



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

“Screen Out!” Fact Sheet

- ◆ Screen Out! activities organize AMA Alliance members to create a parent-to-parent grassroots national network that pressures Hollywood to make all future movies rated G, PG and PG-13 smoke-free.
- ◆ The Smoke Free Movies campaign is an education and advocacy-based effort to reduce the value of movies as recruiters for the tobacco industry.
- ◆ 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 payoffs:** Movie producers should post a certificate in the credits at the end of a 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 theatres 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 identification should be present in movies, nor should brand images appear in action or background scenes.
- ◆ The AMA Alliance launched “Screen Out!”, a three year public awareness campaign, in October 2006 with the ultimate goal of getting tobacco out of Hollywood through a strong base of national support, petitions and endorsements.
- ◆ Over the next three years, the goals of the AMA Alliance’s “Screen Out!” campaign are to write 800 letters to decision makers, gather 750,000 petition signatures from concerned community members and collect 1,500 endorsements from parent, political, health and school-based organizations.
- ◆ Advocates are the most important piece of the “Screen Out!” campaign. Use your voice to speak out against tobacco use in movies by educating your community about the impact of smoking on adolescents.
- ◆ By collecting petition signatures, writing letters and gaining organizational endorsements you can demonstrate to Hollywood that parents care about smoking in movies and want to see a change.

The Influence of Smoking in Movies on Adolescent Tobacco Use

- ◆ Research indicates that one third of all new teen smokers begin smoking because of exposure to tobacco imagery in movies. This means that Hollywood recruits approximately 390,000 new adolescent smokers each year, nearly enough to replace all of the smokers that the tobacco kills on a yearly basis¹.
- ◆ Approximately 60% of youth exposure to smoking is in G-, PG- or PG-13 rated movies^{2,3}.
- ◆ Children with the highest exposure in movies are nearly three times more likely to start smoking than those with the least exposure⁴.

References

1. Dalton MA, Sargent JD et al. Effect of viewing smoking in movies on adolescent smoking initiation: A cohort study. *The Lancet* 2003; 362 (9380): 281-285.
2. American Legacy Foundation. *Smoking in the Movies Study*; May 2003.
3. The 2004-2005 Thumbs Up! Thumbs Down! Analysis of Tobacco Use in Movies. American Lung Association of Sacramento-Emigrant-Trails. <http://www.saclung.org/thumbs/TUTDreports.htm>
4. Sargent, J.D., Beach M.L. et al. Exposure to Movie Smoking: Its Relation to Smoking Initiation Among U.S. Adolescents. *Pediatrics* 2005; 116 (5): 1183-1191.



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For more information or to join the campaign, please visit us online
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