

[One in a Series]

The film industry is being covered by a publication called *Morbidity and Mortality Weekly Report*?

That can't be good.



Two months ago, the CDC's health surveillance journal *Morbidity and Mortality Weekly Report* concluded that "effective methods" to reduce harm from on-screen smoking "should be implemented."

The CDC then listed the methods, which are already well-known to the studios through direct communications from health authorities and from ads like this one. The four policy solutions are to:

- R-rate new films with smoking, except for actual historical figures who actually smoked (biopix, documentaries) and depictions of the dire health consequences of tobacco use,
- End tobacco brand display,
- Run strong anti-tobacco spots before all films with smoking, in all media, and

- Require producers to certify no tobacco payoffs.

Each month, mainstream movies with smoking deliver more than a billion tobacco impressions to domestic theater audiences. Every two months, they recruit another 30,000 new teen smokers.

As state attorneys general have told the studios, "There is simply no justification for further delay."

By implementing these four solutions, the film studios can save tens of thousands of lives. They can also go back to following their box office numbers in *The Hollywood Reporter*. Instead of in *Morbidity and Mortality Weekly Report*.

Download the U.S. Centers for Disease Control and Prevention's report, "Smoking in Top-Grossing Movies — United States, 1991-2009," at tinyurl.com/cdc-movies



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