domestic, in-theater audiences. Impressions (here termed exposures) are calculated as Paid admissions per film X Tobacco incidents per film. Paid admissions are calculated as Reported domestic box office gross per film / Avg. ticket price in film’s release year. Data: [UCSF-Breathe California Onscreen Tobacco Database](https://smokefreemovies.ucsf.edu/search/movies) (OTDb) 2002-2020.

SOURCE: UCSF Center for Tobacco Control Research and Education has estimated from 2018 global box office for top-grossing U.S. films and national avg. ticket prices that 80 percent of global tobacco exposure from these films is delivered to audiences outside the United States (unpublished).

In self-defense, some of the world’s top growth markets, including China, India and Nigeria, are adopting on-screen tobacco warnings and other measures backed by WHO’s Framework Convention on Tobacco Control.

SOURCES:

For FCTC Article 13 and developments in China and India, see above at: World Health Organization. Smokefree movies: From evidence to action.

For Nigerian population and market:

Cook M. [Nigeria] recently became Africa’s largest economy. Now it’s too big for businesses to ignore. <https://www.brinknews.com/this-country-recently-became-africas-largest-economy-now-its-too-big-for-businesses-to-ignore/>

Nigeria’s National Tobacco Control Regulations, 2019, call for bold tobacco warnings in any scene with “display or depiction of tobacco and tobacco use.” See Federal Republic of Nigeria Official Gazette. 23 Dec 2019. See Part IV (15)(6). <https://www.tobaccocontrollaws.org/files/live/Nigeria/Nigeria%20-%202019%20Regulations%20-%20national.pdf>

The package includes policy proposals from investors who manage asset worth billions.

REFERENCE: SFM Business Case package includes a binder of letters to eight media companies from investment offices that together manage $67.4 billion in assets. This mailing was organized by Trinity Health, As You Sow and Sisters of St. Francis of Philadelphia.

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