

11 states spend \$200 million a year to push smoking at kids?



THE U.S. SURGEON GENERAL has concluded that smoking in movies causes kids to smoke. Yet states still subsidize film and TV projects that serve the tobacco industry's marketing interests.

Between 2008 and 2012, eleven states [see box] produced 93 percent of all top-grossing, US-made movies with smoking.

In this same timespan, large-scale studies indicate that movies with smoking recruited 750,000 new U.S. smokers ages 12-17.

Nearly a quarter-million of these kids will ultimately die from tobacco-induced diseases, with their tobacco-related medical costs reaching \$12 billion.

What's the answer?

States already deny public subsidies to certain kinds of media content, from porn to political

2008-2012	MAJOR-MOVIE STATES SUBSIDIZE TOBACCO PROMOTION...			
	No. of movies	With smoking	Smoking movie subsidies (annual)	Spent on tobacco prevention (2012)
California	181	80 (44%)	\$28 million	\$62 million
New York	56	35 (63%)	\$64 million	\$41 million
Louisiana	36	19 (53%)	\$27 million	\$7 million
Georgia	35	16 (46%)	\$14 million	\$750,000
New Mexico	21	16 (76%)	\$18 million	\$6 million
Pennsylvania	24	16 (57%)	\$18 million	\$14 million
Massachusetts	22	13 (59%)	\$20 million	\$4 million
Michigan	12	8 (67%)	\$9 million	\$2 million
Florida	8	4 (50%)	\$5 million	\$64 million
Connecticut*	13	3 (23%)	\$4 million	\$6 million
Illinois	8	3 (38%)	\$6 million	\$11 million
Group total	416	213 (51%)	\$213 million	\$218 million

From 2008 to 2012, eleven states dominated production of top-grossing U.S. movies. Half of their movies included smoking. Seven of these states spent more on subsidies for movies that promote smoking than they invest in their tobacco prevention programs.

advertising. Making future film and TV productions with tobacco imagery ineligible, as the U.S. CDC recommends, will resolve a costly and deadly public policy conflict.

Today, states invest too little in tobacco prevention, then spend millions more to subsidize movies that effectively promote tobacco.

The tobacco industry has a long history of paying to push smoking in movies. State taxpayers shouldn't pay for it now.



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SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots, 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 Dept. of Health Services, New York State Dept. of Health, New York State PTA, and many others. Visit SFM online or contact: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

* CT program suspended 2013-15. Note: Annual smoking movie subsidy calculated on movies' publicly-reported production budgets and states' estimated net film subsidy rate. Refined results may be available for states that disclose subsidy awards to specific productions. CA estimate adjusted to reflect that many film productions there are not subsidized.