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.”

- Hollywood Public Relations Firm, 1972

DID YOU KNOW?

- Between 1999-2006, tobacco was used in 75% of PG-13 and 36% of G and PG films.
- 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.
- 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.
- 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.
- 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.

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