



April 6, 2009

Mr. Dan Glickman
President
Motion Picture Association of America
1600 Eye Street, NW
Washington, DC 20006

Dear Mr. Glickman,

The Academy of General Dentistry, representing approximately 35,000 general dentists members, is pleased to support the goals of the “Screen Out!” campaign. We agree that the use of tobacco in movies is unnecessary, serving no purpose but to glamorize and inappropriately emphasize smoking as a desirable behavior. This is particularly problematic as it applies to youth, since smoking in movies has been shown in several studies to be a risk factor for initiation of smoking by adolescents.

The messages that 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 youth audiences, thereby helping to reduce the number of young people who use tobacco.

Rate New Movies with Smoking “R.” Any film that shows or implies tobacco 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 the smoking of a real historical figure.

Certify No Pay-Offs. Movie producers should post a certificate in the credits at the end of a movie declaring that no one on the production received anything of value in exchange for using or displaying tobacco products.

Require Strong Anti-Smoking Ads. Studios and theatres should require effective counter-tobacco advertising (not produced by tobacco companies) before films with any tobacco presence, regardless of rating.

Stop Identifying Tobacco Brands. No tobacco brand identification should be present in movies, nor should brand images appear in action or background scenes.

Significantly reducing the amount of tobacco usage in movies is a very effective way to help prevent young people from becoming smokers. The Academy of General Dentistry is pleased to

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join America's leading medical and health organizations and support the effort to achieve this important goal. We also urge other community-based organizations concerned about the health of our children to endorse these policies and the motion picture industry to adopt and implement them.

Sincerely,

A handwritten signature in black ink that reads 'Paula S. Jones, DDS, FAGD'. The signature is written in a cursive style.

Paula S. Jones, DDS, FAGD
President, Academy of General Dentistry

cc: American Medical Association Alliance

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