



October 7, 2003

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Stanton A. Glantz, PhD
Professor of Medicine
University of California-San Francisco
530 Parnassus
Suite 366, Box 1390
San Francisco, CA 94103-0130

Dear Dr. Glantz:

The American Academy of Pediatrics (AAP), representing 57,000 pediatricians, would like to express its support for the "Smoke Free Movies" public health campaign. When many people think of tobacco-related health problems, they think only of adults and the problems of long-term smoking. Yet children and adolescents suffer from serious tobacco-related health problems as well. Ninety percent of all smokers begin their tobacco habit during their teens.

The messages young people get from the media influence their decisions about their health, including tobacco use. We believe the following four campaign recommendations, if implemented, will limit tobacco use in movies seen by childhood audiences, thereby helping to reduce the number of children who use tobacco.

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- **Rate New Smoking Movies "R"**

Any film that shows or implies tobacco use should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.

- **Certify No Pay-Offs**

The producers should post a certificate in the credits at the end of the movie declaring that nobody on the production received anything of value (cash money, free cigarettes or other gifts, free publicity, interest-free loans, or anything else) from anyone in exchange for using or displaying tobacco.

- **Require Strong Anti-Smoking Ads**

Studios and theaters should require a genuinely strong anti-smoking ad (not one produced by a tobacco company) to run before any film with any tobacco presence, regardless of its MPAA rating.

- **Stop Identifying Tobacco Brands**

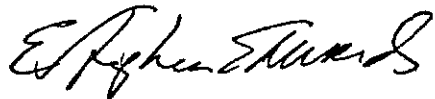
There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.

Smoke Free Movies

Page 2

The time is right to reduce the presence of smoking in movies seen by childhood audiences. We applaud the goals of the "Smoke Free Movies" public health campaign, and thank you for your efforts.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Stephen Edwards". The signature is written in a cursive, flowing style.

E. Stephen Edwards, M.D.
President

ESE/mlt