

SMOKE FREE MOVIES

Save a million lives.

Stanton A. Glantz, PhD
University of California,
San Francisco

Disclosure

- Research funding from National Institutes of Health, Laura and John Arnold Foundation
- Smokefree Movies supported in part by Truth Initiative



● Cross-promotion

75% of top movie stars paid to advertise cigarettes.
Tobacco companies pay for studios' national advertising.

● Product placement

After broadcast ads are banned, tobacco companies spend millions to put smoking and tobacco brands in hundreds of movies.

1

1920s-1950s

1950-1970

1970-1990s

Since 2002

History

Tobacco is a top broadcast advertiser. It owns shows or acts as sole sponsor for radio and TV series often produced by Hollywood studios.

● TV sponsorship

Under public pressure, the share of PG-13 movies with smoking falls from 80% (2002) to 35% (2016).

● Still smoking

Cross-promotion



1920s-1950s

1950-1970

Product placement



1970-1990s...and beyond



TV sponsorship



Cross-promotion

298 ads promoting stars, films and studios

\$3.7 million paid to stars (1937-38 alone)

PARAMOUNT

WARNER

BROS.

FOX

COLUMBIA

UNIVERSAL

Product placement

600 movies with documented tobacco product placement

48% are youth-rated

1920s-1950s

1950-1970

1970-1990s

Since 2002

55 tobacco-sponsored TV series (1963)

70% drop in TV smoking when tobacco ads are banned in 1971

TV sponsorship

1,200 movies with smoking

50% are youth-rated (mostly PG-13)

Still smoking

In 2016 dollars

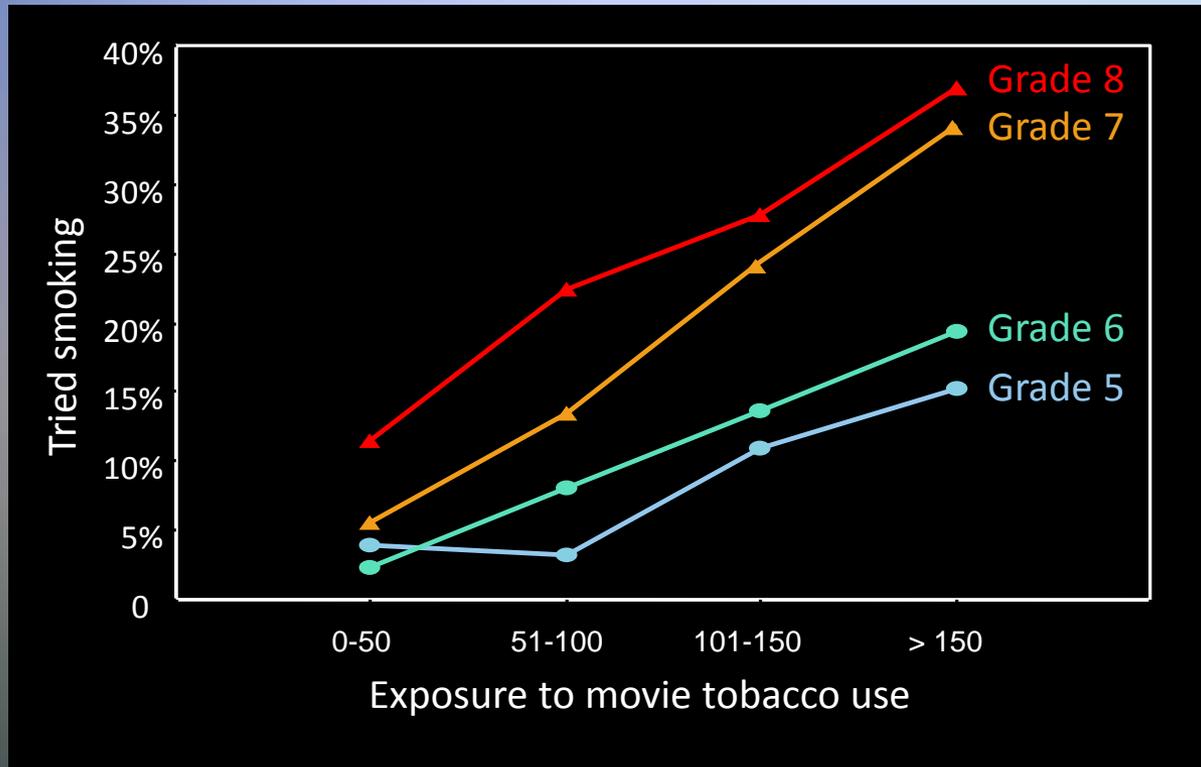
2

For nine decades, the tobacco industry has bet millions of dollars that movies sell smoking.

Now the epidemiology has proven it...

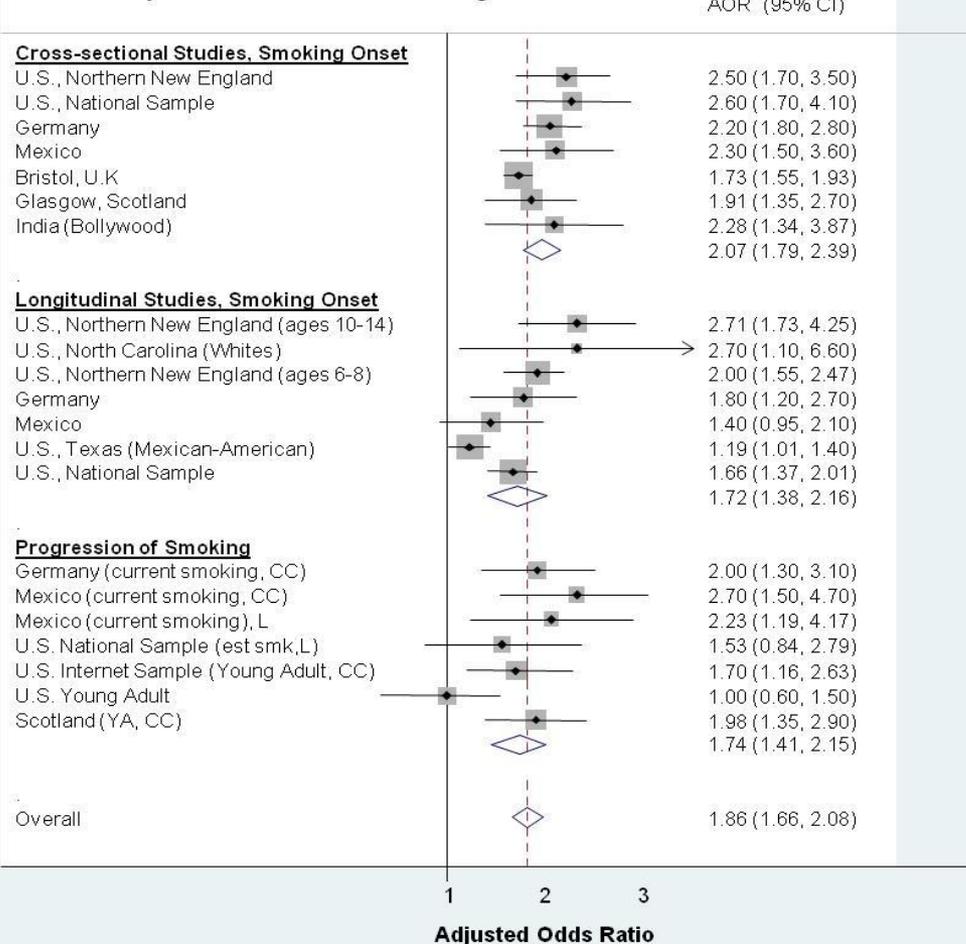
Science

Strong scientific evidence that seeing smoking in the movies promotes teen smoking...



All else being equal, movies double kids' risk.

Metanalysis: Movie Smoking

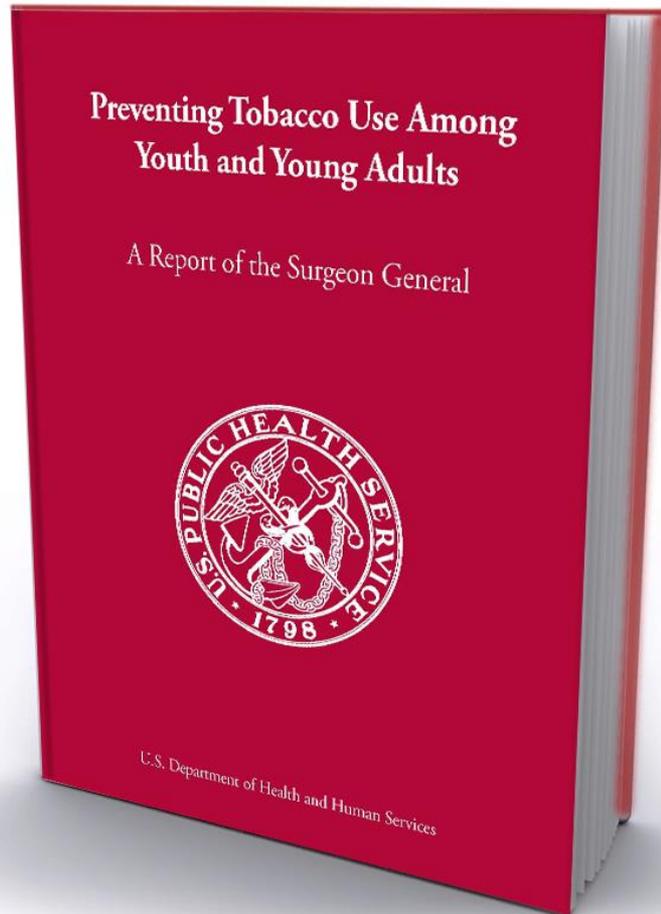


Population attributable risk: 37%

- Larger than conventional tobacco advertising...
- Larger than peer influence...
- Largest stimulus for youth smoking.

Achieving a smokefree society requires getting smoking out of kid-rated movies.

US Surgeon General (2012)



"The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people..."

The solution:

There is a dose-response effect.

Lower the dose.

Vaccinate kids against the effect.

3

Solutions



R-rate new smoking movies



Certify no pay-offs



Require strong anti-tobacco spots



Stop identifying tobacco brands



End taxpayer subsidies for movies with smoking



R-rate new smoking movies —aimed at film producers, not kids

- Ratings are owned by the film industry
- Producers tailor content to the desired rating, for marketing purposes
- R-rating = fewer movies with tobacco, not more R-rated movies

3

BENEFITS

→ Cut young people's exposure in half...

→ Reduce teen smoking rates by 18 percent...

→ Save one million lives in this generation.

Movies from these **6** media companies deliver **84%** of tobacco exposure.

4

Take
action



Paid advertising

Trade press

Variety

Hollywood Reporter

Opinion leaders

The New York Times

Other placements

Health publications

School publications

Teen Advocacy

Smokefree Movies | Take action 2/20



[FIRST IN A SERIES]

Big tobacco says the payoffs stopped years ago. So why are Hollywood's biggest names still shilling for the world's deadliest industry?

Schindler's List. The Killing Fields.

Hollywood is famous for commemorating mass murders after the fact.

Yet some of Hollywood's biggest names aid and abet the darkest killing machine of our own time: a multi-billion dollar industry that sends *three million* men and women to their agonizing deaths each year.

Yes, tobacco is a legal product. But advertising tobacco brands on TV has been illegal since 1970. Instead, some of the world's leading tobacco firms paid cash and in-kind to place their cigarette brands in Hollywood movies.

In 1989, under threat from lawmakers, this abuse was "voluntarily" banned. The problem? Ten years later, Hollywood is promoting smoking and tobacco brands more intensely than *before* the 1989 ban.

And America's charismatic actors are now even more directly involved.

Of America's 25 top-grossing movies each year, 9 in 10 dramatize use of tobacco. More than 1 in 4 depict a particular brand. Eighty percent of the time, the featured brands are the same ones most heavily advertised in other media.

Actors now display or smoke featured brands *ten times more* than before the 1989 payola ban — celebrity endorsements the size of billboards. Videos and cable expose Big Tobacco's prime younger markets to these images over and over, in perpetuity.

And it works. Nonsmoking teens whose favorite stars smoke frequently on screen are *sixteen times* more likely to develop positive attitudes toward smoking.



Up for an Oscar?
America's most heavily advertised cigarette was featured in at least 28 top-grossing films in the 1990s. Smoking is just as common in youth-rated movies as in films rated for mature audiences.

Hollywood's vivid spectacles attract huge audiences around the globe. Lazily normalizing or purposely glamorizing a lethal addiction may well outweigh the artistic merit of smoking clichés.

This isn't about censorship — or "free expression." In Hollywood, nothing is free. Commercial tie-ins and product placements are a lucrative and deliberate business.

Big Tobacco's files are full of covert strategies, like arranging to pay Sylvester Stallone \$500,000 to use its products in five films (1985), and \$550,000 to place Larks in James Bond's "License to Kill" (1988).

In view of this slimy history, increased tobacco use in movies today makes us wonder if the voluntary ban on tobacco payola really changed anything except who is paid what, and how.

Can studio heads, financiers, agents, producers, directors, writers, editors, set dressers and actors not know that smoking looks like selling out? Might there be a moral issue here that glib claims of "free expression" don't finesse? Or are tobacco fatalities not dramatic enough, the victims not noble enough? Is this evil too...banal?

Many public health professionals are alarmed about the smoking in Hollywood movies. 480,000 Americans, smokers and nonsmokers alike, will die from smoking-related causes this year. Over *one billion* smokers live in countries where tobacco's hazards go largely unpublicized and the Marlboro Man has replaced Uncle Sam as the U.S. symbol. This overseas market now yields *half* of Hollywood's income.

We personally challenge the U.S. film industry to take these four steps now:

- 1] ROLL AN ON-SCREEN CREDIT certifying that nobody on the production accepted *anything* of value from any tobacco company, its agents or fronts.
- 2] RUN STRONG ANTI-TOBACCO ADS IN FRONT OF SMOKING MOVIES. Put them on tapes and DVDs, too. Strong spots are proven to immunize audiences.
- 3] QUIT IDENTIFYING TOBACCO BRANDS — in the background or in action. Brand names are unnecessary.
- 4] RATE ANY SMOKING MOVIE "R." While this may identify smoking with maturity, it should give producers pause.

This is just the first of these ads. Next, we start identifying who's responsible.



Smoke Free Movies aims to sharply reduce the film industry's subsidies to Big Tobacco's deceptive and global marketing — a leading cause of disability and premature death. This initiative by Robert Glantz, PhD, Director of The Cigarette Papers and Tobacco Plain, of the UCSF School of Medicine is supported by the Robert Wood Johnson Foundation and the Richard and Rhonda Goldman Fund. To learn how you can help, visit our website or write to us: Smoke Free Movies, UCSF School of Medicine, Box 0750, San Francisco, CA 94143-0750.

For what's next, visit SmokeFreeMovies.ucsf.edu

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Facts and figures, online

smokefreemovies.ucsf.edu

Who's accountable

Tobacco trends

History and science

Policy solutions

tutd.ucsf.edu

Search on names, titles,

companies, years, ratings,

locations, and more

All updated weekly

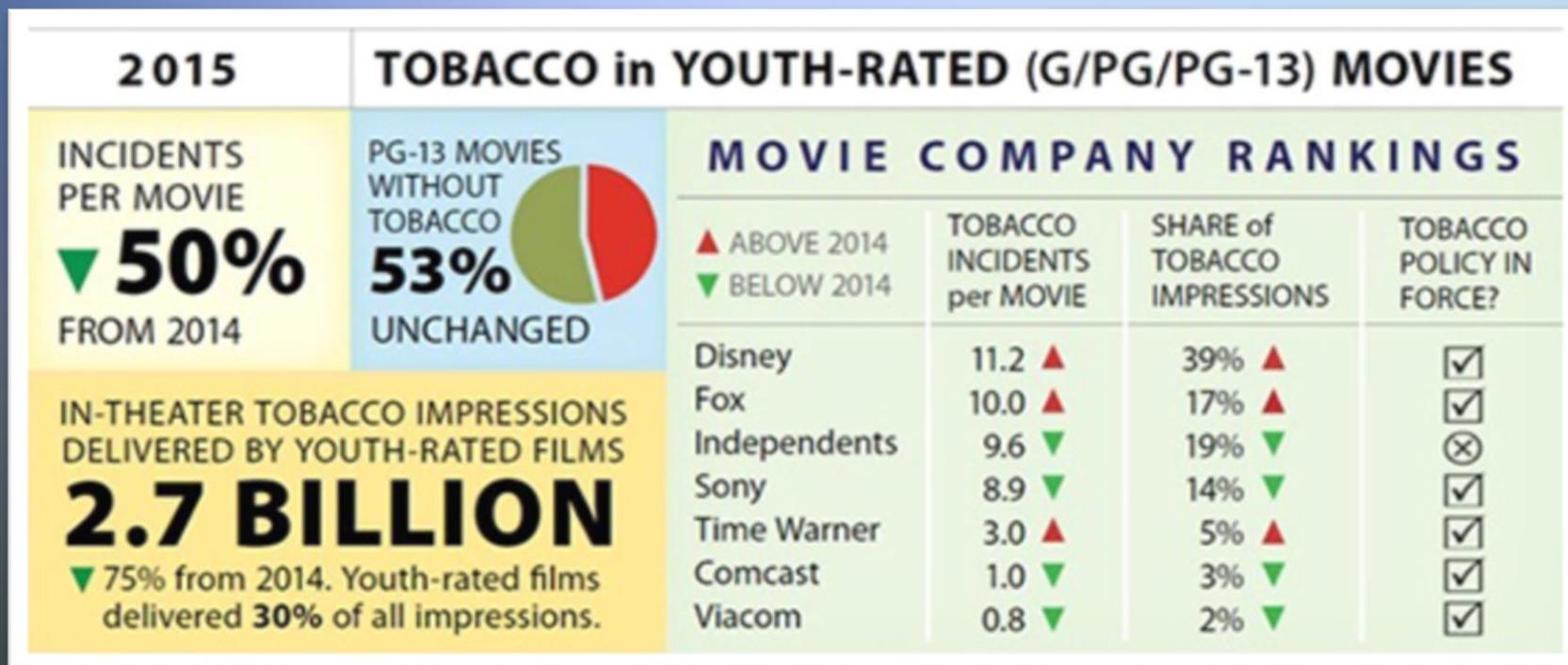
The screenshot shows the Smokefree Movies website interface. At the top, it features the UCSF logo and navigation links for 'About UCSF' and 'UCSF Medical Center'. A search bar is located in the top right corner. Below the header is a navigation menu with categories: WHO'S ACCOUNTABLE, HISTORY, RESEARCH, NEWS, SCREEN CAPTURES, SFM AD CAMPAIGN, TAKE ACTION, and POLICY SOLUTIONS.

The main content area is divided into several sections:

- NEWS...:** Lists recent news items such as 'US News, 31 Mar 2017 | Popcorn and cigarettes?' and 'Ontario Lung Association, 23 Feb 2017 | The glitz, the glam and the cigarettes'.
- OUR LATEST AD...:** Features an advertisement for 'THE TOBACCO INDUSTRY' with the headline 'AND THE WINNER IS...'. Below the ad is a quote: 'One little letter (R) will save a million lives.'
- RESEARCH...:** Lists research reports like 'UCSF CTCRE, 25 Apr 2017 | Smoking in top-grossing US movies...' and 'CDC, 8 Dec 2016 | E-cigarette use among youth and young...'.
- NOW SHOWING | Top films in theaters the week of April 28, 2017:** A table listing movies, their ratings, and the companies that produced them.

SMOKEFREE	RATING	COMPANY
Beauty and the Beast	PG	Disney
Born in China	G	Disney
The Boss Baby	PG	Fox
The Fate of the Furious	PG-13	Comcast
Gifted	PG-13	Fox
Going in Style	PG-13	Time Warner
Smurfs: The Lost Village	PG	Sony
SMOKING		
The Lost City of Z	PG-13	Amazon
The Promise	PG-13	Open Road
Unforgettable	R	Time Warner
- QUOTE UNQUOTE | Who's saying what about smoking movies:** A quote from the U.S. Surgeon General (2012): 'An MPAA policy to give films with smoking an adult (R) rating ... could eliminate youth-rated films as sources of exposure to on-screen tobacco imagery.'
- TAKE ACTION | Stop movies that push smoking at kids:** A graphic with the text 'Oh, we know who the winner was Feb. 26. #RateSmokingR'.
- SCREEN CAPTURES...:** A section showing a photo of a man from a movie.
- WHO'S ACCOUNTABLE?:** A section listing major studios: Walt Disney, Comcast, Sony, 21st Century Fox, Viacom, and Time Warner.
- CLASSIC TOBACCO DEALS...:** A section featuring a classic movie poster for 'The Untouchables'.
- NEW ON THE SFM BLOG...:** A section with recent blog updates, such as '24 Apr 2017 | Update | Viacom's Paramount leads PG-13 smoking in early 2017'.

CDC's annual fact sheet: "Smoking in the Movies"



CDC fact sheet: August 22, 2014

“Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 (18%) and prevent one million deaths from smoking among children alive today.”

To put Hollywood and parent companies on notice:

[One in a Series]

WHY HAS SMOKING IN KID-RATED MOVIES DOUBLED SINCE 2010?



You don't have to work for a tobacco company to serve the tobacco industry.

In 2012, the Surgeon General of the United States concluded that exposure to smoking in movies causes kids to become smokers.

And, as the Surgeon General also reported, US movie and tobacco companies have a long, documented history of collaborating.

This history of collaboration—and the global scientific consensus that exposure to on-screen smoking causes massive harm—sets tobacco apart from other film content already addressed in the MPAA's ratings.

Big media companies are pushing MORE smoking at young audiences.

Are media companies facing the facts and protecting kids? Among the latest findings on 2012 films just reported by the US Centers for Disease Control and Prevention (CDC)* are:



14.8 BILLION

Tobacco impressions delivered to domestic theater audiences by 2012 youth-rated films, up 33% from 2011

Of course, not all media companies are alike. Some have worse records than others. The table below shows how the companies ranked in 2012:

2012 | How much smoking in their kid-rated movies?

↑ vs. 2011	Tobacco incidents per kid-rated movie	Share of kid-rated tobacco impressions
	TIME WARNER 26.5 ↑	38% ↑
	NEWS CORP. 18.8 ↑	19% ↑
	SONY 13.8 ↑	14% ↑
	INDEPENDENTS 12.2 ↑	6% ↑
	VIACOM 11.5 ↓	5% ↓
	DISNEY 8.5 ↓	15% ↓
	COMCAST 4.3 ↓	3% ↓

Media Companies with policies in place before 2012

The table shows that most studios added more smoking in 2012. It also shows that the internal policies adopted by some studios to “discourage” tobacco imagery in kid-rated films simply aren't reliable. For example, from 2006 to 2010, Time Warner reduced its kid-rated smoking by 97%. But in 2012, smoking in its PG-13 films more than tripled—putting Time Warner on top of the smoking charts again.

37%

Current US smokers ages 12-17 who were recruited to smoke by exposure to on-screen smoking.

250,000

Number of these recruits who will ultimately die from tobacco-induced cancer, stroke, heart disease or lung disease.

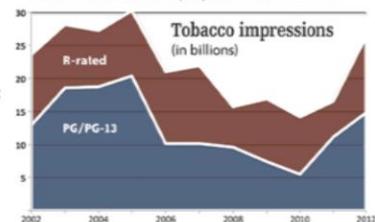
Major movie studios knowingly harm kids, say 38 state attorneys general.

There's no PR fix for the film industry's tobacco problem. It needs to get serious. State and federal health authorities agree. Through the UN's World Health Organization, there's also global consensus about what steps to take:

- 1 Give future movies with tobacco an adult rating (“R” in the US), except depictions of actual people who actually smoked (as in biographical dramas or documentaries) or of the real health consequences of tobacco use.
- 2 Require credited producers to certify there were no payoffs for tobacco imagery.
- 3 Show a strong anti-tobacco spot before any production with tobacco imagery, in all media channels, regardless of rating.
- 4 Keep tobacco branding out of all future film productions.
- 5 Make future productions with tobacco imagery ineligible for public subsidy.

Big Tobacco lost a federal racketeering case for fraud and marketing to kids. Who's next?

Tobacco companies have paid millions of dollars to Hollywood for one simple reason: movies sell smoking. The science confirms it: harm to today's 12-17 year olds is real. Their future health costs alone are projected at \$18 billion.



An index of total exposure, in-theater impressions from youth-rated films are up 100% since 2010, to the highest level in 6 years.

Either major studios still get a payoff from putting tobacco on screen, in which case they're corrupt. Or else they're now serving the much-larger tobacco industry for free, in which case they're stupid.

You decide.



Smokefreemovies.ucsf.edu

*US Centers for Disease Control and Prevention (2013). www.cdc.gov/tobacco/smoking-in-movies
Also: University of California, San Francisco (2013). Smoking in top-grossing US movies, 2012. bit.ly/UCSF-2012-films

SMOKING IN MOVIES KILLS IN REAL LIFE. Smokers face more policies—the R-rating, and tobacco ads, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, Legacy, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breast Cancer Campaign for Tobacco-Free Kids, Los Angeles County Department of Public Health, New York State Department of Health, New York State PFA, and many others. Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1306

Wherever the media companies go, they get the message.
One little letter **R** will save a million lives.

Los Angeles
County
Department
of Health



Smokefree Movies | Take action 10/20

Wherever the media companies go, they get the message.
One little letter **R** will save a million lives.

Reality Check
New York



Smokefree Movies | Take action 11/20

Wherever the media companies go, they get the message.
One little letter **R** will save a million lives.

New York
State Dept.
of Health



Smokefree Movies | Take action 12/2

Wherever the media companies go, they get the message.
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World Health
Organization:
Framework
Convention on
Tobacco Control,
Article 13



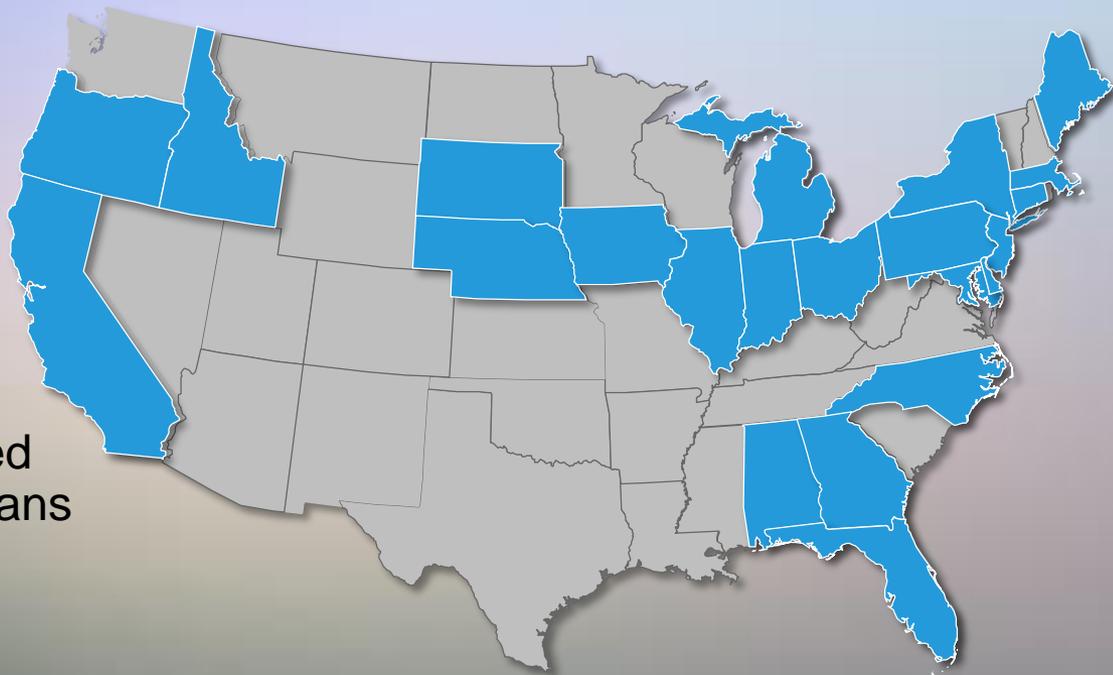
Smokefree Movies | Take action 13/20

Wherever the media companies go, they get the message.
One little letter **R** will save a million lives.

93 Hospitals
in 22 states

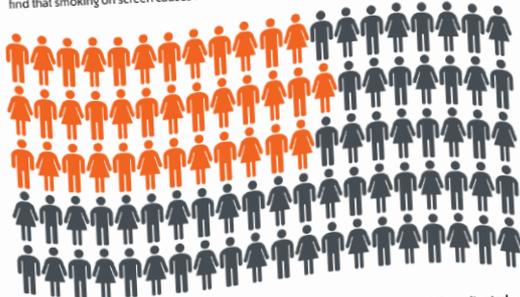
24K Affiliated
physicians

Trinity Health



We'll give you the tools you need.
The answers your patients need.
And a proven strategy.

What's wrong with this picture? Most smokers start smoking before age 18. The film industry has a long, documented history of collaborating with the global tobacco industry. Researchers in fifteen countries, studying more than 50,000 young people, consistently find that smoking on screen causes kids to smoke — including 37% of new, young U.S. smokers.



The Centers for Disease Control and Prevention (CDC) report that 6.4 million children alive today will start smoking because of smoking in movies. Two million of those children will eventually die from tobacco-induced cancer, heart disease, lung disease and stroke. PG-13 movies will account for about half of those deaths. The U.S. Surgeon General reports that R-rating future movies with smoking would reduce teen smoking rates by 18%. The R-rating will create a voluntary incentive for movie producers and studios to reserve smoking for movies intended for mature audiences — keeping tobacco out of the movies that kids see most and averting one million tobacco deaths. Learn more at this University of California, San Francisco, web site: smokefreemovies.ucsf.edu.

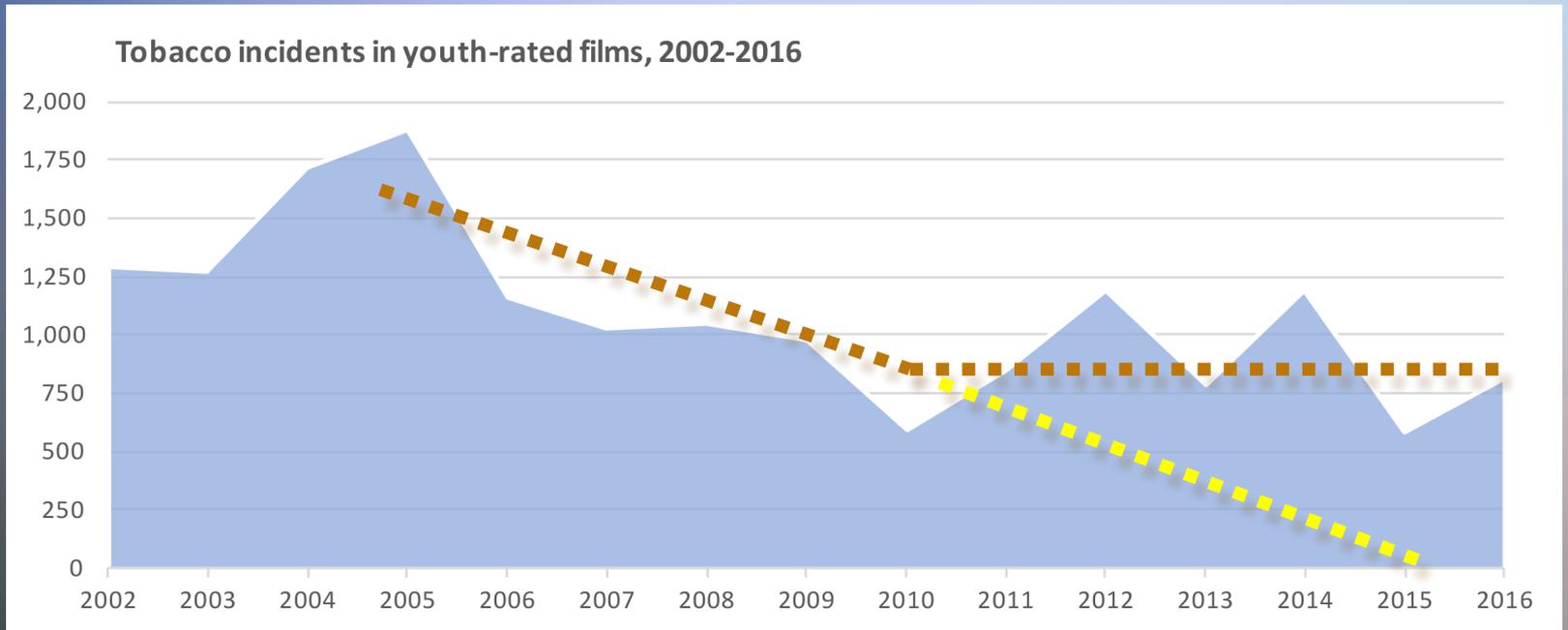
One little letter **R will save a million lives.**

Health
education
materials

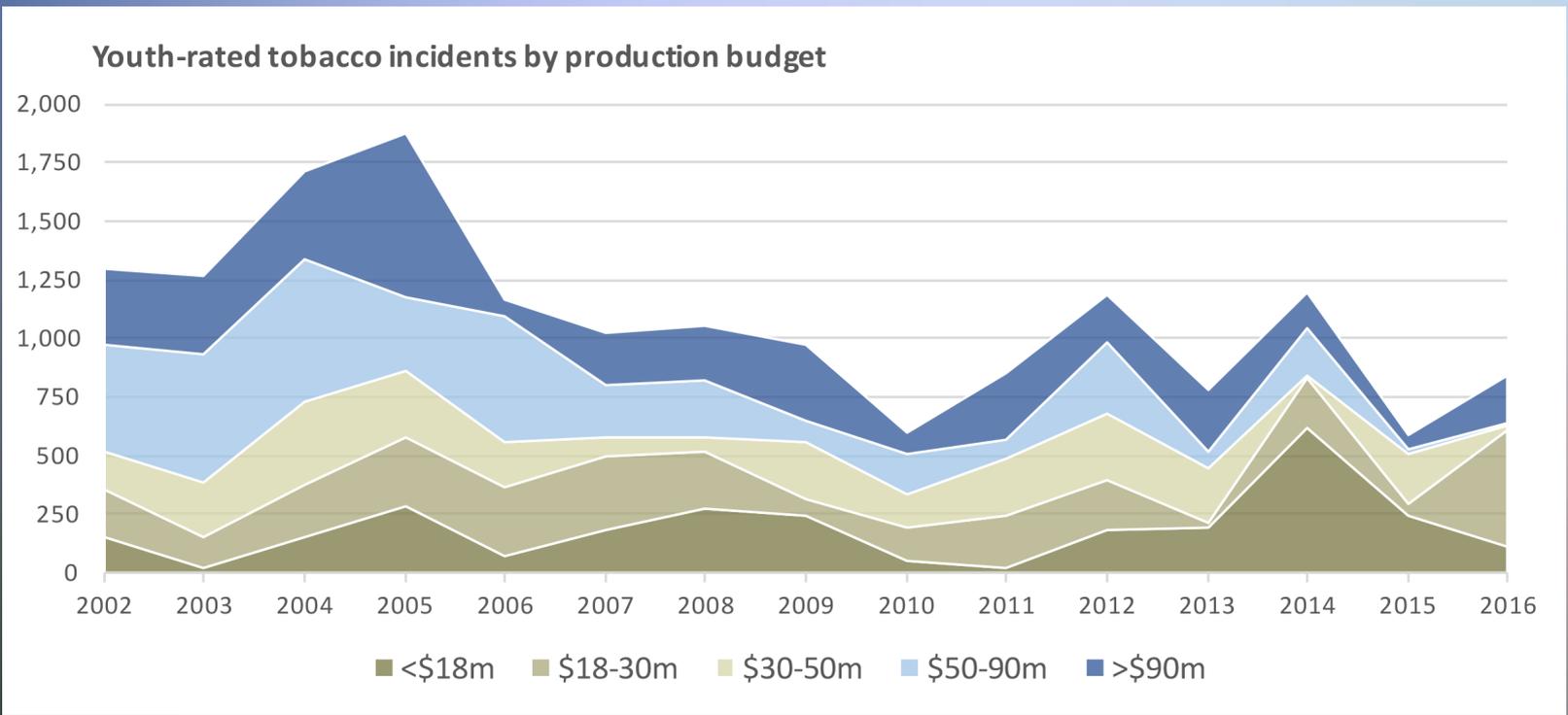
Movie facts
updated
weekly



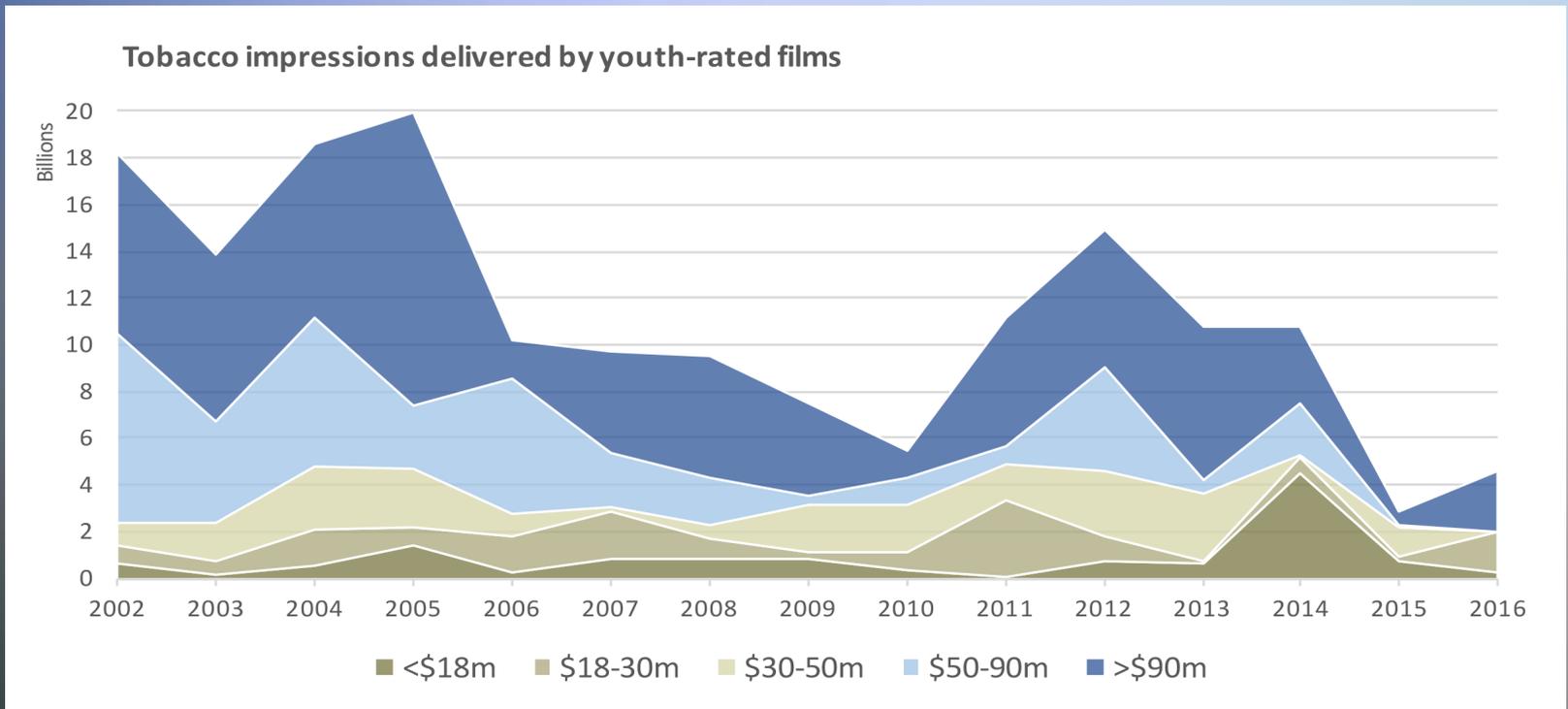
Change over time: Tobacco incidents



Change over time: Tobacco incidents by film budget



Change over time: Tobacco impressions by budget





The R-rating for smoking will prevent

385,000 cancer deaths

375,000 heart and stroke
deaths

265,000 deaths from
respiratory disease

in this generation of kids,
nationwide.

We're half-way home. Save a million lives.

Smokefree Movies | UCSF Center for Tobacco Control Research and Education | smokefreemovies.ucsf.edu

