SKYHEAD [Ad series designation]

Smoking in movies: No. 2: The science

HEADLINE:

How do we know movie smoking harms children?

LEAD:

For more than a decade**,** studies of 50,000 adolescents in more than a dozen countries have reached the same results:

SOURCE for “50,000 adolescents:” Personal communication from James D. Sargent, MD, Professor of Pediatrics, Dartmouth Geisel School of Medicine; Co-Director, Cancer Control Research Program, Norris Cotton Cancer Center; Principal Investigator on numerous population studies of on-screen smoking’s effects on adolescents.

TEXT:

[CAPTION] All else being equal, adolescents who see the most smoking in movies are twice as likely to become smokers as those with the least exposure.

SOURCE: Fig. 5-12: Summary and meta-analysis of studies on the association between exposure to movie smoking and smoking among adolescents and young adults. From Chapter 5, Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Atlanta (GA): Centers for Disease Control and Prevention. Available at [www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use)

[GRAPHIC] World map indicating more than a dozen nations where population studies have been carried out.

SOURCE: World Health Organization (2015) Smoke-free movies: from evidence to action. Third edition. Fig. 3. Geneva, Switzerland. Available at [www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/](http://www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/)

[CAPTION] Movies with smoking are a primary vector for the global tobacco epidemic. In the US, movies with tobacco imagery recruit 37% of all new young smokers.

SOURCE:Attributable risk 0.37 (95% CI 0.25-0.52). Glantz SA. Updated attributable risk for smoking due to movies: 37%. Blog entry, August 19, 2012. UCSF Center for Tobacco Control Research and Education. Available at [www.tobacco.ucsf.edu/updatedattributable-risk-smoking-due-movies-37](http://www.tobacco.ucsf.edu/updatedattributable-risk-smoking-due-movies-37). The 37% risk is a basis for population harm projections published at: <http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/>

SUBHEAD:

Based on the research evidence,leading health authorities agree on the risk to a generation...

QUOTES:

US SURGEON GENERAL | 2012 | The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking in young people.

SOURCE: US Surgeon General (2012) Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Atlanta (GA): Centers for Disease Control and Prevention. Available at [www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use)

US SURGEON GENERAL | 2014 | Updating the R-rating to reduce adolescents’ in-theater exposure...would reduce young people’s smoking rates by 18%.

SOURCE: US Surgeon General (2014) The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Atlanta (GA): Centers for Disease Control and Prevention. Available at [www.surgeongeneral.gov/library/reports/50-years-of-progress/](http://www.surgeongeneral.gov/library/reports/50-years-of-progress/)

WORLD HEALTH ORGANIZATION | 2015 | As a truly toxic, addictive product, [tobacco] has no place in films that are marketed to young people.

SOURCE: World Health Organization (2015) Smoke-free movies: from evidence to action. Third edition. Geneva, Switzerland. Available at [www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/](http://www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/)

US CDC | 2016 | Giving an R-rating to future movies with smoking would be expected to...prevent 1 million deaths from smoking among children alive today.

SOURCE: US Department of Health and Human Services. Smoking in the movies: 2015. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Atlanta, GA. 6 April 2016. Available at [www.cdc.gov/tobacco/data\_statistics/fact\_sheets/youth\_data/movies/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/)

SUBHEAD:

...and the life-saving power of the R-rating to keep kids’ movies smokefree.

TEXT:

Hollywood’s performance

635+ top-grossing movies with smoking were rated G, PG or PG-13 in the United States over the past 14 years.

16,000 tobacco incidents were featured in those youth-rated movies.

148 billion in-theater tobacco impressions were delivered to US moviegoers by youth-rated movies.

SOURCE: Surveys of tobacco content in the weekly ten top box office films in the domestic market (Canada & USA), 2002-2015, reported by Thumbs Up! Thumbs Down!, a project of Breathe California of Sacramento-Emigrant Trails and compiled by the University of California, San Francisco, Center for Tobacco Control Research and Education. Analyses available at [www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu)

CDC’s projections for the generation of US children now under 18

6 million: Kids recruited to smoke by movies of all ratings

3 million: Kids recruited to smoke by youth-rated movies

1 million: Tobacco deaths averted by R-rating all future movies with smoking

SOURCE: US Department of Health and Human Services. Smoking in the movies: 2015. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Atlanta, GA. 6 April 2016. Available at [www.cdc.gov/tobacco/data\_statistics/fact\_sheets/youth\_data/movies/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/)

TEXT:

For decades, Big Tobacco bet millions of dollars on the idea that movies sell smoking. Now, after fifteen years and 100 research reports from health studies on six continents, the World Health Organization, the US Surgeon General and the CDC have declared the evidence conclusive. On-screen smoking harms millions of children. The only question is how soon we can stop it.

SOURCES:

“For decades, Big Tobacco bet millions…”

Lum KL, Polansky JR, Jackler RK, Glantz SA (2008) Signed, sealed and delivered: 'Big tobacco' in Hollywood, 1927-1951. *Tobacco Control.* 2008;17(5):313-323. Available at [www.ncbi.nlm.nih.gov/pubmed/18818225](http://www.ncbi.nlm.nih.gov/pubmed/18818225)

Mekemson C and Glantz SA (2002) How the tobacco industry built its relationship with Hollywood. Tobacco Control 2002; 11(Suppl I):i81–i91. Available at [www.ncbi.nlm.nih.gov/pmc/articles/PMC1766059/pdf/v011p00i81.pdf](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1766059/pdf/v011p00i81.pdf)

Polansky JR, Glantz SA. (2016). Tobacco product placement and its reporting to the Federal Trade Commission. UC San Francisco: Center for Tobacco Control Research and Education. Available at <http://escholarship.org/uc/item/7kd981j3>

Much of the tobacco industry’s cross-promotion and product placement activity is summarized in US Surgeon General (2012).

“…fifteen years and 100 research reports and health studies on four continents…”

Review of bibliographical entries at http://smokefree movies.ucsf.edu > [Full bibliography](http://smokefreemovies.ucsf.edu/research)

“…World Health Organization, the US Surgeon General and the CDC…”

 WHO (2016); US Surgeon General (2012); CDC (2016)

“On-screen smoking harms millions of children.”

 CDC (2016)

TAG:

One little letter will save a million lives.

**Smoking in movies kills in real life.** Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers’ Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143. View the ad’s sources at tiny.ucsf.edu/sfm114cites

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