

**Recent online evidential reports suggest R18 rating for movies containing smoking.**

Should worldwide film censors listen to the advice and recommendations of the following organisations : World Health Organization, American Academy of Allergy, Asthma, and Immunology, American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, American Medical Association, American Medical Association Alliance, Americans for Nonsmokers Rights, American Public Health Association, British Columbia Healthy Living Alliance, California School Nurses Association, Canadian Cancer Society, Campaign for Tobacco-Free Kids, European Network for Smoking and Tobacco Prevention, Los Angeles Department of Health Services, National Network on Tobacco Prevention and Poverty ,New York State Department of Health, New York State PTA, Oklahoma State PTA, Ontario Lung Association, Society for Adolescent Medicine, US Centers for Disease Control and Prevention, US Public Interest Research Group, amongst others ? This advice is listed below.

[http://www.who.int/tobacco/smoke\\_free\\_movies/en/index.html](http://www.who.int/tobacco/smoke_free_movies/en/index.html)

**WHO calls for enforceable policies to restrict smoking in movies**

Backed by evidence that smoking in movies causes youths to want to light up, the World Health Organization is calling upon countries to enact enforceable policies that would severely restrict such depictions. The WHO recommendations are evidence-based and very much needed," said WHO Assistant Director-General Dr Ala Alwan. "Tobacco kills more than five million people per year. Each day approximately 100,000 young people take up smoking. Restricting smoking in movies will go a long way towards stemming the tobacco epidemic." Studies show that smoking in movies misleads youths into thinking that tobacco use is normal, acceptable, socially beneficial and more common than it really is. Studies also show that such movies rarely portray the harm of tobacco, instead portraying the product as conducive of a cool and glamorous lifestyle.

[http://www.smokefreemovies.ucsf.edu/pdf/nydoh\\_full021908\\_final-X.pdf](http://www.smokefreemovies.ucsf.edu/pdf/nydoh_full021908_final-X.pdf)

[http://www.smokefreemovies.ucsf.edu/pdf/nydoh\\_nyt032508\\_sample.pdf](http://www.smokefreemovies.ucsf.edu/pdf/nydoh_nyt032508_sample.pdf)

New York State Department of Health

[http://www.health.state.ny.us/press/releases/2009/2009-06-01\\_smoke\\_free\\_childrens\\_movies.htm](http://www.health.state.ny.us/press/releases/2009/2009-06-01_smoke_free_childrens_movies.htm)

**Department of Health**

*Information for a Healthy New York*

**Commissioner Daines Calls for Smoke-Free Movies for Children**

**Joins Youth Advocates in Urging Film Studios to Remove Smoking Images from Youth-Rated Movies**  
New York, NY (June 1, 2009) – State Health Commissioner Richard F. Daines, M.D, today joined prominent tobacco-control advocates and more than 200 high school students from around the state to demand that the six companies that own the major motion picture studios eliminate smoking and other tobacco imagery from youth-rated movies. "The film industry can immediately reduce youth exposure to smoking imagery by assigning all future movies with smoking depictions an R rating. This simple step, which has been widely endorsed by leading public health organizations, will help save hundreds of thousands of lives."

Dr. Daines urged the major motion picture studios to adopt three other potentially life-saving policies:

- Certify they received no pay-offs for using or displaying tobacco in their movies;
- Precede any movie depicting smoking with strong anti-smoking ads; and,
- Cease identification of tobacco brands in movies.

Dr. Daines was joined at Monday's event at Merchant's Gate in Central Park by Barbara Zolty, Policy Officer of the Tobacco Free Initiative of the World Health Organization (WHO); Dr. Stanton Glantz, Professor of Medicine at the

University of California and Director of the Center for Tobacco Control Research and Education at the University of California, San Francisco; and Christine Morrison, Senior Tobacco Counsel in the New York Attorney General's Office. "Because of the enormous threat to the health of our youth, the State Health Department is obliged to inform the public about the hazards of smoking in movies," said Dr. Daines. "Adopting policy solutions that reduce youth initiation of tobacco use will cost media companies almost nothing – especially when compared with the \$8.17 billion that tobacco costs New York State each year in medical care." Dr. Daines said he has personally reached out to the CEOs of the six companies that own the major motion picture studios in a good-faith effort to address this public health issue, but the CEOs have not responded directly to his request for a meeting. More information about the impact of smoking in movies is available at: <http://www.smokefreemovies.ucsf.edu/>.

<http://www.smokefreemovies.ucsf.edu/solution/index.html>

**THE SOLUTION** The U.S. film industry can take four simple steps to substantially reduce the impact of adolescent exposure to smoking on screen. None of these steps requires government action. None restricts creative choices. All are voluntary and transparent. All are based on the published research. Together, they will avert tobacco addiction, disease and death on a massive scale.

**1. Rate new smoking movies "R."** 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. **Where we are now:** In 2007, the MPAA announced that it would "consider" smoking in film ratings, but has yet to elevate the rating of any film for smoking. Youth-rated films continue to deliver billions of tobacco impressions.

**2. Certify no pay-offs.** The producers 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. **Where we are now:** In 2008, Time Warner began including the following language in the end credits of selected films: "No person or entity associated with this film received payment or anything of value, or entered into any agreement, in connection with the depiction of tobacco products."

**3. Require strong anti-smoking ads.** Studios and theaters should run a proven-effective anti-smoking ad (not produced by a tobacco company) to run before any film with any tobacco presence, in any distribution channel, regardless of its MPAA rating. **Where we are now:** The Weinstein Company and the six major studios now include effective anti-smoking spots from the American Legacy Foundation or State of California on DVDs, but not yet in theaters. The Disney Company and Time Warner include the spots on their R-rated as well as youth-rated DVDs.

**4. Stop identifying tobacco brands.** There should be no tobacco brand identification in films nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene. **Where we are now:** There has been no decline in tobacco brand display since 1990.

**The four Smoke Free Movies policies are endorsed by:** all the organisations listed in para 1 above

### **US Centers for Disease Control**

[http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6027a1.htm?s\\_cid=mm6027a1\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6027a1.htm?s_cid=mm6027a1_w)

Smoking in Top-Grossing Movies --- United States, 2010

*Weekly* July 15, 2011 / 60(27);909-913

The National Cancer Institute has concluded that studies indicate a causal relationship between exposure to depictions of smoking in movies and youth smoking initiation (1). Adolescents in the top quartile of exposures to onscreen tobacco incidents have been found to be approximately twice as likely to begin smoking as those in the bottom quartile (2). The 2010 U.S. Department of Health and Human Services strategic plan to reduce tobacco use includes reducing youth exposure to onscreen smoking (3).

To monitor tobacco use in movies, Thumbs Up! Thumbs Down! (TUTD), a project of Breathe California of Sacramento-Emigrant Trails, counts occurrences of tobacco incidents in U.S. top-grossing movies each year.

#### Editorial Note

This study demonstrates the practicality of enacting policies to reduce tobacco incidents in youth-rated movies. The findings also indicate that those major motion picture companies with anti-tobacco policies had the greatest success in reducing tobacco incidents in their movies. The World Health Organization (8) and numerous public health and health professional organization have recommended giving movies with tobacco incidents an R rating, with two exceptions: those movies that portray a historical figure who smoked and those that portray the negative effects of tobacco use.

#### Links to Research Reports

<http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001077>

Recent Imperial College UK Study

[http://en.wikipedia.org/wiki/Product\\_placement](http://en.wikipedia.org/wiki/Product_placement)

Product Placement' - tobacco in the movies

[http://tobaccocontrol.bmj.com/content/11/suppl\\_1/i81.full](http://tobaccocontrol.bmj.com/content/11/suppl_1/i81.full)

How the tobacco industry built its relationship with Hollywood

<http://www.bmj.com/content/323/7326/1394.full>

Effect of seeing tobacco use in films on trying smoking among adolescents: cross sectional study

<http://www.bmj.com/content/323/7326/1378.full>

Smoking in teenagers and watching films showing smoking Hollywood needs to stop promoting smoking worldwide Stanton A Glantz, professor of medicine

<http://thorax.bmj.com/content/66/10/856.abstract>

<http://thorax.bmj.com/content/66/10/844.full.pdf>

<http://thorax.bmj.com/content/66/10/856.full.pdf>

Cross-sectional association between smoking depictions in films and adolescent tobacco use nested in a British cohort study

<http://tobaccocontrol.bmj.com/content/early/2010/09/17/tc.2010.037879.abstract>

Carcinogens in a Puff – HKG tobacco infomercial movie

<http://thorax.bmj.com/content/66/10/875.full.pdf>

6 country EU study by Morgenstern:

<http://thorax.bmj.com/content/66/10/866.full.pdf>

Study of Scottish adolescents

<http://pediatrics.aappublications.org/content/116/6/1516.abstract>

Smoking in the Movies Increases Adolescent Smoking: A Review  
Annemarie Charlesworth, MA, Stanton A. Glantz, PhD

<http://www.bmj.com/content/323/7326/1378.full>

Smoking in teenagers and watching films showing smoking Hollywood needs to stop promoting smoking worldwide

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5932a2.htm>

Smoking in Top-Grossing Movies United States, 1991—2009

<http://smokefreemovies.ucsf.edu/problem/moviessell.html>

In [2002](#), [2004](#), [2005](#), [2006](#) [2008](#), and [2010](#) the US Centers for Disease Control and Prevention named tobacco in the movies a major factor in teen smoking. In [2007](#), the Institute of Medicine of the National Academy of Sciences concluded that: Exposure to depictions of smoking in movies is associated with more favorable attitudes toward smoking and characters who smoke, and these positive views are particularly prevalent among youth who themselves smoke.

Differing opinion:

<http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001078>

Four Arguments against the Adult-Rating of Movies with Smoking Scenes Simon Chapman and Matthew Farrelly argue against recent calls in the US and elsewhere for movies with smoking scenes to be adult-rated.

Replies to above Chapman / Farrelly Plos post:

<http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001077>

<http://www.plosmedicine.org/annotation/listThread.action?inReplyTo=info%3Adoi%2F10.1371%2Fannotation%2F35daf7d3-4dce-463a-9987-ad456a679b66&root=info%3Adoi%2F10.1371%2Fannotation%2F35daf7d3-4dce-463a-9987-ad456a679b66>

<http://www.plosmedicine.org/annotation/listThread.action?inReplyTo=info%3Adoi%2F10.1371%2Fannotation%2F6db977a5-ac5f-410d-bf92-63a57cbf6e85&root=info%3Adoi%2F10.1371%2Fannotation%2F6db977a5-ac5f-410d-bf92-63a57cbf6e85>