

Our children are  
the targets. How can  
we protect them?

**76%** of U.S.

movies since 1999 feature tobacco.

No wonder movies recruit more kids to smoke than traditional tobacco advertising does.

The solution is obvious.

To keep smoking out of future G, PG and PG-13 movies, Hollywood should treat smoking in kids' movies the same way it treats foul language.

Experts say rating smoking "R" would avert 60,000 deaths a year.

**That's like ending all U.S. deaths from criminal violence, illegal drugs and HIV/AIDS — combined.**

Hollywood already tailors its films to achieve certain ratings.

And the tobacco industry is legally bound not to pay to get its products on screen.

So there's really no reason for films

to push smoking at kids. Adolescence is when most smokers start.

**Movies recruit 390,000 new young smokers each year. Are you ready to protect them?**

Tell the big media companies that own the famous Hollywood studios *how much parents care.*

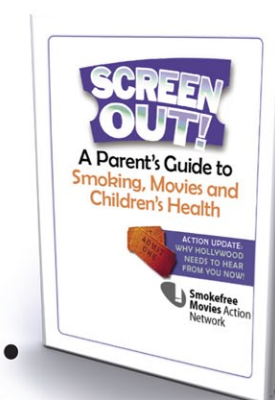
To make the strongest impression, write the CEO's of **Disney, Sony** and **Time Warner.** They're responsible

for the most U.S. movies with tobacco images over the last seven years.

All this time, our kids have been watching. And learning.

We can still protect them.

But we must act now.



**For your FREE Parent's Guide to Smoking, Movies & Children's Health, with action strategy, please visit [www.smokefreemovies.ucsf.edu/parents](http://www.smokefreemovies.ucsf.edu/parents)**

**Get smoking out of kid-rated movies.**