

## The Smoke Free Movies Movement

The Smoke Free Movies Movement proposes four solutions that the U.S. film industry can implement to change the irresponsible use of tobacco on-screen:

- 1. Rate new movies with smoking "R"**  
Any film that shows or implies tobacco should be rated "R".
- 2. Certify no pay-offs**  
Movie producers should post a certificate in the credits at the end of the movie declaring that no one on the production received anything of value in exchange for using or displaying tobacco products.
- 3. Require strong anti-smoking ads**  
Studios and theaters should require effective counter-tobacco advertising (not produced by tobacco companies) before films with any tobacco presence, regardless of rating.
- 4. Stop identifying tobacco brands in movies**  
No tobacco brand ID should be present in movies nor should brand images appear in action or background scenes.

**"No parent in America wants to pay for a movie that pushes smoking on kids."**

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As the largest, most influential grassroots organization of its kind, the American Medical Association (AMA) Alliance offers physician spouses the opportunity to help build healthy communities and support the family of medicine nationwide. The AMA Alliance is the proactive volunteer arm of the American Medical Association and is dedicated to promoting better public health, ensuring sound health care legislation and fund-raising for medical education.

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# SCREEN OUT!

**A CAMPAIGN AIMED AT GETTING SMOKING OUT OF YOUTH-RATED FILMS**



**AMA**  
ALLIANCE

# The Problem

- ◆ Children with the highest exposure to smoking in movies are nearly three times more likely to start smoking than those with the least exposure<sup>1</sup>.
- ◆ About 60% of youth exposure to smoking in movies is from G, PG or PG-13 rated movies<sup>2</sup>.
- ◆ 93% of youth in the United States were exposed to at least one televised movie trailer depicting tobacco use between August 2001 and July 2002<sup>3</sup>.
- ◆ Hollywood recruits approximately 390,000 new youth smokers a year—nearly enough to replace all the smokers who die of tobacco-related diseases on a yearly basis<sup>4</sup>.
- ◆ An analysis of the top 50 grossing movies from May 2003 to April 2004 found that 58% of PG-rated movies and 68% of PG-13 rated movies depicted smoking<sup>5</sup>.



## References

1. Sargent JD, Beach ML et al. (2005) Exposure to Movie Smoking: Its Relation to Smoking Initiation Among US Adolescents. *Pediatrics* 116(5):1183-1191.
2. American Legacy Foundation. Smoking in the Movies Study; May 2003.
3. American Legacy Foundation. Smoking in the Movies Study; May 2003.
4. Dalton MA, Sargent JD et al. Effect of viewing smoking in movies on adolescent smoking initiation: A cohort study. *The Lancet* 2003; 362(9380):281-85.
5. CDC. Projected Smoking-Related Deaths Among Youth United States, *MMWR* 1996, Vol. 45, No.44.

# How You Can Make a Difference

Screen Out! is a three year public awareness campaign with the ultimate goal of getting tobacco out of youth-rated movies through a strong base of grassroots national support.

## Campaign Goals

The Screen Out! campaign has three goals:

1. Write 800 letters to decision makers
2. Gather 750,000 petition signatures from concerned community members
3. Collect 1,500 endorsements from parent, political, health and school-based organizations



## Some of the organizations that endorse Screen Out! include:

American Academy of Pediatrics  
American Heart Association  
American Legacy Foundation  
American Lung Association  
American Medical Association  
American Medical Association Alliance  
Americans for Nonsmokers' Rights  
Campaign for Tobacco Free Kids  
UCSF Smoke Free Movies

# Get Involved

You can make a difference by getting involved in the campaign through our three action steps.

## 1. Organize a petition drive

A petition drive is a simple yet effective way to show the film industry the power of thousands of voices against on-screen smoking and tobacco imagery in movies. The petition drive gives the power back to the public to change Hollywood by sending the MPAA the message that people aren't satisfied with the current rating system

## 2. Work with local partners on an endorsement

An organizational endorsement demonstrates to the movie industry that a network of community groups are concerned with on-screen tobacco promotion in youth-rated films. Endorsements can be gathered from your local Parent Teacher Association Chapter, city council, churches and many other local, state and national organizations.

## 3. Write a personal letter

The easiest way to get involved with Screen Out! is by writing a letter to the chiefs of the six largest movie studios, the MPAA and the theater owners in your community. Be sure to send a copy of your letter to the Alliance so that we can add your voice to others from around the country.

*To join the campaign, go to*  
**[www.screenout.org](http://www.screenout.org)**