

## DID YOU KNOW...

- Today, about **2,050** adolescents will start smoking in the US.
- More than half will start because of exposure to **smoking in movies**.
- 80% of the movies rated PG-13 – movies targeted directly at these young people – **contained tobacco**.
- The more a favorite star smokes in movies, the more likely that a teen viewer **will smoke**.
- Leading actors light up in **60% of movies**.

*Facts from SceneSmoking.org*



The Asian Coalition for Tobacco-Use Prevention (ACT-UP) is an affiliate of the Sacramento Chinese Community Service Center and Asian Pacific Community Counseling.

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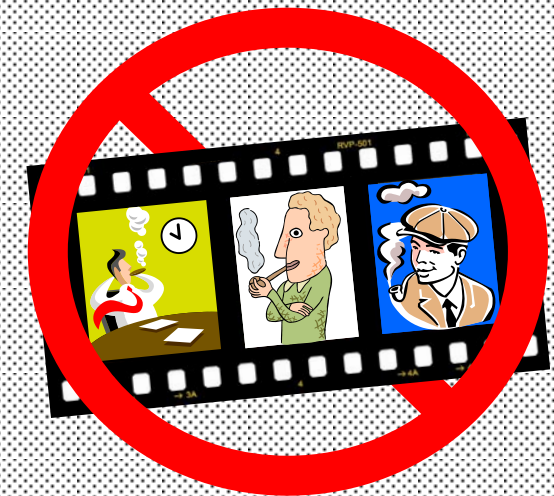
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Join the  
**Asian Coalition**  
for Tobacco-Use Prevention  
in ...

# Reducing Exposure to Tobacco

**in the movies**  
**& in non-recreational outdoor areas.**



**the center**  
sacramento chinese  
community service center



## Is Big Tobacco targeting you at the movies?

ACT-UP has committed to educating the public and the Motion Picture Association of America about the benefits of making youth-rated movies tobacco-free.

### Stop Big Tobacco's influence on youth:

- ⇒ **Adopt a model resolution** recommending that the Motion Picture Association of America make youth-rated movies tobacco-free.
- ⇒ **Sign our petition** to get local movie chains or film festivals to run anti-tobacco Advertisements before youth-rated movies (G, PG, or PG-13).
- ⇒ **Write an opinion editorial** to your local or school newspaper.

# Breathe Cleaner Air

ACT-UP has committed to promoting the adoption and implementation of an ordinance that creates smoke-free outdoor non-recreational public places, such as:

- Farmers' Markets
- College Campuses
- Shopping Centers
- Plazas

### Support cleaner air for all:

- ⇒ **Adopt a smoke-free policy** for your event or write a letter of support encouraging the passing of an ordinance for cleaner air.
- ⇒ **Sign our petition** to recommend that non-recreational outdoor public places be smoke-free!
- ⇒ **Write an opinion editorial** to your local newspapers.
- ⇒ **Join us in speaking to elected officials** about secondhand smoke and how it effects our health.

