

SMOKE FREE MOVIES

WHEREAS tobacco use is the leading cause of preventable death and disability in the U.S.;

WHEREAS youth ages 12-20 are one-sixth of the population but buy more than one fourth of all movie tickets;

WHEREAS most of U.S. movies with smoking are now rated G, PG, or PG-13;

WHEREAS more than three quarters of all U.S. live action PG-13 movies and 40 percent of all G/PG live action movies released from 1999-2004 featured tobacco;

WHEREAS exposure to smoking in movies recruits half of all new adolescent smokers in the U.S.;

WHEREAS each year an estimated 390,000 teens start smoking because of their exposure to smoking in movies, 120,000 of whom will die prematurely as a result;

WHEREAS the tobacco industry has a long, documented history of promoting the use of tobacco and particular brands on screen, while concealing and denying the practice;

WHEREAS the U.S. Centers for Disease Control in 2002, 2003, and 2005 listed smoking in movies as a primary reason that the decline in teen smoking has stalled;

WHEREAS smoking in television ads for movies, significantly greater in ads for movies that display a particular tobacco brand, reach the vast majority of children and teens;

WHEREAS the World Health Organization, American Medical Association, American Heart Association, American Lung Association, American Legacy Foundation, American Academy of Pediatrics, American Academy of Allergy, Asthma, and Immunology, Society for Adolescent Medicine and others – including the Los Angeles Department of Health Services, US Public Interest Research Group and Interfaith Center Corporate

Responsibility—endorse getting smoking out of future movies rated G, PG, and PG-13;

WHEREAS the majority of state Attorneys General have written the Motion Picture Association of America urging Hollywood to play an active role in reducing the number of children who smoke because of smoking in the movies;

WHEREAS University of California-San Francisco has mounted an educational and advocacy campaign, Smoke Free Movies, designed to reduce the value of American movies as promotional devices for the tobacco industry through four simple voluntary actions by the motion picture industry:

Rate New Smoking Movies 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 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;

NOW, THEREFORE BE IT RESOLVED that _____ endorses the four objectives of the Smoke Free Movies Campaign.

Be if further resolved that this resolution shall be transmitted to the Motion Picture Association of America; to the major motion picture studios and to their parent corporations (Warner Bros., owned by TimeWarner; Disney and Miramax, owned by The Walt Disney Company; Dreamworks LLC; 20th Century Fox, owned by The News Corporation; Columbia and MGM, owned by Sony Corporation of America; Universal, owned by General Electric; Paramount owned by Viacom); and the University of California-San Francisco Smoke Free Movies Project.

SIGNED _____ TITLE _____ ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

