

**The power of movies.** It's the cliché of every Hollywood awards season. But now, there's scientific proof of movies' power. The U.S. Surgeon General has concluded that smoking in movies causes kids to smoke. Large-scale studies indicate that 750,000 of America's youngest smokers are recruited by movies with smoking. 240,000 of these kids will ultimately die from tobacco-induced heart disease, lung disease or cancer. The tobacco industry has long known the power of movies. Today, we all do. Solutions at [smokefreemovies.ucsf.edu](http://smokefreemovies.ucsf.edu)

**240,000**  
**TOBACCO DEATHS**

Smokefree 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, the Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, and many others. Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

