



SMOKE
FREE
MOVIES

The solution...

QUICK FACTS

*4 easy steps
can save
60,000
lives a year!*

How can we protect our kids from smoking in movies?

1. RATE NEW SMOKING MOVIES "R" Movie studios routinely tune film content to win the rating they want for commercial reasons. They should treat smoking (which kills close to one American each minute) exactly the way they treat four-letter words:

Any film that shows or implies tobacco should be rated "R". The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure. Films released before the rating system change would not be re-rated.

Result? Producers will keep smoking out of films they want rated PG-13 to attract a bigger audience, just like they tone down violence and sex today. While kids would still see smoking in the R-rated films they manage to view, their overall exposure should be cut at least in half. Cutting exposure in half could avert as many as 60,000 U.S. tobacco deaths annually.

2. CERTIFY NO PAYOFFS Producers of films with tobacco should post a certificate in the closing credits declaring that nobody on the production received anything of value (cash money, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.

3. REQUIRE STRONG ANTI-SMOKING ADS Studios and theaters should run a genuinely strong anti-smoking ad (not one produced by a tobacco company) before any film with tobacco presence, in any distribution channel, regardless of the film's rating.

When you contact theaters and theater chains, emphasize that strong anti-tobacco spots must show before *all* films with smoking.

4. STOP SHOWING TOBACCO BRANDS There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.

R-rating tobacco in future movies is endorsed by leading health groups, but the rating system is controlled by major movie studios. That means a handful of media executives have the power to reduce dramatically our kids' exposure to on-screen smoking, saving as many as 60,000 U.S. lives a year in decades to come.