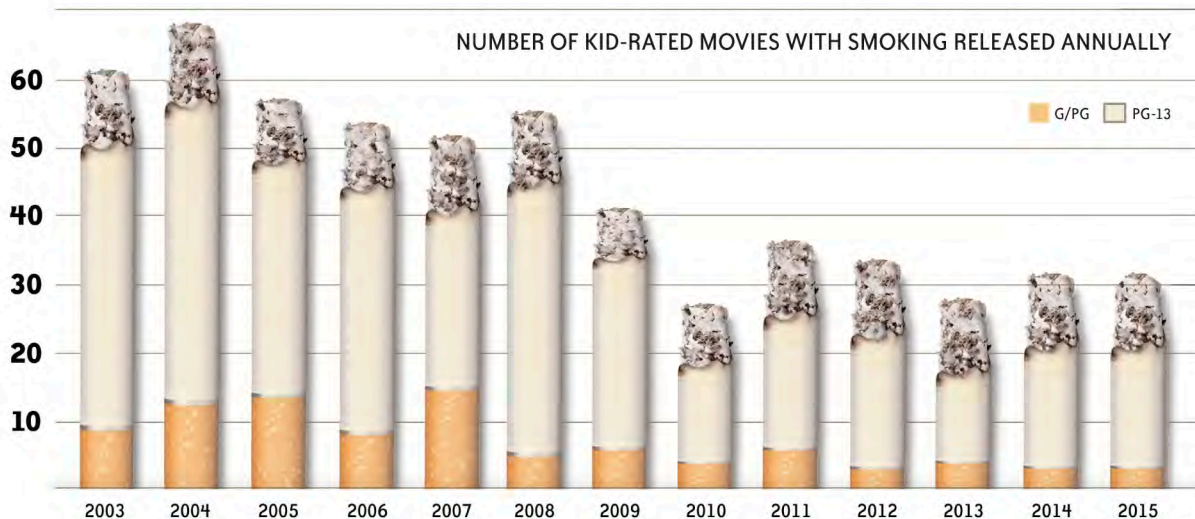


Smoking in movies

Half-way won't hack it.

Hollywood has proven it can cut back on smoking. But it's only gone half-way.



Since 2003, when the US film industry first learned that smoking in movies kills in real life, Hollywood has released 575 top-grossing, kid-rated movies featuring 14,670 tobacco incidents that have delivered 146 billion tobacco impressions to theater audiences in the United States and Canada alone.

Have audiences seen any progress since 2003? Yes. The number of PG-13 movies with smoking declined by about half from 2003 to 2015. Tobacco incidents in kid-rated movies also fell by half, from more than 1,200 incidents a year to around 600.

But half-way doesn't hack it. It's been four years since the US Surgeon General concluded that smoking in movies causes kids to smoke. Yet, in 2015, nearly half of PG-13 movies still had tobacco imagery, no change from 2012. And the average kid-rated film with smoking shows as much smoking as ten years ago. No progress there.

Today, all MPAA-member companies boast tobacco depiction policies on their books. Some companies clearly make an effort to

Decline in number of kid-rated movies with smoking, 2003-2015

COMCAST	-40%
DISNEY	-67%
FOX	-64%
SONY	-50%
TIME WARNER	-64%
VIACOM	-71%
INDEPENDENTS	-8%

enforce them (box). And yet, in 2015, 43 percent of MPAA-members' PG-13 movies still featured tobacco.

The record was worse for independents. In 2015, 59 percent of their PG-13 movies included tobacco, the biggest share in six years. Independents released one-quarter of kid-rated films in 2015, but accounted for 40 percent of kid-rated films with smoking.

After more than a decade—most of a childhood for millions of kids worldwide—Hollywood has proven that half-measures only keep young audiences at risk.

The US CDC reports that kid-rated movies with smoking will recruit 3.2 million young US smokers in this generation, resulting in a million entirely preventable deaths. That's why kids everywhere need an industrywide standard that covers every producer, director, distributor and movie. Our kids deserve the straightforward, powerful protection of the R-rating.

One little letter **R** will save a million lives.

