

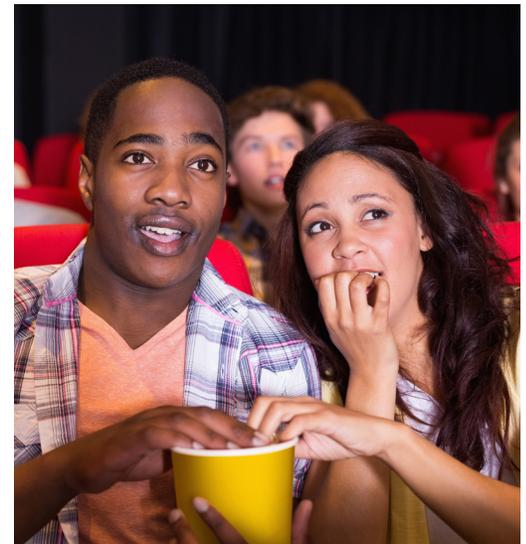
# SMOKE-FREE MEDIA

Big Tobacco has a long history of using movies to glamorize smoking and recruit young new smokers. NYC Smoke-Free, a program of Public Health Solutions, works to drive policies that cut smoking imagery in movies and strengthen youth rating regulations. For more information, visit [nycsmokefree.org](http://nycsmokefree.org)

## PROMOTING SMOKING IN MOVIES: BIG TOBACCO'S RELENTLESS TACTIC

The tobacco industry has collaborated with the movie industry since the 1920s to promote smoking and tobacco brands—leveraging tactics such as product placement and celebrity endorsements. Although the Master Settlement Agreement banned tobacco product placement in US movies in 1998, this did not impact the prevalence of on-screen smoking.

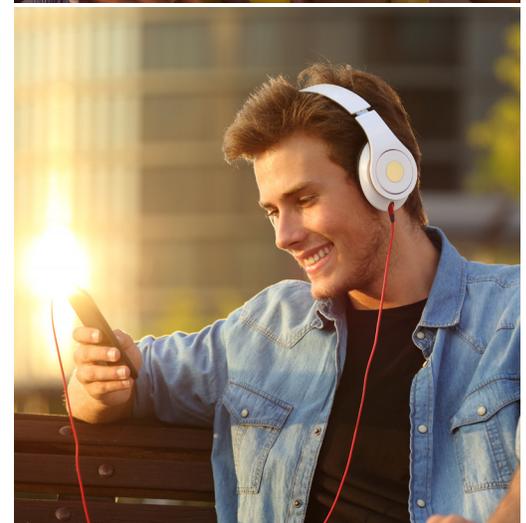
- The amount of smoking imagery featured in movies increased 144% from 1998 to 2005
- In 2017, movies rated PG-13 accounted for 30% of smoking incidents in movies



## TARGETING YOUTH: LEVERAGING THE INFLUENCE OF MOVIES

The majority of smokers become addicted before they turn 18. The more smoking that young people see in movies, the more likely they are to start smoking — a jarring correlation that has caused the tobacco industry to relentlessly push for smoking imagery in movies for almost a century.

- 90% of cigarette smokers first try smoking by age 18
- 13,000 NYC public high school students smoke — as a result, 1/3 of them will die prematurely
- 37% of smokers under 18 first start due to exposure to on-screen smoking





## REALITY CHECK: A PROGRAM TO ENGAGE STUDENTS

Through its Reality Check program, NYC Smoke-Free works with students aged 13-18 on a variety of initiatives designed to expose the misleading marketing tactics of the tobacco industry and reduce the number of teens who smoke. The program encourages and empowers students to engage their peers in increasing awareness about tobacco's harmful effects.

Reality Check has engaged over 4,000 students in tobacco control initiatives from almost 60 schools across NYC.

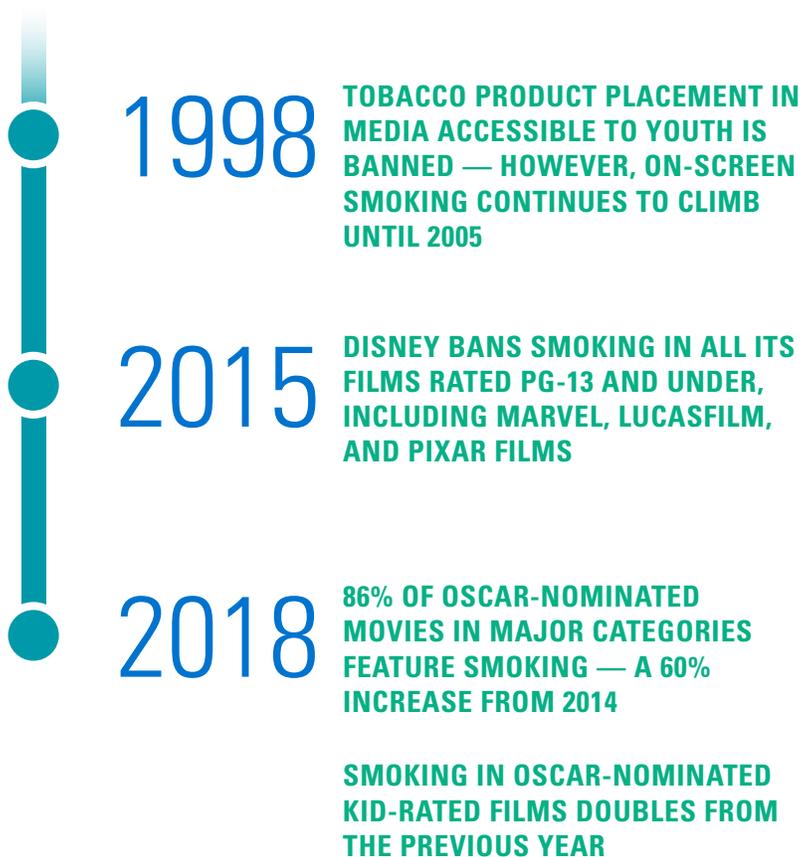


## CONTACT US

NYC Smoke-Free  
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646-619-6400  
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## SMOKING IN MOVIES: TIMELINE

We've achieved many successes in our fight for smoke-free movies, but there's still more work to be done.



## R-RATING MOVIES WITH SMOKING: A VIABLE SOLUTION

Through its NYC Smoke-Free Program, Public Health Solutions is working to ensure that all movies featuring tobacco use receive an R-rating. R-rating movies showing tobacco use would limit youth exposure to smoking imagery and offer a powerful incentive for producers to exclude tobacco use from their movies.

- By R-rating movies with tobacco use, youth smoking rates would decline by 18%
- This would prevent one million tobacco deaths among today's children

[www.nycsmokefree.org](http://www.nycsmokefree.org)



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