



TOBACCO USE IN MOVIES

“Film is better than any commercial that has been run on television or in any magazine, because the audience is totally unaware of any sponsor involvement.”¹

- Hollywood Public Relations Firm, 1972¹

DID YOU KNOW?

- Between 1999-2006, tobacco was used in 75% of PG-13 and 36% of G and PG films.²
- There is more smoking in movies today than at any other time since the 1950's, despite smoking levels today that are half of what they were in that decade.³
- The tobacco industry used to pay movie studios to have tobacco appear in major Hollywood films such as *Superman II* and *Beverly Hills Cop*.

THE IMPACT ON YOUTH

- Scientific research shows that the more smoking in movies youth view, the more likely they are to start smoking.⁴
- Experts estimate that movies with tobacco use influence up to half of all new teen smokers to start. This adds up to 390,000 new smokers every year.⁴
- Youth who have a favorite movie star that has smoked in three or more of their recent films are 16 times more likely to think positively about smoking.⁵

**Here are some movies from last year that had smoking in them.
Which have you seen?**

- The Curious Case of Benjamin Button
- Indiana Jones and the Kingdom of the Crystal Skull
- Hellboy II: The Golden Army
- The Incredible Hulk
- Mamma Mia!

¹ Available www.smokefreemovies.ucsf.edu/problem/1972.html

² Polansky JR, Glantz SA. First-run smoking presentations in US movies 1999-2006. UCSF Center for Tobacco Control Research and Education. Available <http://repositories.cdlib.org/ctcre/tcpmus/Movie2004/>

³ Glantz SA, Kacirk K et al. Back to the future: Smoking in movies in 2002 compared with 1950 levels. *American Journal of Public Health* 2004;94:261-3.

⁴ Sargent JD, Beach ML et al. Exposure to movie smoking: its relation to smoking initiation among US adolescents. *Pediatrics* 2005;116(5):1183-91.

⁵ Tickle JJ, Sargent JD et al. Favorite movie stars, their tobacco use in contemporary films, and its association with adolescent smoking. *Tobacco Control* 2000;10:16-22.