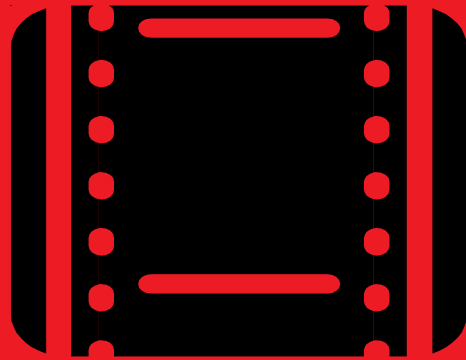


Tobacco and Hollywood Community Action Guide



California Youth Advocacy Network
2006

Tobacco and Hollywood Community Action Guide

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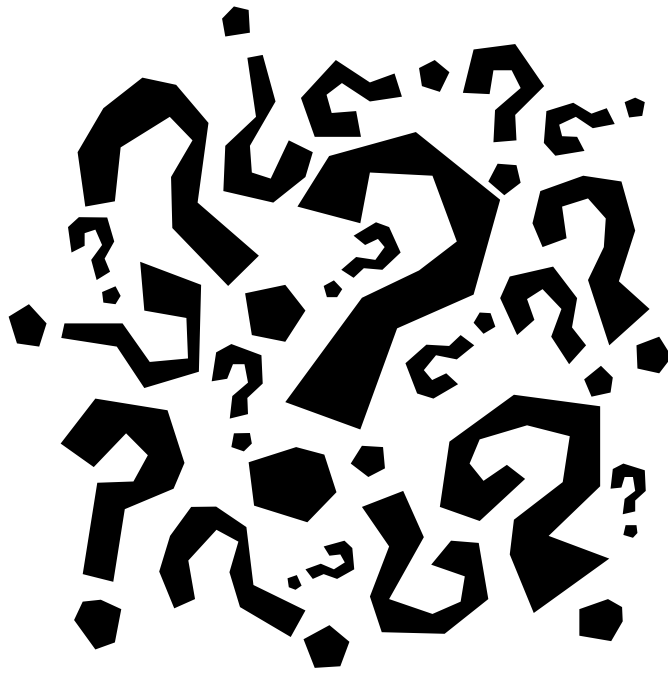
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Introduction

The California Youth Advocacy Network (CYAN) proudly presents the *Tobacco and Hollywood Community Action Guide*. The influence of tobacco products in Hollywood films has reached critical proportions. Images of smoking in movies are manipulating young people to start a deadly addiction to tobacco. By fighting to limit youth exposure, you are taking an important first step in changing tobacco use norms in Hollywood.

This guide is designed to reach youth, community members, and tobacco control advocates. The information inside presents an opportunity for all concerned with this significant issue to learn more, gain the tools to make change, and ultimately get tobacco OUT of Hollywood.



What Are Smoke Free Movies?

The first question anyone asks about this issue is, "What are Smoke Free Movies?" followed by, "I thought you couldn't smoke in movie theatres anymore."

Smoke Free Movies is a term used to describe films that are free of tobacco products or imagery on screen. This means the film is free of:

- any tobacco use on screen, including (but not limited to) cigarettes, cigars, and smokeless tobacco products;
- any tobacco use by actors, actresses, or animated characters; and,
- tobacco brand imagery (Marlboro cigarette pack, Camel billboard, etc.).



Tobacco and Hollywood Campaign Overview

CYAN's Tobacco and Hollywood Campaign launched in Summer 2004, joining a national Smoke Free Movies movement that has been active since the mid-1990's. CYAN saw the need to organize and advocate for Smoke Free Movies at the statewide level. In the years since this campaign began, we have learned many things about how Hollywood works: what challenges exist, who our champions are, and the role advocates can play in changing the use of tobacco on screen.

Our strategy is to create a greater public awareness and a stronger base of support by starting a petition drive and endorsement campaign. Our goal is to gather 5,000 signatures and 30 endorsements of parent, political, health, and school groups. CYAN believes this goal is achievable only with the help and support of diverse community members throughout California.

As of July 2006, the Tobacco and Hollywood Campaign has secured the support of the California State Parent Teacher Association (PTA) and collected 4,000 signatures from youth, parents, and community members in California. Local coalitions are already working to create awareness about tobacco use in the movies and educate the public on actions they can take to change Hollywood.

With the creation of the *Tobacco and Hollywood Community Action Guide*, CYAN hopes to further the momentum for Smoke Free Movies started by advocates ten years ago. This guide is designed to empower all Californians, and give us a voice on the unacceptable use of tobacco in films.



What is the Problem with Tobacco in Hollywood? How Does it Impact Me?

“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

Movies are a very powerful way to influence a society's norms, values, and cultural identity. Movies affect the way we talk, dress, and act in certain situations. Product placement is a relatively new tool for advertisers to reach a captive audience in a subliminal way. Product placement is the practice used by companies to exchange money with a movie producer for the strategic and favorable use of the company's product on screen. The payoff for companies is when movie audiences learn about a product and will prefer that brand when making purchases.

Movies are used both to promote tobacco brands and to “advertise” the acceptability of the act of smoking. Images of smoking on screen add to a viewer's idea of what it means to smoke. Every time a smoker is depicted as a healthy, attractive person, it sends a message to the viewer that smokers can be attractive and healthy. Additionally, as tobacco is used more and more on screen, it gives moviegoers the idea that smoking is more common and acceptable than it really is. On the next page, you will learn more about the scientific research that shows how smoking in films negatively impacts the health of young people.

Since 1999, greater numbers of youth-rated films have featured smoking, including:²

- 75% of PG-13 movies
- 40% of G and PG movies

There is more smoking in movies today than any other time since the 1950's, despite smoking levels in this country today being half of what they were in that decade.³

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

² Polansky JR, Glantz SA. First-run smoking presentations in US movies 1999-2003. 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.

What is the Impact of Smoking in Movies?

- Scientific research shows the relationship between smoking in movies and youth smoking initiation. The more smoking in movies youth view, the more likely they are to start smoking; the less smoking in movies youth view, the less likely they are to smoke.¹
- Experts estimate that movies with tobacco use influence half of all new teen smokers to start. This adds up to 390,000 new smokers every year.²
- Youth who have a favorite movie star that has smoked in three or more of their recent films is 16 times more likely to think positively about smoking.³
- The Centers for Disease Control and Prevention (CDC) has repeatedly cited exposure to tobacco use in media as a major factor in youth smoking.⁴
- Movie audiences are disproportionately made up of youth. 12-17 year-olds make up 20% of movie audiences, yet are only 11% of the general population. Teens are also more likely to be frequent moviegoers than adults.⁵
- Tobacco use is the #1 cause of preventable death in the United States, and the #2 cause worldwide. The American Cancer Society estimates that if trends continue, one billion people will die of tobacco-related disease in the next century.⁶

The impact of smoking in movies is enormous. Smoking in movies not only affects youth in the United States, but also raises equal concerns about young people abroad. Films are a major export of the U.S., with worldwide box office totals for 2004 at \$25 billion.⁷ People around the world learn about the values and beliefs of American society from American films and television. So what message are we sending to the world about tobacco?

¹ Sargent JD, Beach ML et al. Exposure to movie smoking: Its relation to smoking initiation among US adolescents. *Pediatrics* 2005;116(5):1183-91.

² 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.

³ 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.

⁴ CDC. Tobacco use, access, and exposure to tobacco in media among middle and high school students---United States, 2004. *MMWR* 54(12):297-301. Available www.cdc.gov/mmwr/preview/mmwrhtml/mm5412a1.htm

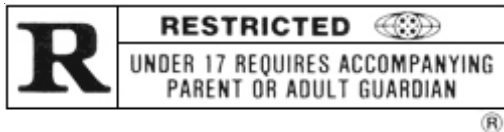
⁵ 2005 US Movie Attendance Study. Motion Picture Association of America.

⁶ Mackay J, Erikson M et al. *The Tobacco Atlas*, 2nd Edition. American Cancer Society. 2006.

⁷ MPA Snapshot Report: 2004 International Theatrical Market. Motion Picture Association. March 2005.

The Four Solutions

Tobacco use in movies is a growing public health concern facing you, your fellow Californians, and the world today. If California's advocates do not get involved, Hollywood will hook millions of youth around the globe to a deadly and addictive substance. What can be done to stop the irresponsible use of tobacco on screen?



Rate New Movies with Smoking "R"

Any film that shows or implies tobacco should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.

The Motion Picture Association of America (MPAA) currently addresses moral concerns such as nudity and language in its rating system. We ask for the product that kills over 400,000 Americans a year be taken as seriously by the rating system as a swear word.



Certify No Pay-Offs

In 1998, the tobacco industry signed the Master Settlement Agreement (MSA), a legal document with 46 state Attorneys General in which they agreed to stop promoting their products in movies. Let's get the studios to certify that no one involved in the motion picture is benefiting in any way from having tobacco in the film. Certification will give producers an incentive to keep the influence of the tobacco industry at bay, and still preserve their freedom to include tobacco in any R-rated film.



Require Strong Anti-Smoking Ads

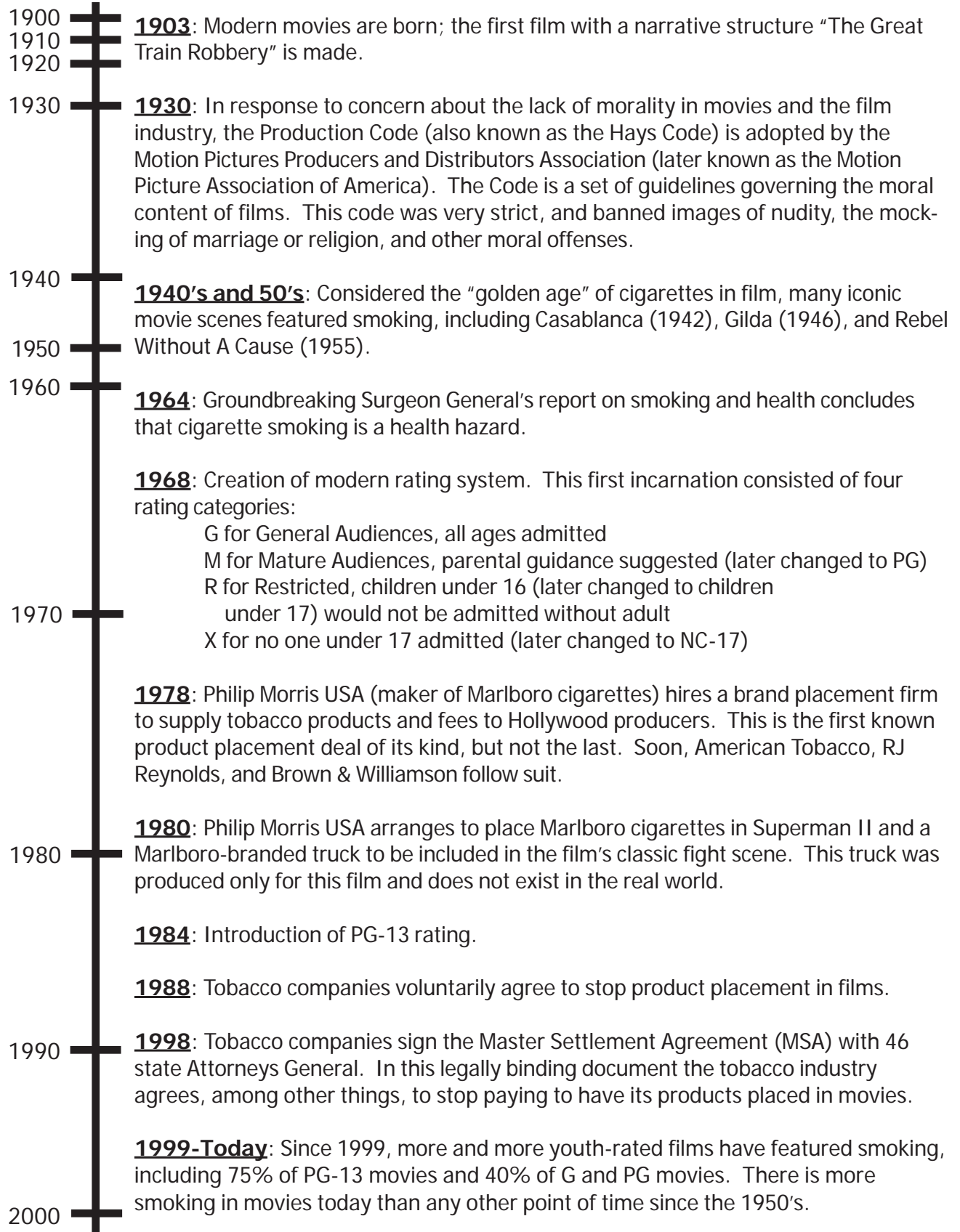
Anti-tobacco ads before movies are effective at interrupting the fantasy of movies and making audiences think critically about the promotion of tobacco use on screen. Audiences will still be just as willing to enjoy the film and recommend it to their friends.



Stop Identifying Tobacco Brands

No matter what creative explanation is given for smoking on screen, there is no excuse for brands to be shown or promoted. Every time a tobacco brand appears in a movie, it is treated unlike any other brand appearance, which must be cleared with the manufacturer before becoming part of a film. Tobacco companies say they don't give approval to movie studios who ask for it. So why do audiences still see it?

Tobacco in Movies Timeline



The Hollywood Players and YOU

What's My Role?

Motion Picture Association of America (MPAA)

The MPAA serves as the voice and advocate of the American motion picture, home video and television industries. One main task of the MPAA is to rate movies seen in the United States. This rating system is designed for parents to choose which movies are acceptable for their children to see. The MPAA currently rates movies based on:

- theme
- violence
- nudity
- sensuality
- drug abuse
- language

The MPAA is the only group - not Congress - that has the power to change the way films are rated.

Power to Change: THE RATING SYSTEM

Producers

Producers find the money to make a film. To finish a movie within a budget, producers often make multi-million dollar deals with companies to place products in their films. If producers think that tobacco images or featuring a brand on screen will help a film financially, they will allow them to continue. If they have reason to think it will make a film cost more or earn less, they will discourage showing tobacco on-screen.

**Power to Change: CERTIFY NO PAYOFFS
STOP IDENTIFYING TOBACCO BRANDS**

Directors

We understand directors are frustrated with the idea that tobacco-free advocates ask them to take tobacco use into consideration when editing a movie. However, we also ask them to look beyond a single scene or film to consider the real effect that tobacco use and images has on their audiences. The impact on young people adds up over years and is outside of any one director's control. And while directors are unable to control whether a producer is getting paid to put tobacco brand cartons in the background of a scene or whether a high-powered star wants to have their character smoke, they can control what visuals make it onto the roll of film they shoot.

Power to Change: AMOUNT OF SMOKING IN MOVIES

The Hollywood Players and YOU

What's My Role?

Studios

Studios oversee a movie's production, from start to finish. They specify what MPAA rating the finished film should earn, and can re-edit a film to achieve that rating. Studios also have the power to overrule producers on which products, if any, will be strategically placed or used on camera. In short, they have the ultimate power to determine if tobacco images make it into films intended for youth audiences.

**Power to Change: AMOUNT OF SMOKING IN MOVIES
STOP IDENTIFYING TOBACCO BRANDS**

National Organization of Theatre Owners/Local Theatres

Theatres have the power over which movies, and most importantly, which movie trailers, get shown to audiences. Owners and managers can run anti-tobacco spots before all films featuring smoking. Strong anti-smoking ads that ridicule smoking or highlight the tobacco industry's record turn audiences into critical viewers of tobacco use in the movie that follows - without costing studios at the box office.

Power to Change: REQUIRE STRONG ANTI-TOBACCO ADS

YOU, The Advocate

You may be asking yourself: How do I fit in to all this? Advocates are the most important piece in this puzzle. Other than speaking with your wallet by not going to youth-rated movies with smoking in them, you have several tools to change Hollywood:

- **YOUR MIND:** Every time you go to see a movie, be a critical viewer and ask yourself: Was there smoking, tobacco use, or a tobacco brand in this movie? Did it make the movie better to have smoking? Would I miss the smoking if it wasn't there?
- **YOUR VOICE:** Speak out against tobacco use in movies by educating your friends, neighbors, and community about the impact smoking can have on young people.
- **YOUR PASSION:** Once you are done educating yourself and your local community, take your passion and make change. Take an active role in gathering petition signatures and endorsements to show Hollywood that the public cares about smoking in movies, and we won't take no for an answer.

Power to Change: HOLLYWOOD!!!

Tobacco and Hollywood

Frequently Asked Questions (FAQ's)

If movies with smoking are rated "R," does that mean kids can't see classic Disney movies?

Not at all. First, the rating changes the Tobacco and Hollywood Campaign are asking for would only apply to NEW movies. Second, if smoking were a part of the ratings process, Hollywood would make sure not to put tobacco in movies for youth audiences, as they do now with nudity and drug use.

Isn't this censorship?

Rating movies "R" for smoking is no different than rating them "R" for nudity. The ratings system is not legislation or monitored by the government - it is a VOLUNTARY system created by the movie industry. Filmmakers would still be free to put all the smoking they wanted on screen, and would simply earn an "R" for doing so.

Shouldn't parents be responsible for what their kids see in movies and talking to them about the dangers of tobacco?

Absolutely. The four Smoke Free Movies solutions give parents more information about tobacco use in films. Changing the rating system, for example, will give parents more information about what behaviors are in the movies their kids watch and letting them choose what is appropriate for their family.

What are some examples of movies I might have seen with smoking in them?

Some of the more popular movies featuring smoking include Men In Black II, Chronicles of Narnia: The Lion, The Witch, and The Wardrobe, Shark Tale, and X-Men: The Last Stand. For a list of all the youth-rated movies that featured smoking in 2005, go to page 66.

More Questions? Go to www.smokefreemovies.ucsf.edu.

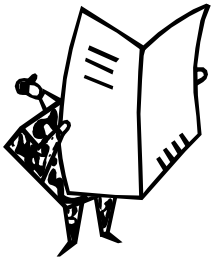


The Tobacco and Hollywood petition drive is a simple yet effective way to show the film industry the power of thousands of voices working for Smoke Free Movies. By sending the Motion Picture Association of America (MPAA) the message that people aren't satisfied with the current rating system, the petition drive gives the power back to the public to change Hollywood. In this section of the guide, advocates will find all the tools necessary to carry out a successful petition drive in their community.

Step By Step Petition Drive Instructions

Step 1: Educate yourself, your coalition, and/or organization on the Smoke Free Movies issue.

In educating yourself on the Smoke Free Movies issue, you will become a resource on smoking in movies in your community. Here are some tips to make sure your coalition is prepared:



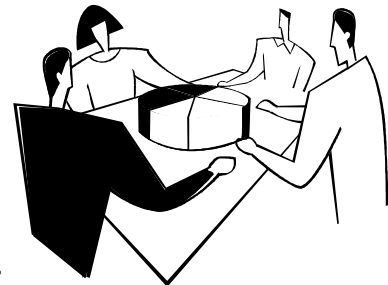
- Conduct a training using the slide presentation on pages 23-31.
- Review and be familiar with the talking points. Identify three to five that are most relevant to your coalition and memorize them.
- Be prepared for all aspects of the petition drive, including awareness of Smoke Free Movies facts, the petition process, and petition drive goals.

Step 2: Develop a petition drive action plan that works best in your community.

Meet with your coalition to brainstorm activities that will work where you live. Here are some ideas to get you started:

- Gather signatures outside a movie theatre, video rental store (Blockbuster, Hollywood Video), or retailer (Best Buy, Circuit City).
- Create a petition event for high school campuses in your community.
- Give a presentation to community members interested in joining the petition drive.

Be sure to use the "Developing An Action Plan" Worksheet on pages 18-19 to develop strategies for your community.



Step 3: Follow your petition drive action plan.

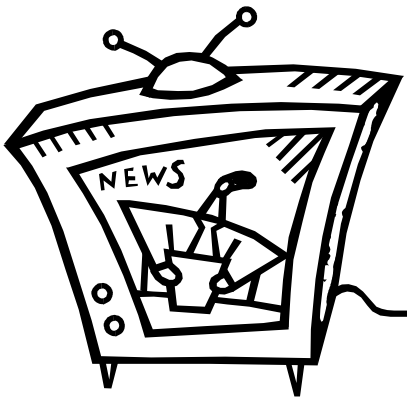
Some things you may want to remember:

- Bring a camera or video recorder to document your event and its success.
- Hand out promotional items and/or flyers to those who are interested in the Smoke Free Movies issue.
- Be prepared to field questions from the public. If you don't know the answer, that's okay - refer them to an alternate resource or let them know you will follow up later.

Step 4: Publicize the petition drive to your community.

Be sure to send media contacts a press release (a sample is on page 34). Also:

- You can enlist the aid of community newspapers, television, and radio stations in your community to help publicize an event in a cost-effective manner.
- Contact the media with the details of your event to pitch the story. Invite local, high school, and college press to observe your event.
- Consider sending a media alert to local media with the date, time, location, and details of your event a couple of days in advance.
- As your coalition contacts the media, offer to be a resource on the Smoke Free Movies issue.



Following your event:

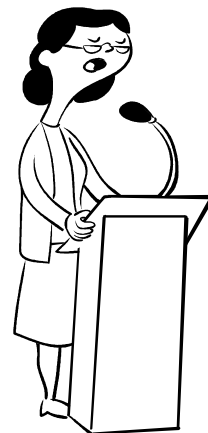
- Write an op-ed piece for your local community or school paper.
- Alert CYAN to any local media coverage of your event.

Step 5: Let Hollywood know how you feel.

Send all the petition signatures you gather to CYAN. These petitions will be used in advocacy activities directed at the MPAA.

CYAN

**Attn: Tobacco and Hollywood Campaign
4811 Chippendale Drive, Suite 300
Sacramento, CA 95841**



Developing an Action Plan

Every community is different, and no one knows it better than you! Start by meeting with your coalition members or others working on the issue and develop a strategy to prepare for an effective petition drive.

A great tool to use is the Midwest Academy Strategy Chart. This simple chart helps you think strategically about every step of your local activities. Below you will find an explanation of how to complete the chart and a sample Petition Drive Strategy Chart. After reviewing the sample strategy, complete your own strategy chart on the next page, taking into consideration the special needs and goals of your community.

Goals: What are you trying to accomplish in the short-term, medium-term, and long-term?

Organizational (or Individual) Considerations: What resources do you have? What resources do you need? How will the organization improve with their involvement in this campaign? What are the challenges to your success?

Constituents, Allies, and Opponents: A constituent is someone or something that cares enough about an issue to join the cause. Do you have someone to help? Do you have groups of people that will be on your side of the issue? Who will not be on your side of the issue?

Targets: A target is always a person, not an organization. Who has the power to give you what you want? As a secondary target, who has the power to make your main target give you what you want?

Tactics: For each target, what specific tactics can you use? Choose tactics that can best make the power of your organization be felt.

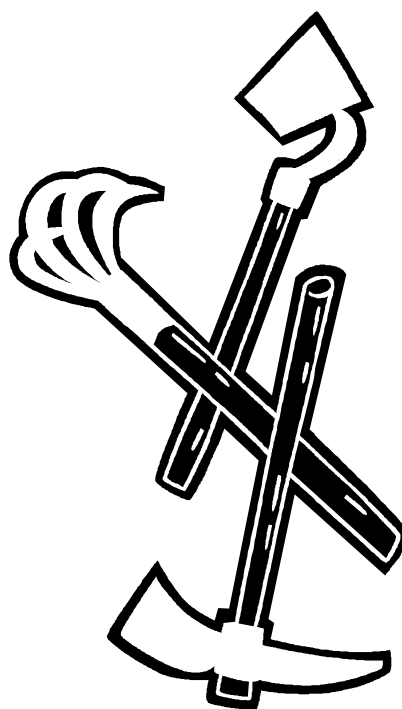
Sample Petition Drive Strategy Chart

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
1. Long-term Goal • <i>Smoking out of youth-rated movies.</i> 2. Medium-term Goal • <i>Get 5,000 signatures.</i> 3. Short-term Goal • <i>Recruit 10 people to collect signatures.</i>	1. Resources We Have • <i>Tobacco and Hollywood Action Guide</i> 2. Resources We Need • <i>Volunteers</i> 3. What Do We Want? • <i>Create partnerships</i> 4. Challenges • <i>Decision-makers have rejected similar goals</i>	1. Constituents • <i>Health Department</i> • <i>Parent Groups</i> 2. Potential Allies • <i>Moviegoers</i> • <i>Theatre Owners</i> 3. Potential Opponents • <i>Smokers</i> • <i>Trade Associations</i>	1. Primary Targets • <i>Dan Glickman, President of MPAA</i> 2. Secondary Targets • <i>MPAA Ratings Board Members</i>	1. Primary Tactics • <i>Door-to-door signature gathering</i> • <i>Collecting signatures at community events</i> • <i>Asking for signatures at movie theatres and rental stores</i>

Petition Drive Strategy Chart

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics

Tools For Success



On the following pages, you will find all the tools you need to work on a Smoke Free Movies petition drive in your community. Each tool assists you in completing a task in a successful campaign. All of these tools are reproducible, so make as many copies as you need!

Petition: A basic template to gather signatures.

Key Messages: Know them all, but focus on a specific few that are especially important or relevant to your community.

Power Point Presentation: Bring awareness to the issue of tobacco use in movies to your coalition, and teach how the petition can make a difference.

Fact Sheet: Hand these out at public events when gathering signatures.

Flyer: As educational as the fact sheet, at one quarter the cost to reproduce.

Press Release: Now that you are making change in your community, it is time to let people know about it!

Petition to the Motion Picture Association of America (MPAA) to Remove Tobacco from Youth-rated Movies (G, PG, PG-13)

Hollywood has a hold on young people the way that no other medium does. A national study in the journal PEDIATRICS reports that youth with the greatest exposure to movie smoking are 2.6 times more likely to start smoking themselves. In fact, it has been estimated movies are responsible for 52% of youth who start smoking. Combine these facts with the knowledge that **2 out of every 3** G, PG, and PG-13 movies include tobacco use and/or imagery, and you have a potential epidemic on your hands. Do your part to end the influence of Big Tobacco on America's young people!

We, the undersigned residents of California, call upon the Motion Picture Association of America to adopt the following changes to the rating system:

Movies featuring tobacco use and tobacco brand images will be rated 'R' by the Ratings Board unless it is determined that the presentation of tobacco clearly reflects the dangers of tobacco use or accurately portrays the smoking behavior of a historical figure.

	Name	City	Age
1			
2			
3			
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13			
14			
15			

Petition Drive Key Messages

About...the national Smoke Free Movies movement

- Leading national organizations support the policy goal of an R rating for any film that features tobacco use, products, or brands. These organizations are: the American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, American Medical Association, Americans for Nonsmokers' Rights, Campaign for Tobacco Free Kids, and the Smoke Free Movies campaign.

...On-Screen Smoking

- 2 out of every 3 youth-rated U.S. movies include tobacco use and/or imagery. This includes movies like Men in Black II, Shark Tale, Chronicles of Narnia: The Lion, The Witch, and The Wardrobe, and X-Men: The Last Stand.
- Experts estimate that movies with tobacco use influence half of all new teen smokers to start, totaling 390,000 every year.
- Tobacco company documents show that major U.S. tobacco companies spent millions of dollars to get their products into U.S. movies from the late 1970s until at least the mid-1990s.

...The U.S. Film Rating Solution

- The Petition Drive is an opportunity to let Hollywood know that people of all ages and backgrounds care about this issue. Californians want to see a change in the ratings system that reflects their concerns about the use of tobacco in youth-rated movies.
- No government regulation would be required. Filmmakers would remain free to use smoking and tobacco anyway they like in any film, taking ratings into account as they do now. An R rating would encourage studios to keep smoking out of films that would otherwise be rated PG-13.

The "R" Rating

This is not a moral issue. The scientific research has drawn a link between the smoking youth see in movies and starting to smoke.

This is not an issue of censorship. Hollywood already uses its voluntary rating system to limit exposure to violence, sexual situations, and language for audiences of different ages. Let's update the system.

This is a public health issue. Hollywood is hooking kids on tobacco. By rating movies with tobacco "R", these trends are reversible. We want the Motion Picture Association of America to take smoking, the #1 cause of preventable death in the U.S., as seriously as a swear word.

For more information on the research cited here, go to www.smokefreemovies.ucsf.edu.

I Smoke Free Movies

Petition Drive

What is a Smoke Free Movie, how does it impact me, and what can I do about it?

Smoking in Movies

This presentation will talk about:

- What is a Smoke Free Movie?
- How much tobacco is in youth-rated (G, PG, and PG-13) movies?
- How does smoking in youth-rated movies impact me?
- How can this problem be solved?
- How to get more involved.
- Resources available to YOU.

Smoking in Movies – What Does it Mean?

Smoke Free Movies is a term that describes films that are free of tobacco products or images. This includes:

- Tobacco use on screen by actors, actresses, and animated characters.
- Tobacco use includes all forms – cigarettes, cigars, and smokeless tobacco.
- Tobacco brand images are shown.

Tobacco Use as a Prop

Tobacco is used on screen to show a variety of characteristics:

Sexiness

Rebellious

Humor

Nervous

Evil

Conflicted

Deceptive

What do these images say about smoking?



She's The One (R) - 1996



Sin City (R) - 2005

R-rated



Fight Club (R) - 1999



Phone Booth (R) - 2002

Youth-rated (G, PG, PG-13)



Superman II
(PG) - 1980



Aladdin (G) - 1992



X Men: The Last Stand (PG-13) - 2006



Men in Black II (PG-13) - 2002

How Much Tobacco is Really in Youth-Rated Movies?

- 75% of PG-13 movies have tobacco use
 - 40% of G and PG movies have tobacco use
 - More tobacco in movies now than the 1950's, when twice as many people in the U.S. were smokers

Casablanca
Humphrey Bogart



Breakfast at Tiffany's

Audrey Hepburn



What Effect Does Smoking in the Movies Have on Youth?

- 2005 National Study
 - Dartmouth University
 - Published in peer-reviewed scientific journal *PEDIATRICS*

After measuring other risk factors (risk-taking, peer group, parent smoking behavior), tobacco in movies was determined to be a primary independent risk factor for young people to start smoking.

What Effect Does Smoking in the Movies Have on Youth?

- Experts estimate that movies with tobacco use influence half of all new teen smokers to start, giving the tobacco industry an estimated 390,000 new smokers each year.
- The Centers for Disease Control and Prevention (CDC) has repeatedly cited exposure to tobacco use in media as a major factor in youth smoking.

Why is Smoking in Movies Such a Problem?

- Movies are unique to television and other visual media because viewers are a captive audience, and often unaware of product placement in film.
- Youth ages 12-17 are 20% of the moviegoing population. Hollywood spends millions of dollars marketing G, PG, and PG-13 movies directly at the youth population.
- Most images in the media of smoking behaviors give a positive view of a world with tobacco, where no one ever gets sick and dies. Tobacco in the movies actually SELLS tobacco as a product.

How Can This Problem Be Solved Without Censorship?

- Rate new smoking movies “R.”
Any film that shows or implies tobacco should be rated “R.” The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.
- Certify no pay-offs.
Require producers to certify on screen that no one in the production received anything of value in consideration of using or displaying tobacco.

How Can This Problem Be Solved Without Censorship?

- **Require strong anti-tobacco ads.**

Studios and theatres should be required to show strong anti-tobacco ads before any movie with tobacco use, regardless of rating.

- **Stop identifying tobacco brands.**

There should be no tobacco brand identification nor the presence of tobacco brand imagery in the background of any movie scene.

Tobacco and Hollywood Campaign

- Working locally with youth, parents, health professionals, and tobacco control advocates
- Providing advocates with tools, resources, trainings, and promotional items
- Two main campaigns:
 1. Petition Drive
 2. Endorsement Campaigns

Petition Drive

- Why a petition drive?
 - Shows the power of thousands of voices, of all ages, from all over the state.
 - Simple to do.
 - Cost-effective.
 - Makes one specific request: Give movies with smoking a R rating.
 - Exemption for depiction of a historical figure or showing the negative consequences of tobacco use.
- Targets a main decision-maker – the Motion Picture Association of America (MPAA).

Petition Drive: Main Targets

- Why the Motion Picture Association of America (MPAA)?
 - The MPAA is the entity that rates the movies.
 - They alone set the standards for what is considered G, PG, PG-13, and R. Legislators and the movie industry DO NOT have a say.
 - Currently consider language, drug and alcohol use, “theme,” violence, nudity, and sex when rating movies.

Smoking in Movies – A Quick Summary

Most **youth-rated** movies have tobacco use
and/or imagery

+

Young people are **influenced** the more they see
tobacco in movies

=

A HEALTH CRISIS

Useful Resources

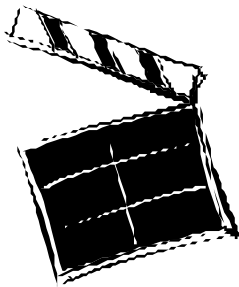
- California Youth Advocacy Network
(www.cyanonline.org)
 - Download portions of the Smoke Free Movies Community Action Kit.
- Smoke Free Movies
(www.smokefreemovies.ucsf.edu)
 - Comprehensive source of news, research, and tools on the issue of tobacco use in films.
- Thumbs Up! Thumbs Down!
(www.scenesmoking.org)
 - Features the most comprehensive youth-driven database on smoking and movies in the world.
- Motion Picture Association of America (MPAA)
(www.mpa.org)
 - The voice of the movie industry.



THE PROBLEM

Since 1999, greater numbers of youth-rated films have featured smoking, including:

- 75% of PG-13 movies
- 40% of G and PG movies



THE IMPACT

A recent national study in the journal *PEDIATRICS* reports that youth with the greatest exposure to movie smoking are 2.6 times more likely to try smoking.

Experts estimate that movies with tobacco use influence half of all new teen smokers to start. This adds up to 390,000 new smokers every year.

This is almost enough to replace the 430,000 people that die every year in the U.S. from smoking-related disease.

The Four Solutions

RATE NEW MOVIES WITH SMOKING "R"

Any film that shows or implies tobacco should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.

The MPAA has resisted past proposals to rate movies with tobacco use "R," with the rationale that tobacco is a legal product. However, the MPAA does consider foul language to be a reason to rate a movie "R," despite the fact that swearing is legal and, unlike tobacco use, presents no health danger to the public.

Sign the Petition to the MPAA to Remove Tobacco from Youth-rated Movies.

Rating movies with tobacco "R" will reduce the amount of smoking youth see by over 60%!!!

CERTIFY NO PAY-OFFS

In 1998, the tobacco industry agreed to stop promoting smoking in movies. It should now be a simple matter for producers and studios to certify that nobody involved in a movie benefited in any way from the appearance of smoking or brand images in the film.

REQUIRE STRONG ANTI-SMOKING ADS

Counter-advertising is effective because it interrupts the fantasy aspects of smoking and encourages audiences to be critical viewers.

STOP IDENTIFYING TOBACCO BRANDS

No matter what creative justification may be offered for on-screen smoking, there is no excuse for brand display and promotion.

2 Out of Every 3

G, PG, and PG-13 Films Include Smoking

Smoking in movies is a **PRIMARY** recruiter of new smokers.



Some of those films include:
Men In Black II (PG-13)
White Chicks (PG-13)
Shark Tale (PG)
Curious George (G)

Get Smoking **OUT** of Youth-Rated Films.

Sign the Smoke Free Movies Petition. Then visit www.smokefreemovies.ucsf.edu to find out more.

2 Out of Every 3

G, PG, and PG-13 Films Include Smoking

Smoking in movies is a **PRIMARY** recruiter of new smokers.



Some of those films include:
Men In Black II (PG-13)
White Chicks (PG-13)
Shark Tale (PG)
Curious George (G)

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Smoking in movies is a **PRIMARY** recruiter of new smokers.



Some of those films include:
Men In Black II (PG-13)
White Chicks (PG-13)
Shark Tale (PG)
Curious George (G)

Get Smoking **OUT** of Youth-Rated Films.

Sign the Smoke Free Movies Petition. Then visit www.smokefreemovies.ucsf.edu to find out more.

2 Out of Every 3

G, PG, and PG-13 Films Include Smoking

Smoking in movies is a **PRIMARY** recruiter of new smokers.



Some of those films include:
Men In Black II (PG-13)
White Chicks (PG-13)
Shark Tale (PG)
Curious George (G)

Get Smoking **OUT** of Youth-Rated Films.

Sign the Smoke Free Movies Petition. Then visit www.smokefreemovies.ucsf.edu to find out more.

CONTACT
[Insert name, title]
PHONE
[Insert phone]
EMAIL
[Insert name@address]

EMBARGOED
to [Insert date].

CONCERNED CITIZENS IN [Location] JOIN GLOBAL FIGHT AGAINST TOBACCO IN HOLLYWOOD MOVIES

The community of [Location] joins a growing international movement asking the Motion Picture Association of America (MPAA) to get tobacco out of youth-rated movies.

[Location], [Date] – Smoking and tobacco brand imagery are at the center of an international debate today about the role of Hollywood in glamorizing tobacco use. Youth, parents, and other concerned community members in [Location] are asking the MPAA to rate movies with tobacco use “R.”

[Insert local event information here. Include details on the “who,” “what,” and “where” of your coalition’s activity.]

“Young people everywhere watch and enjoy Hollywood movies,” explains Andrea Valdez, coordinator of the Tobacco and Hollywood Campaign, which is tackling the issue of smoking in movies statewide. “We are not on a moral crusade against Hollywood. The MPAA already rates for moral issues such as nudity and language. All we ask is that a product that kills over 400,000 people a year be taken as seriously by the rating system as a swear word.”

Youth who see the most smoking in movies are more likely to start smoking than youth who see less, according to a recent national study in the November 2005 issue of the journal PEDIATRICS. The first research at the national level of its kind, smoke free movie advocates are concerned this same pattern of viewing smoking on-screen and smoking initiation holds true for youth worldwide.

The world’s largest tobacco company, U.S.-based Philip Morris, makes more than half its sales overseas. Philip Morris is also the manufacturer of Marlboro, the most featured tobacco brand in Hollywood films. In 2004, Hollywood won half of its box office outside North America, where most smokers begin at age fifteen.

[Insert local quote]

[Insert coalition name] is supported by the Tobacco and Hollywood Campaign, a campaign of the California Youth Advocacy Network (CYAN). CYAN is funded by the Department of Health Services, Tobacco Control Section, under contact #05-45721. The Tobacco and Hollywood Campaign is also a partner of the Smoke Free Movies Action Network, a national and international association of organizations working to keep smoking out of future G, PG, and PG-13 movies.

###



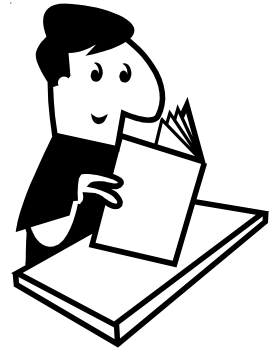
Support from local communities is the most essential part of the Smoke Free Movies movement. The Tobacco and Hollywood endorsement campaign is the next step to create lasting change in the way Hollywood uses tobacco in movies. Winning endorsements from community groups will show Hollywood that Californians are committed to working against tobacco promotion on screen. Within this section, advocates will get specific tools to enhance local efforts on the endorsement campaign.

Step By Step Endorsement Campaign Instructions

Step 1: Educate yourself, your coalition, and/or organization on the Smoke Free Movies issue.

In educating yourself on the Smoke Free Movies issue, you will become a resource on smoking in movies in your community. Here are some tips to make sure your coalition is prepared:

- Conduct a training using the slide presentation on pages 45-53.
- Review and be familiar with the talking points. Identify three to five that are most relevant to your coalition and memorize them.
- Be prepared for all aspects of the endorsement campaign, including awareness of Smoke Free Movies facts, the endorsement and/or resolution process, and campaign goals.



Step 2: Develop an endorsement campaign action plan that works best in your community.

Meet with your coalition to brainstorm activities that will work where you live. Here are some ideas to get you started:

- Gather endorsements and/or resolutions from local Parent Teacher Associations (PTA), acting guilds, health organizations, and city councils.
- Organize endorsing organizations to stage a media event.
- Present to community members who want to join the endorsement campaign.



Be sure to use the "Developing An Action Plan" Worksheet on pages 38-39 to develop strategies for your community.

Step 3: Follow your endorsement campaign action plan.

Some things you may want to remember:

- Bring a camera or video recorder to document any public events and their success.
- Hand out promotional items and/or flyers to those members of organizations whose endorsement you are seeking.
- Be prepared to field tough questions. If you don't know the answer, that's okay - refer them to an alternate resource or let them know you will follow up later.

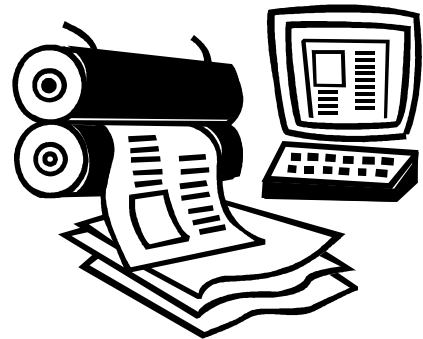
Step 4: Publicize the endorsement campaign to your community.

Be sure to send media contacts a press release (a sample is on page 56). Also:

- You can enlist the aid of newspapers, television, and radio stations in your community to help publicize an event in a cost-effective manner.
- Contact the media with the details of your campaign to pitch the story. Invite local, high school, and college press to observe any public events.
- Consider holding a press conference when you get an endorsement or resolution and invite the media.
- As your coalition contacts the media, offer to be a resource on the Smoke Free Movies issue.

Following any public events:

- Write an op-ed piece for your local community or school paper.
- Alert CYAN to any local media coverage of your event.



Step 5: Let Hollywood know how you feel.

Have the endorsing organization send an original to the MPAA. Be sure to make a copy for CYAN, so that we can add your success to others around the state!

**Dan Glickman, President
MPAA
1600 Eye Street, NW
Washington, DC 20007**

**CYAN
Attn: Tobacco and Hollywood Campaign
4811 Chippendale Drive, Suite 300
Sacramento, CA 95841**



Developing an Action Plan

Every community is different, and no one knows it better than you! Start by meeting with your coalition members or others working on the issue and develop a strategy to prepare for an effective endorsement campaign.

A great tool to use is the Midwest Academy Strategy Chart. This simple chart helps you think strategically about every step of your local activities. Below you will find an explanation of how to complete the chart and a sample Endorsement Campaign Strategy Chart. After reviewing the sample strategy, complete your own strategy chart on the next page, taking into consideration the special needs and goals of your community.

Goals: What are you trying to accomplish in the short-term, medium-term, and long-term?

Organizational (or Individual) Considerations: What resources do you have? What resources do you need? How does the organization want to be made better by this campaign? What are the challenges to your success?

Constituents, Allies, and Opponents: A constituent is someone or something that cares enough about an issue to join the cause. Do you have someone to help? Do you have groups of people that will be on your side of the issue? Who will not be on your side of the issue?

Targets: A target is always a person, not an organization. Who has the power to give you what you want? As a secondary target, who has the power to make your main target give you what you want?

Tactics: For each target, what specific tactics can you use? Choose tactics that can best make the power of your organization be felt.

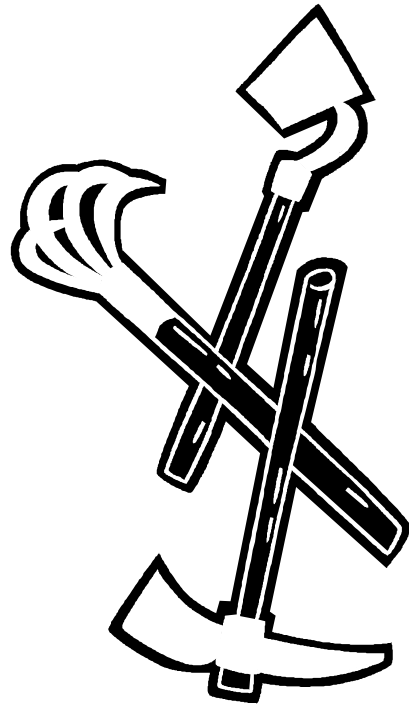
Sample Endorsement Campaign Strategy Chart

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
1. Long-term Goal • <i>Smoking out of youth-rated movies.</i>	1. Resources We Have • <i>Tobacco and Hollywood Action Guide</i>	1. Constituents • <i>Health-based Organizations</i> • <i>Youth Groups</i>	1. Primary Targets • <i>City Council member</i> • <i>Local PTA chapter president</i> • <i>School health club president</i>	1. Primary Tactics • <i>Meet with interested organizations</i> • <i>Present on issue to organizations</i> • <i>Write letters and cold call organizations without a known contact</i>
2. Medium-term Goal • <i>Get 30 endorsements/resolutions.</i>	2. Resources We Need • <i>Volunteers</i>	2. Potential Allies • <i>Moviegoers</i> • <i>Politicians</i>	2. Secondary Targets • <i>Dan Glickman, President of MPAA</i> • <i>Movie Studio CEO's</i>	
3. Short-term Goal • <i>Identify and contact organizations with potential interest.</i>	3. What Do We Want? • <i>Create partnerships</i>	3. Potential Opponents • <i>Smokers</i> • <i>Tobacco Industry</i> • <i>Motion Picture Association of America (MPAA)</i>		
	4. Challenges • <i>Large time commitment required</i>			

Endorsement Campaign Strategy Chart

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics

Tools For Success



On the following pages, you will find all the tools you need to work on a Smoke Free Movies endorsement campaign in your community. Each tool assists you in completing a task in a successful campaign. All of these tools are reproducible, so make as many copies as you need!

Endorsement Letter: Important to provide to organizations whose endorsement you are seeking.

Resolution: Model language you can use when meeting with a city council or a board of supervisors.

Key Messages: Know them all, but focus on a specific few that are especially important or relevant to your community.

Contact Letter: It is important to make a good first impression, and this sample letter can help make first contact with a community group.

Power Point Presentation: Bring awareness to the issue of tobacco use in movies to your coalition, and teach how endorsements can make a difference.

Fact Sheet: Hand these out to the members of organizations whose endorsement you are seeking.

Flyer: As educational as the fact sheet, at one quarter the cost to reproduce.

Press Release: Now that you are making change in your community, it is time to let people know about it!

[Date]

[Name]

[Title]

[Organization]

[Address]

[City], [State] [Zip Code]

Dear [Name],

The [Name of Endorsing Organization], representing approximately [Number of] members, is pleased to support the goals of the Tobacco and Hollywood Campaign. We agree that the use of tobacco in the movies is unnecessary, serving no purpose but to glamorize and inappropriately emphasize smoking as a desirable behavior. This is particularly problematic as it applies to youth, since smoking in movies has been shown in several studies to be a risk factor for initiation of smoking by adolescents.

The messages that young people get from the media influence their decisions about their health, including tobacco use. We believe the following four campaign recommendations, if implemented, will limit tobacco use in movies seen by youth audiences, thereby helping to reduce the number of young people who use tobacco.

Rate New Smoking Movies “R.” Any film that shows or implies tobacco use should be rated “R.” The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.

Certify No Pay-Offs. Movie producers should post a certificate in the credits at the end of movies declaring that no one on the production received anything of value in exchange for using or displaying tobacco products.

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.

Stop Identifying Tobacco Brands. No tobacco brand identification should be present in movies, nor should brand images appear in action or background scenes.

Significantly reducing the amount of smoking in movies is a very effective way to help prevent young people from becoming smokers. The [Name of Endorsing Organization] is pleased to join America’s leading medical and health organizations and support the effort to achieve this important goal. We also urge other community-based organizations concerned about the health of our children to endorse these policies and the motion picture industry to adopt and implement them.

Sincerely,

[Signature of Endorser]

Supporting Smoke Free Movies

Whereas Tobacco use is the number one preventable cause of death and disability; and

Whereas Youth ages 12-17 are 11% of the population but are 20% of all movie audiences; and

Whereas Most U.S. movies with tobacco imagery are rated G, PG, or PG-13, and three-quarters of all U.S. live action films rated PG-13 and 40 percent of films rated G or PG released in 1999-2005 featured tobacco; and

Whereas Exposure to smoking in movies recruits half (52 percent) of all new adolescent smokers; and

Whereas Each year an estimated 390,000 teens start smoking because of exposure to smoking in movies and 120,000 will die prematurely as a result; and

Whereas The tobacco industry has a long, documented history of encouraging smoking in movies and lying about it; and

Whereas The World Health Organization, American Medical Association, American Heart Association, American Lung Association, American Legacy Foundation, American Academy of Pediatrics, American Academy of Allergy, Asthma, and Immunology, Society for Adolescent Medicine, L.A. County Department of Health Services and others endorse getting smoking out of movies rated G, PG, and PG-13;

Now, therefore, it be resolved that the [Name of Organization] of [Location] endorses the four objectives of the Smoke Free Movies campaign:

(1) Rate new smoking movies "R," with the sole exceptions being when the tobacco presentation clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure; (2) require producers to certify on screen that no one in the production received anything of value in consideration for using or displaying tobacco; (3) require strong anti-smoking ads before any movie with tobacco use, regardless of rating; (4) stop identifying tobacco brands.

Endorsement Campaign Key Messages

About...the Smoke Free Movies movement

- Leading national organizations endorse the policy goal of an R rating for any film that features tobacco use, products, or brands. These organizations are: the American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, American Medical Association, Americans for Nonsmokers' Rights, Campaign for Tobacco Free Kids, and the Smoke Free Movies campaign.
- The California State PTA has signed a letter of support of the four campaign goals.

...On-Screen Smoking

- Tobacco company documents show that major U.S. tobacco companies spent millions of dollars to get their products into U.S. movies from the late 1970s until at least the mid-1990s.
- 2 out of 3 youth-rated U.S. movies include tobacco use and/or imagery.
- Experts estimate that movies with tobacco use influence half of all new teen smokers to start. This adds up to 390,000 new smokers every year.

...The Four Solutions

- The Endorsement Campaign recruits leading groups in your community to pressure Hollywood to get smoking out of youth-rated movies.
- Certifying movies as free of tobacco industry influence will give producers an incentive to keep the industry out but open to include tobacco in any R rated film.
- Anti-tobacco ads at the beginning of all movies will encourage audiences to be critical of on-screen smoking, not the film itself.
- No matter what creative justification may be offered for on-screen smoking, there is no excuse for brand display and promotion.

***The "R" Rating
This is not a moral issue. Scientific research has drawn a link between the smoking youth see in movies and starting to smoke.***

This is not an issue of censorship. Hollywood already uses its voluntary rating system to limit exposure to violence, sexual situations, and language for audiences of different ages. Let's update the system.

This is a public health issue. Hollywood is hooking kids on tobacco. By rating movies with tobacco "R", these trends are reversible. We want the Motion Picture Association of America to take smoking, the #1 cause of preventable death in the U.S., as seriously as a swear word.

For more information on the research cited here, go to www.smokefreemovies.ucsf.edu.

[Name]
[Organization]
[Address]
[City, State] [Zip Code]

Dear [Name],

[Local Coalition/Organization Name] is working with the California Youth Advocacy Network's **Tobacco and Hollywood** campaign in the community of [Community Name] to influence Hollywood to get tobacco out of youth-rated movies. Smoking in movies is a problem for [Community Name] because of the proven impact of tobacco in films on youth viewers, and 77% of all live action PG-13 movies in the last six years featured smoking. The **Tobacco and Hollywood** campaign brings this problem to the [Organization Name] because we believe that you can be a part of affecting a solution by endorsing the campaign goals and drafting a resolution of support.

Under the guidance of the national Smoke Free Movies Action Network, the goals of the Tobacco and Hollywood campaign are:

1. **Rate new smoking movies "R."** Rating movies with tobacco use "R" will reduce the amount of smoking in the movies teens see by over 60%.
2. **Certify no pay-offs.** In 1998, the tobacco industry agreed to stop promoting smoking in movies. Let's get the studios to certify it.
3. **Require strong anti-smoking ads.** Counter-advertising is effective because it interrupts the fantasy aspects of smoking and makes audiences into critical viewers.
4. **Stop identifying tobacco brands.** No matter what creative justification may be offered for on-screen smoking, there is no excuse for brand display and promotion.

The national Smoke Free Movies Action Network and its campaign goals are endorsed by leading health, tobacco control, professional and parent organizations, including:

- American Academy of Pediatrics
- American Heart Association
- American Legacy Foundation
- American Lung Association
- American Medical Association
- Campaign for Tobacco Free Kids

Enclosed in this packet is more information about our campaign, the problem and potential solutions, the various decision makers involved, and a [Local Coalition/Organization] brochure. I will contact you in the near future to follow up regarding this informational packet. At that time, I can answer any questions you may have about the Tobacco and Hollywood campaign and we can explore some easy, effective ways to work together.

In the meantime, please contact me at [Phone Number] or by email at [Email Address] if you have any questions or require any additional materials. I thank you for your time and look forward to working with the [Organization Name] regarding this issue.

Sincerely,

Enclosed:
[Local Coalition/Organization] Brochure
Tobacco and Hollywood Campaign Overview
Tobacco Use in the Movies Annual Report Card 2005
Web Resources
120,000 Lives a Year DVD

California Youth Advocacy Network

Tobacco and Hollywood Campaign

I Smoke Free Movies

Endorsement Campaign

What is a Smoke Free Movie, how does it impact me, and what can I do about it?

Smoking in Movies

This presentation will talk about:

- What is a Smoke Free Movie?
- How much tobacco is in youth-rated (G, PG, and PG-13) movies?
- How does smoking in youth-rated movies impact me?
- How can this problem be solved?
- How to get more involved.
- Resources available to YOU.

Smoking in Movies – What Does it Mean?

Smoke Free Movies is a term that describes films that are free of tobacco products or images. This includes:

- Tobacco use on screen by actors, actresses, and animated characters.
- Tobacco use includes all forms – cigarettes, cigars, and smokeless tobacco.
- Tobacco brand images are shown.

Tobacco Use as a Prop

Tobacco is used on screen to show a variety of characteristics:

Sexiness

Rebellious

Humor

Nervous

Evil

Conflicted

Deceptive

What do these images say about smoking?



She's The One (R) - 1996



Sin City (R) - 2005

R-rated



Fight Club (R) - 1999



Phone Booth (R) - 2002

Youth-rated (G, PG, PG-13)



Superman II
(PG) - 1980



Aladdin (G) - 1992



X Men: The Last Stand (PG-13) - 2006




Men in Black II (PG-13) - 2002


How Much Tobacco is Really in Youth-Rated Movies?

- 75% of PG-13 movies have tobacco use
 - 40% of G and PG movies have tobacco use
 - More tobacco in movies now than the 1950's, when twice as many people in the U.S. smoked

Casablanca
Humphrey Bogart



Breakfast at Tiffany's
Audrey Hepburn



What Effect Does Smoking in the Movies Have on Youth?

- 2005 National Study
 - Dartmouth University
 - Published in peer-reviewed scientific journal *PEDIATRICS*

After measuring other risk factors (risk-taking, peer group, parent smoking behavior), tobacco in movies was determined to be a primary independent risk factor for young people to start smoking.

What Effect Does Smoking in the Movies Have on Youth?

- Experts estimate that movies with tobacco use influence half of all new teen smokers to start, giving the tobacco industry an estimated 390,000 new smokers each year.
- The Centers for Disease Control and Prevention (CDC) has repeatedly cited exposure to tobacco use in media as a major factor in youth smoking.

Why is Smoking in Movies Such a Problem?

- Movies are unique to television and other visual media because viewers are a captive audience, and often unaware of product placement in film.
- Youth ages 12-17 are 20% of the moviegoing population. Hollywood spends millions of dollars marketing G, PG, and PG-13 movies directly at the youth population.
- Most images of smoking behaviors in the media give a positive view of a world with tobacco, where no one ever gets sick and dies. Tobacco in the movies actually SELLS tobacco as a product.

How Can This Problem Be Solved Without Censorship?

- Rate new smoking movies “R.”
Any film that shows or implies tobacco should be rated “R.”
The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.
- Certify no pay-offs.
Require producers to certify on screen that no one in the production received anything of value in consideration of using or displaying tobacco.

How Can This Problem Be Solved Without Censorship?

- Require strong anti-tobacco ads.

Studios and theatres should be required to show strong anti-tobacco ads before any movie with tobacco use, regardless of rating.

- Stop identifying tobacco brands.

There should be no tobacco brand identification nor the presence of tobacco brand imagery in the background of any movie scene.

Tobacco and Hollywood Campaign

- Working locally with youth, parents, health professionals, and tobacco control advocates
- Providing advocates with tools, resources, trainings, and promotional items
- Two main campaigns:
 1. Petition Drive
 2. Endorsement Campaign

Endorsement Campaign

- Why an endorsement campaign?
 - Educate communities about the issue.
 - Gain the support of local key decision makers.
 - Show Hollywood the level of support for the four Smoke Free Movies solutions.
- Primary Target: Local organizations related to the issue
 - PTA/PTO groups, Health Organizations, Union Chapters, etc.
- Secondary Target: The entire Hollywood community
 - Studios, the Motion Picture Association of America (MPAA).

Endorsement Campaign: Main Targets

- Why the studios?
 - Studios ultimately control the content of what appears in a movie. Can specify what rating a movie should earn, stars cast in the movie roles, and can overrule product placement deals made by movie producers.
- Why local organizations?
 - If influential local groups are able to organize for Smoke Free Movies, the impact can create a domino effect (e.g. smoke-free beaches).
- Why the Motion Picture Association of America (MPAA)?
 - The MPAA is the entity that rates the movies.
 - They alone set the standards for what is considered G, PG, PG-13, and R. Legislators and the movie industry DO NOT have a say.
 - Currently consider language, drug and alcohol use, “theme,” violence, nudity, and sex when rating movies.

Smoking in Movies – A Quick Summary

Most **youth-rated** movies have tobacco use
and/or imagery

+

Young people are **influenced** the more they see
tobacco in movies

=

A HEALTH CRISIS

Useful Resources

- California Youth Advocacy Network
(www.cyanonline.org)
 - Download portions of the Smoke Free Movies Community Action Kit.
- Smoke Free Movies
(www.smokefreemovies.ucsf.edu)
 - Comprehensive source of news, research, and tools on the issue of tobacco use in films.
- Thumbs Up! Thumbs Down!
(www.scenesmoking.org)
 - Features the most comprehensive youth-driven database on smoking and movies in the world.
- Motion Picture Association of America (MPAA)
(www.mpa.org)
 - The voice of the movie industry.

Tobacco and Hollywood Campaign

Who are we?

The Tobacco and Hollywood Campaign is a statewide campaign committed to reducing the devastating impact of tobacco in movies. Youth, parents, health professionals, tobacco control advocates, and others are all working locally to educate and empower their communities to make change in Hollywood. The Tobacco and Hollywood Campaign is supported by the California Youth Advocacy Network, an organization dedicated to supporting youth and young adults in tobacco prevention.

What do we want?

Tobacco is the #1 killer in the United States. Tobacco is also used in 77% of all PG-13 movies, movies made and marketed directly to youth. Smoking in movies influences 52% of all new teen smokers to start, giving the tobacco industry an estimated 390,000 new smokers every year. The Tobacco and Hollywood Campaign seeks to end this deadly cycle by educating local community and supporting local efforts to create change in Hollywood's use of this deadly product.

How can this problem be solved?

There are four national Smoke Free Movies solutions, supported in California by the Tobacco and Hollywood Campaign:

- 1. Rate new smoking movies "R." Any film that shows or implies tobacco should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.**
- 2. Require producers to certify on screen that no one in the production received anything of value in consideration of using or displaying tobacco.**
- 3. Require strong anti-smoking ads before any movie with tobacco use, regardless of rating.**
- 4. Stop identifying tobacco brands.**

How can you support the campaign?

The Tobacco and Hollywood Campaign wants to work with you to create lasting change in Hollywood. There are a number of ways you can support the Campaign:

- Sign the Smoke Free Movies Petition
- Get Your Organization to Endorse the four Smoke Free Movie solutions
- Join the Campaign to Educate Your Community

Anyone can join the Tobacco and Hollywood Campaign! Contact Campaign Coordinator Andrea Valdez at (916) 339-3424 ext.25 or at andrea@cyanonline.org for more information, or visit www.cyanonline.org.

Four ways to get smoking out of youth-rated movies:

- 1. Rate new movies with smoking “R.”**
- 2. Certify no payoffs for tobacco on screen.**
- 3. Require strong anti-tobacco ads before movies with smoking.**
- 4. Stop showing tobacco brands in films.**



2 Out of 3 G, PG, and PG-13 films include smoking.

Visit www.smokefreemovies.ucsf.edu to find out more.

Four ways to get smoking out of youth-rated movies:

- 1. Rate new movies with smoking “R.”**
- 2. Certify no payoffs for tobacco on screen.**
- 3. Require strong anti-tobacco ads before movies with smoking.**
- 4. Stop showing tobacco brands in films.**



2 Out of 3 G, PG, and PG-13 films include smoking.

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CONTACT
[Insert name, title]
PHONE
[Insert phone]
EMAIL
[Insert name@address]

EMBARGOED to
[Insert date].

[Organization Name] JOINS GLOBAL FIGHT AGAINST TOBACCO IN HOLLYWOOD MOVIES

Smoke Free Policy Solutions stop the destructive impact of tobacco in movies on youth.

[Location], [Date] – [Organization Name], the most [Organization Description] in [Location], has joined the global movement to get tobacco out of youth-rated movies. [Organization Name] has agreed to endorse the four Smoke Free Movies solutions, which include assigning an “R” rating to movies with smoking, certifying movies that have not been paid for product placement of tobacco products, requiring strong anti-tobacco ads before films, and to stop movies from showing tobacco brands.

[Insert local event information here. Include details on the “who”, “what”, and “where” of your coalition’s activity and endorsement success.]

“People everywhere care about how much smoking youth see in movies,” explains Andrea Valdez, coordinator of the Tobacco and Hollywood Campaign, which is tackling the issue of smoking in movies statewide. “Communities and organizations throughout the nation have already endorsed the Smoke Free Movies Policy Solutions. Youth in [Location] deserve to see movies free of the influence of tobacco.”

Youth who see the most smoking in movies are more likely to start smoking than youth who see less, according to a national study in the November 2005 issue of the journal PEDIATRICS. The first research at the national level of its kind, smoke free movie advocates are concerned this same pattern of viewing smoking on-screen and smoking initiation holds true for youth worldwide.

Several national organizations also support the Smoke Free Movies Policy Solutions, including the American Academy of Pediatrics, American Heart Association, American Lung Association, American Medical Association, and Campaign for Tobacco Free Kids.

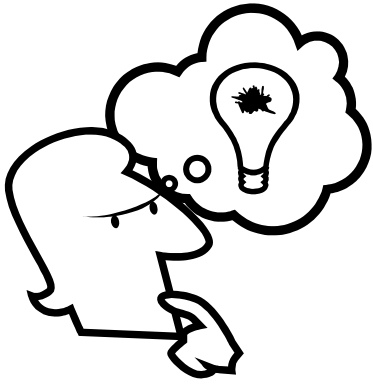
[Insert local quote]

[Insert coalition name] is supported by the Tobacco and Hollywood Campaign, a campaign of the California Youth Advocacy Network (CYAN). CYAN is funded by the Department of Health Services, Tobacco Control Section, under contact #05-45721. The Tobacco and Hollywood Campaign is also a partner of the Smoke Free Movies Action Network, a national and international association of organizations working to keep smoking out of future G, PG, and PG-13 movies.

###



So you have gathered the petition signatures of everyone in town and have endorsements from all your local organizations? The next few pages have some tips and tools to create awareness about smoking in movies in other ways. Use these ideas to get started on your own creative advocacy efforts to eliminate the problem of tobacco in movies!



Food for Thought

Looking for some creative ideas to take your local Smoke Free Movies Campaign to the next level? On the following pages, you will find some activities you can do to that are outside the box of the Tobacco and Hollywood Campaign. Many of these activities have already proven successful in California or in other states. Now its your turn!

✓ Write Letters to Media Companies

Outside of gathering petition signatures and securing endorsements, writing letters to media is one of the most important things you can do to change the way Hollywood portrays smoking in films. For every letter you write, CEOs know there are at least ten other people out there that feel the same way. Write a thoughtful, sincere letter explaining your thoughts and asking the media companies to make their studios smoke free.

These are the media companies with the worst track record for smoking in movies:

Time Warner (Warner Bros., Castle Rock, New Line/Fine Line, HBO Films)
Richard Parsons, CEO
TIME WARNER
1 Time Warner Center
New York, NY 10019

Disney (Disney Pictures, Touchstone, Miramax)
Robert Iger, CEO
THE DISNEY COMPANY
500 S. Buena Vista Street
Burbank, CA 91521-9722

Sony (Columbia, MGM/Screen Gems, Sony Classics)
Sir Howard Stringer, CEO
SONY CORPORATION
550 Madison Avenue
New York, MY 10022

Food for Thought

✓ Write an Opinion-Editorial (Op-Ed)

Opinion and Editorial pieces are featured in the same media outlets as print advertisements, but are geared towards a completely different audience. Op-eds allow you to explain the issue of smoke free movies in-depth. Include scientific facts, the four Smoke Free Movies solutions, and any local smoking in movies impacts.

✓ Develop a Movie Trailer or PSA

A movie trailer or Public Service Announcement (PSA) is a great way to make moviegoers critical of the smoking seen in movies. If you have a camera, editing software (iMovie for Mac or Moviemaker for PC), and enthusiasm, it will be easy for your organization to create a 30-second media clip. Work with local movie theatres, T.V. stations, campus closed-circuit television channels, and other media outlets to get airtime for your piece.

There are a couple of things to consider when putting together a smoke free movies media message:

- 1) Who is the target audience of this message?
- 2) What is the "hook" of the message?
- 3) What are the main facts the audience needs to know?
- 4) Where can the audience go to get more information?

For a great example of a PSA, visit the Butts of Hollywood campaign media page at www.ovx.org/buttsofhollywood/action.php.

✓ Develop a Print Ad

Print advertisements are a great way to get your message heard without a lot of time or volunteer effort. When developing a print ad, keep in mind the same concepts as the media message: who is your target, what is the hook, what are the facts, and where to get more information. Strong visuals also help your ad stand out. Work with community papers, alternative weeklies, school newspapers, and other local print media to get the Smoke Free Movies message to the public.

✓ Write an Article for a School or Community Newspaper

School newspapers and community newsletters are great forms of media to reach out to. They are often looking for guest columnists to write stories. Also, these papers are often free to the community. Contact the appropriate papers in your community to see if they are looking for submissions. When writing an article, you can talk about factual events, such as a city council presentation or petition drive. You can even tell a story that shows the local impact of smoking in movies, through the perspective of youth. Remember to get accurate quotes, and be sure to check your facts. Also, it can be helpful to papers if you have photos to submit with your article, so keep that in mind.

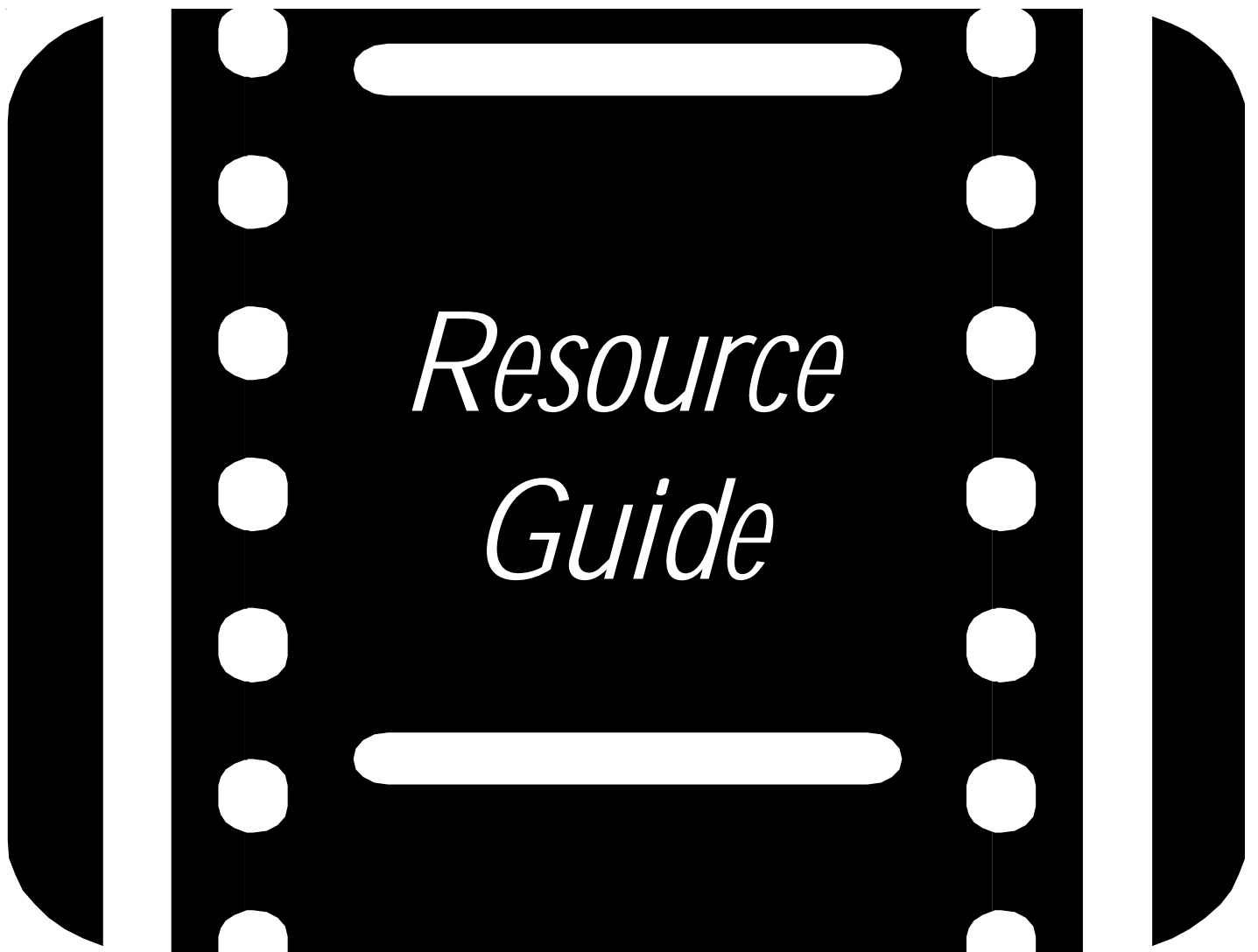
Food for Thought (Continued)

Work With Local Theatre Managers

Theatre managers are often the “middlemen” when it comes to the issue of smoke free movies. They do not create the content, but are obligated to show certain films to survive financially; they are reliant upon the communities they serve, but must abide by corporate policy. Educating this intermediary between the public and the movie studios is an important task. Work with your local movie theatre managers to actively enforce the ‘R’ rating and keep youth OUT of adult movies (often with high levels of tobacco content). Also encourage managers to write their corporate owners about this important issue and to put pressure on Hollywood to make positive change.

Smoke Free Movies Festival

If you have a bit more in the way of resources, hosting a movie festival is a great way to draw positive attention to movies that are smoke free. Work with a local theatre to show films on the big screen, or try renting a projector and screen for an event in a community park. You could even start a film contest, and take submissions from local filmmakers interested in making films without tobacco. A festival is also a great time to hand out literature on the problem of smoking in youth-rated films and encourage people to get involved in advocacy efforts. Advertise it as a family event, and you are sure to get a large turnout!



The Resource Guide includes internet and material resources, a summary of research currently available, and a useful list of youth-rated movies from 2005 with (and without) smoking.

Material Resources

Media

120,000 Lives A Year DVD (2005): Nine minute video addressing the toll of smoking in movies, from the history of paid product placement to the May 2004 U.S. Senate hearing, and the scientific research confirming the problem. Price: Free.

Available at www.smokefreemovies.ucsf.edu/actnow/organizing_tools.html

Scene Smoking: Cigarettes, Cinema, and the Myth of Cool: This hour-long video documentary on smoking in film and television features Hollywood insiders speaking out about artists' rights, social responsibility, and the First Amendment. The thoughtful and thought-provoking video is available with curriculum guides for high school and college classes. Price: Free.

Available at www.cdc.gov/TOBACCO/celebrities/scenesmoking.htm

Smoke Free Movies Advertisements (A Series): A series of advertisements each tackling a different aspect of the smoking in movies issue. These advertisements are available for use in print media or as posters or flyers. Price: Free.

Available at www.smokefreemovies.ucsf.edu/ourads/index.html

Something Stinks in Hollywood (2005): Menu-driven DVD includes fifty smoking scenes from recent movies organized by theme, a printable discussion guide, background information about smoking in movies and its impact, and ideas for youth advocates. Designed for the classroom, movie samples and graphic charts are provocative for any audience exploring the power of tobacco in films. Price: \$169.

For ordering information, email the New Mexico Media Literacy Project at products@nmmlp.org.

Thumbs Up! Thumbs Down! (1996): This 25-minute video hosted by four teens reports on tobacco use in movies and on television. Uses humorous vignettes, vintage tobacco commercials, and California Department of Health Services statewide media campaign PSAs to expose the tobacco industry's efforts to infiltrate all forms of entertainment. Price: \$5.

Available at www.tobaccofreecatalog.org

Books

Hollywood Speaks Out On Tobacco: A collection of celebrity quotes from and about celebrities who smoke, reflecting on their personal perspectives on tobacco and the true reality of tobacco use. Price: \$11.80.

Available at www.sacbreathe.org

Material Resources

Educational and Advocacy Materials

Scene Smoking (Teacher's Guide and Instructor's Guide): The CDC has created guides for both the high school and college level to accompany the film Scene Smoking: Cigarettes, Cinema, and the Myth of Cool. These guides for facilitators suggest activities to promote critical thinking and discussion. Price: Free.

Available at www.cdc.gov/TOBACCO/celebrities/scenesmoking.htm

Screen Out! A Parent's Guide to Smoking, Movies, and Children's Health (2006): This kit is designed for parents to work successfully in their local communities to protect youth from the influence of tobacco in movies. It includes easy-to-do action ideas, including writing letters to the three studios most responsible for smoking in youth-rated movies. Price: Free.

Available at <http://smokefreemovies.ucsf.edu/parents>

Thumbs Up! Thumbs Down! Advocacy Kit: This Advocacy and Information Kit on Tobacco Use Depiction in Motion Pictures and Television discusses four critical issues on how movies with tobacco influence young people to initiate the habit, Hollywood's role in this cycle of addiction, and how people can make a difference. Price: Free.

For ordering information, please contact the Thumbs Up! Thumbs Down! project at smitchell@sacbreathe.org.

Thumbs Up! Thumbs Down! Program Manual (1999): Designed to assist educators and tobacco control advocates in conducting activities to counter depiction of tobacco use in movies as well as television. Provides methods for evaluating tobacco use in media, and advocacy strategies especially for youth. Price: \$2.

Available at www.tobaccofreecatalog.org

Where There's Smoke: Hollywood & Tobacco Action Guide (2004): New York State's Reality Check campaign developed this guide to highlight the role of the tobacco industry in Hollywood and the power of movies to recruit new smokers. Youth-based coalitions also benefit from the many activity ideas, including educational movie nights, writing letters to movie stars who smoke, and placing ads in student newspapers. Price: Free.

Available at www.smokefreemovies.ucsf.edu/pdf/WHERE_THERES_SMOKE.pdf

Research Guide

Author (Year) Title	Design Sample Method	Outcome Measure	Results
Distefan et al (1999) <i>Do Movie Stars Encourage Adolescents to Start Smoking? Evidence from California.</i>	Cross-sectional (6252 California adolescents aged 12-17; 51.5% male; 54.8% white) telephone survey	Susceptibility to smoking	<ul style="list-style-type: none"> • Adolescent smokers favored stars who were more likely to smoke on screen. • Those adolescents who never smoked whose favorite star was preferred by “ever smokers” were more likely than others to be susceptible to smoking.
Sargent et al (2002) <i>Viewing Tobacco Use in Movies: Does it Shape Attitudes That Mediate Adolescent Smoking?</i>	Cross-sectional (3702 never-smoking adolescents in New England in grades 5-8; primarily white) self-report surveys	Susceptibility to smoking	<ul style="list-style-type: none"> • Strong linear relationship between susceptibility and higher levels of exposure to movie tobacco use. • Strong association between endorsement of positive expectations and exposure to higher levels of tobacco use in movies.
Dalton et al (2003) <i>Effect of Viewing Smoking in Movies on Adolescent Smoking Initiation: A Cohort Study</i>	Cohort (2603 New England adolescents in grades 5-8; primarily white; never smoking at baseline) self-administered survey; follow up 13-26 months later	Smoking initiation	<ul style="list-style-type: none"> • 10% of the students initiated smoking during the follow-up period. • After controlling for sociodemographics, social influences, parenting characteristics, and child characteristics (such as rebelliousness and self-esteem), 52% of smoking initiation in this cohort can be attributed to exposure to smoking in the movies.
Mekemson et al (2004) <i>Tobacco Use in Popular Movies in the Past Decade</i>	Observational study (497 of the top 50 commercially successful films released per year from 1991 to 2000)	Tobacco use per minute of film.	<ul style="list-style-type: none"> • 75% of the films reviewed have some tobacco use.

Research Guide

Author (Year) Title	Design Sample Method	Outcome Measure	Results
Polanski et al (2004) <i>First-run Smoking Presentations in US Movies 1999-2003</i>	Observational study (776 theatrical feature films released in the US between Dec. 25, 1998 and Dec. 24, 2003, and grossing at least \$500,000 at the box office).	Tobacco incidents and impressions.	<ul style="list-style-type: none"> • The U.S. film industry produced 5,500 tobacco incidents in movies of all ratings. • 80% of all surveyed films included smoking, including 90% of R-rated movies, 80% of PG-13 movies and 50% of G and PG movies. • The surveyed films delivered an estimated 32.6 billion first-run theatrical tobacco impressions to audiences of all ages. A quarter of these impressions were delivered to youth.
Sargent et al (2005) <i>Exposure to Movie Smoking: Its Relation to Smoking Initiation Among US Adolescents</i>	Cross-Sectional (6522 US adolescents aged 10-14) random digit dial telephone survey	Smoking initiation	<ul style="list-style-type: none"> • Overall, 10% of the sample population had tried smoking. • Group in the sample with the highest movie smoking exposure had highest level of smoking initiation, suggesting that exposure to movie smoking is the primary independent risk factor for starting to smoke in US adolescents.

HOLLYWOOD MOVIES: 2005

In 2005, almost 60% of youth-rated movies featured tobacco use.
Take a closer look - which of these movies have you seen?

Youth-rated Movies with Smoking

Chronicles of Narnia (PG)
Good Night, and Good Luck (PG)
Gospel, The (PG)
Greatest Game Ever Played (PG)
Hitchhiker's Guide to the Galaxy (PG)
Kicking and Screaming (PG)
Legend of Zorro (PG)
Sisterhood of the Traveling Pants (PG)
Son of the Mask (PG)
Yours, Mine, and Ours (PG)

A Lot Like Love (PG-13)
An Unfinished Life (PG-13)
Bad News Bears (PG-13)
Be Cool (PG-13)
Bee Season (PG-13)
Bewitched (PG-13)
Cinderella Man (PG-13)
Coach Carter (PG-13)
D.E.B.S. (PG-13)
Dask Water (PG-13)
Diary of a Mad Black Woman (PG-13)
Dukes of Hazzard (PG-13)
Elizabethtown (PG-13)
Everything is Illuminated (PG-13)
Exorcism of Emily Rose (PG-13)
Fever Pitch (PG-13)
Fun with Dick and Jane (PG-13)
Honeymooners, The (PG-13)
Hotel Rwanda (PG-13)
In Good Company (PG-13)
In Her Shoes (PG-13)
In The Mix (PG-13)
Interpreter, The (PG-13)
Into The Blue (PG-13)
King Kong (PG-13)
King's Ransom (PG-13)
Longest Yard, The (PG-13)
Lords of Dogtown (PG-13)
Man of the House (PG-13)
Melinda and Melinda (PG-13)
Memoirs of a Geisha (PG-13)
Miss Congeniality 2 (PG-13)
Monster In Law (PG-13)
Mr. And Mrs. Smith (PG-13)
Phantom of the Opera (PG-13)
Prime (PG-13)
Proof (PG-13)
Red Eye (PG-13)
Rent (PG-13)
Ringer, The (PG-13)
Sahara (PG-13)
Serenity (PG-13)
Skeleton Key, The (PG-13)

Stealth (PG-13)
Supercross (PG-13)
Transporter 2 (PG-13)
Underclassman (PG-13)
Undiscovered (PG-13)
Walk The Line (PG-13)
Wedding Date, The (PG-13)
XXX 2 (PG-13)

Smoke-free Youth-rated Movies

Herbie: Fully Loaded (G)
Ice Princess (G)

Are We There Yet? (PG)
Because of Winn-Dixie (PG)
Charlie and The Chocolate Factory (PG)
Cheaper By The Dozen 2 (PG)
Dreamer (PG)
Pacifier, The (PG)
Perfect Man, The (PG)
Racing Stripes (PG)
Rebound (PG)
Sky High (PG)
Zathura (PG)

A Sound of Thunder (PG-13)
Aeon Flux (PG-13)
Batman Begins (PG-13)
Beauty Shop (PG-13)
Boogeyman (PG-13)
Brothers Grimm (PG-13)
Cave, The (PG-13)
Cry_Wolf (PG-13)
Cursed (PG-13)
Elektra (PG-13)
Family Stone, The (PG-13)
Fantastic Four (PG-13)
Flightplan (PG-13)
Fog, The (PG-13)
Guess Who (PG-13)
Harry Potter an the Goblet of Fire (PG-13)
Hide and Seek (PG-13)
Hitch (PG-13)
Island, The (PG-13)
Just Friends (PG-13)
Just Like Heaven (PG-13)
Man, The (PG-13)
Million Dollar Baby (PG-13)
Must Love Dogs (PG-13)
Ring Two, The (PG-13)
Roll Bounce (PG-13)
Star Wars: Episode III (PG-13)
War of the Worlds (PG-13)
White Noise (PG-13)

Source: Screen Out!A Parent's Guide to Smoking, Movies, and Children's Health



This document was made possible with the dedication of the following individuals, who contributed their time and energy to make this a powerful resource in the fight to get smoking out of youth-rated films. Thank you from all of us at the California Youth Advocacy Network.

Majel Arnold
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Marla Schevker
Lynn Skrukud
Nancy Stamp

CA DHS Tobacco Control Section
TECC
Thumbs Up! Thumbs Down!
Smoke Free Movies
CYAN Youth Board of Directors
CYAN Youth Board of Directors
El Dorado County Public Health Dept.

The California Youth Advocacy Network (CYAN) is dedicated to supporting youth and young adults by advocating for a tobacco-free California. CYAN provides tobacco control professionals and young people with the tangible tools for action to mobilize a powerful statewide movement. The staff of CYAN is dedicated to changing the tobacco use culture in California's high schools, public colleges and universities, the military and all levels of the young adult community.



The Tobacco and Hollywood Community Action Guide is available for download at www.cyanonline.org.

For additional information on this publication
or the Tobacco and Hollywood Campaign contact:

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