

[One in a Series]

SIX MAJOR HOLLYWOOD STUDIOS JUST MADE THE CASE FOR R-RATING TOBACCO.

Reducing kids' exposure to on-screen smoking is official, national health policy. But in 2011, reversing five years of progress, Hollywood studios boosted tobacco incidents in PG and PG-13 movies by 34% overall. And kid-rated movies exposed audiences to 10.7 billion tobacco impressions — *double* the number in 2010.

The U.S. Centers for Disease Control and Prevention (CDC) published a report last week that three MPAA-member studios — Disney, Universal, and Warner Bros. — led the 2011 rebound. Ironically, these three companies boast corporate policies against screen smoking and all but eliminated tobacco from their youth-rated movies in 2010.

Paramount and Fox had nothing to brag about either. Their youth-rated movies averaged nearly twice as much smoking as Universal and Warner Bros. films. Sony reduced smoking in its youth-rated movies by 32 percent in 2011. Still, its PG and PG-13 movies delivered 1.1 billion tobacco impressions to theater audiences, more than twice as many as



Fantasy smoking: Sherlock Holmes (PG-13), Rango (PG), and X-Men (PG-13) topped the list of kid-rated fantasy and science fiction movies with smoking in 2011. These three films alone concocted 150+ tobacco incidents and delivered 3.4 billion tobacco impressions.

Disney, Universal and Warner Bros. *combined* in 2010.

The closely-watched report on Hollywood's tobacco performance comes out only months after the U.S. Surgeon General decisively concluded that screen smoking causes kids to smoke. It also follows a letter from more than three dozen state Attorneys General, telling movie studio heads that "the bottom line is that action needs to be taken, now."

The only answer left? An industrywide R-rating for future movies with smoking.

Every major Hollywood studio just showed America that nothing else will stick.



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Youth-rated movies with most tobacco impact — 2011			
TITLE	COMPANY	TOBACCO INCIDENTS	TOBACCO IMPRESSIONS
The Help	Disney	50+	2.46 billion
Sherlock Holmes...Shadows	Time Warner	50+	1.74 billion
Water for Elephants	News Corp.	50+	930 million
Rango	Viacom	50+	909 million
X-Men: First Class	News Corp.	30-49	703 million
Transformers: Dark of the Moon	Viacom	10-29	626 million
Midnight in Paris	Sony	50+	545 million
Mission: Impossible - Ghost Protocol	Viacom	10-29	532 million
Hugo	Viacom	30-49	295 million
War Horse	Disney	10-29	251 million
Larry Crowne	Comcast	50+	249 million
Super 8	Viacom	10-29	212 million
Cowboys and Aliens	Comcast	10-29	206 million
Moneyball	Sony	10-29	152 million
Colombiana	Sony	30-49	151 million

Proof that PR gimmicks don't work. Only the R-rating, with exceptions for depictions of people who smoked in real life or tobacco's dire health consequences, can stop films from selling a new generation on smoking.

Read the full CDC journal article — Smoking in Top-Grossing US Movies, 2011. *Preventing Chronic Disease* 2012;9:120170 (Sept. 27, 2012) — at 1.usa.gov/OXmn19

SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free 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, Legacy, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Department of Public Health, New York State Department of Health, New York State PTA, and many others. Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.