

# ALLIANCE

## AMSSNY Advocates to Get the Smoke Out of Movies

The <sup>1589AC</sup>AMA Alliance is commemorating the Great American Smoke Out on November 15 with a postcard campaign to the CEOs of major movie studios. The postcards ask studio executives to get the SMOKE OUT of their G, PG and PG-13 movies and to push the Motion Pictures Association of America to rate tobacco imagery "R" across the industry. Experts indicate that movies featuring tobacco use influence more than one third of all new teen smokers to start. In other words, Hollywood recruits approximately 390,000 new youth smokers a year with 60% of youth exposure to smoking in G, PG and PG-13 rated movies.

AMSSNY will continue this campaign throughout the year, seeking petition signatures and endorsements of other organizations. The four solutions this campaign advocates are:

1. Rate new movies with smoking "R."
2. Certify No Payoff: A certificate in the movie credits declaring that no one on the production received anything of value for using or displaying tobacco products.
3. Require Strong Anti-Smoking Ads: Show effective counter-tobacco advertising (not produced by tobacco companies) before films with any tobacco presence, regardless of rating.
4. Stop identifying tobacco brands.

### ***Dangers of Secondhand Smoke***

The Alliance with the Richmond County Medical Society has chosen to take education into the schools. On October 24, a presentation on the dangers of secondhand smoke was presented to 6-8 graders at St. Theresa's School with an invitation given to present to other schools in the area.

Petitions and more information on the Screen Out program are available from Kathy Rohrer ([krohrer@mssny.org](mailto:krohrer@mssny.org)). Members-at-large and physicians are invited to participate.