

Dear _____ ,

The _____, representing approximately _____ members, is pleased to support the goals of the Tobacco and Hollywood Campaign. We agree that the use of tobacco in the 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 Smoking Movies “R.” Any film that shows or implies tobacco use 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. Movie producers should post a certificate in the credits at the end of movies 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 smoking in movies is a very effective way to help prevent young people from becoming smokers. The _____ is pleased to 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,