



TOBACCO IN THE MOVIES

KNOW THE FACTS:

- 1.) Deaths from tobacco in the world will reach 450 million by 2050. ¹
- 2.) U.S. movies recruit about 390,000 new teen smokers every year. 120,000 of these will die from illnesses caused by tobacco. ²
- 3.) Watching smoking in movies is the main reason about half of youth start smoking. ³
- 4.) Hollywood showed about 14 billion tobacco images in one year to youth ages 10 to 14. ⁴



"MOVIES ARE BETTER THAN ANY COMMERCIAL THAT HAS BEEN RUN ON TELEVISION OR ANY MAGAZINE BECAUSE THE AUDIENCE IS TOTALLY UNAWARE OF ANY SPONSORSHIP INVOLVEMENT."

- Movie Production Executive to RJ Reynold Tobacco

- 5.) While the portrayal of smokers in movies is not realistic, more than half of youth believe that movies correctly represent American life. ^{5,6}
- 6.) The Tobacco industry spent \$15 billion on cigarette advertising and promotion in movies in 2005. ⁷

¹ Teens Join Global Fight Against Hollywood Flicks Pushing Tobacco. Smokefree Movies Action Network International Day of Action 2005.

² McMillen R, Tanski S, Winickoff J, Valentine N. Attitudes About Smoking in the Movies. Social Research Center

³ <http://Smokefreemovies.ucsf.edu/problem/moviessell.html>

⁴ Sargent JD, Tanski SE, Gibson J. Exposure to movie smoking among US adolescents aged 10 to 14: a population estimate. Pediatrics. 2007 May, 119(5):e1167-76

⁵ Worth K.A, Duke JD, Green M, Sargent JD. Character Smoking in Top Box Office Movies. First Look Report. October 2007; 18.

⁶ Talking Points. Smokefree Movies Action Network. International Day of Action 2005. California Youth Advocacy Network. Sacramento, CA.

⁷ <http://smokefreemovies.ucsf.edu>