



**SMOKE  
FREE  
MOVIES**

## The problem...

## QUICK FACTS

*Smoking in  
movies kills  
in real life.*

1. Tobacco is still the #1 cause of preventable death in the U.S. This year, smoking will kill 438,000 Americans.
2. Most smokers start when they're kids — some as young as 10. The number who start smoking climbs through middle school and peaks in high school.
3. Tobacco is one of the biggest health threats your kids will ever face. Smoking in movies is a primary promotional channel.
4. One major study found exposure to on-screen smoking is the primary influence on half of all the kids who start to smoke.
5. Published estimates say that movies will influence 390,000 U.S. teens to start smoking this year — nearly enough to replace all adult smokers killed by tobacco.
6. Of those new young smokers, experts project 120,000 will ultimately be killed by their tobacco addiction.
7. That's more than all Americans killed by drunk drivers, crime, drug use and HIV/AIDS every year.
8. The study also found that on-screen smoking influenced nonsmokers' children to start smoking even more than it influenced the children of parents who smoke.
9. Movie smoking is almost impossible to avoid. Nearly 80% of U.S. live-action films feature tobacco, including hundreds of PG-13 films that most parents think are safe.
10. For ten years, health groups have tried to educate Hollywood about the harm from smoking in movies. Over that time, smoking in movies only increased.

Adapted from *Screen Out! A Parent's Guide to Smoking, Movies and Health*, a project of the Smokefree Movies Action Network. For more information about Smoke Free Movies, visit [www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu).

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**For more information or to get involved with Smoke Free Movies activities in Oregon, please contact Dana Kaye at the American Lung Association of Oregon: [dana@lungoregon.org](mailto:dana@lungoregon.org) or 503-924-4094 ext. 19.**