

## ***Supporting Smoke Free Movies***

- Whereas** Tobacco use is the number one preventable cause of death and disability; and
- Whereas** Youth ages 12-17 are 11% of the population but are 20% of all movie audiences; and
- Whereas** Most U.S. movies with tobacco imagery are rated G, PG, or PG-13, and three-quarters of all U.S. live action films rated PG-13 and 40 percent of films rated G or PG released in 1999-2005 featured tobacco; and
- Whereas** Exposure to smoking in movies recruits half (52 percent) of all new adolescent smokers; and
- Whereas** Each year an estimated 390,000 teens start smoking because of exposure to smoking in movies and 120,000 will die prematurely as a result; and
- Whereas** The tobacco industry has a long, documented history of encouraging smoking in movies and lying about it; and
- 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, L.A. County Department of Health Services and others endorse getting smoking out of movies rated G, PG, and PG-13;

**Now, therefore, it be resolved** that the \_\_\_\_\_ of Sacramento, California endorses the four objectives of the Smoke Free Movies campaign:

(1) Rate new smoking movies "R," with the sole exceptions being when the tobacco presentation clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure; (2) require producers to certify on screen that no one in the production received anything of value in consideration for using or displaying tobacco; (3) require strong anti-smoking ads before any movie with tobacco use, regardless of rating; (4) stop identifying tobacco brands.