



Tobacco-free Movies

How tobacco imagery in movies can impact youth tobacco use

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1950's Hollywood icons promoting tobacco in film and print



MRS. HUMPHREY BOGART SAYS:
(Lauren Bacall)

"I love to see a man smoke a Cigarillo"



Lauren Bacall, speaking for style-wise women everywhere, endorses The New Idea in Smoking from the feminine point of view... As for men, they go in a big way for delicious smoking pleasure in a shape, trim and handy as a cigarette... The perfect mild smoke.

Guaranteed as a cigarette... Pleasantly between the smoker's lips, or into a holder.



Humphrey Bogart and his wife, Lauren Bacall, as stars of Sylvania Pictures, are back ardent, expert smokers.

Robt. Burns Cigarillos 5[¢] pack

"IN A CLASS BY ITSELF"

Product Placement and Brand Imagery



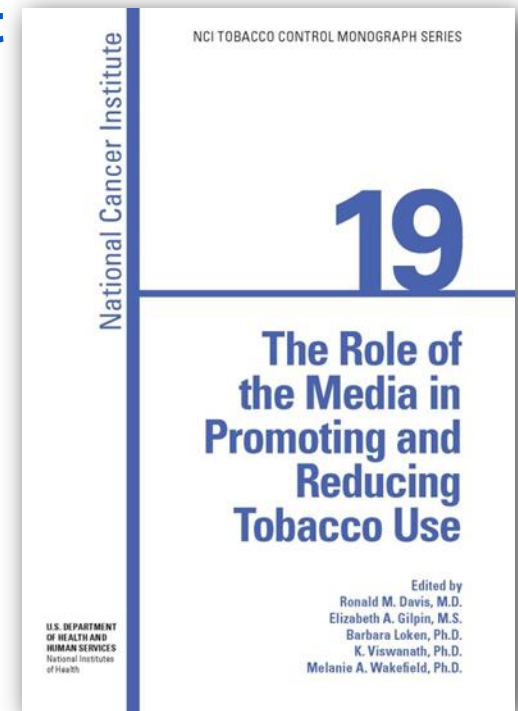
Continued Promotion of Smoking in Movies



National Cancer Institute Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use

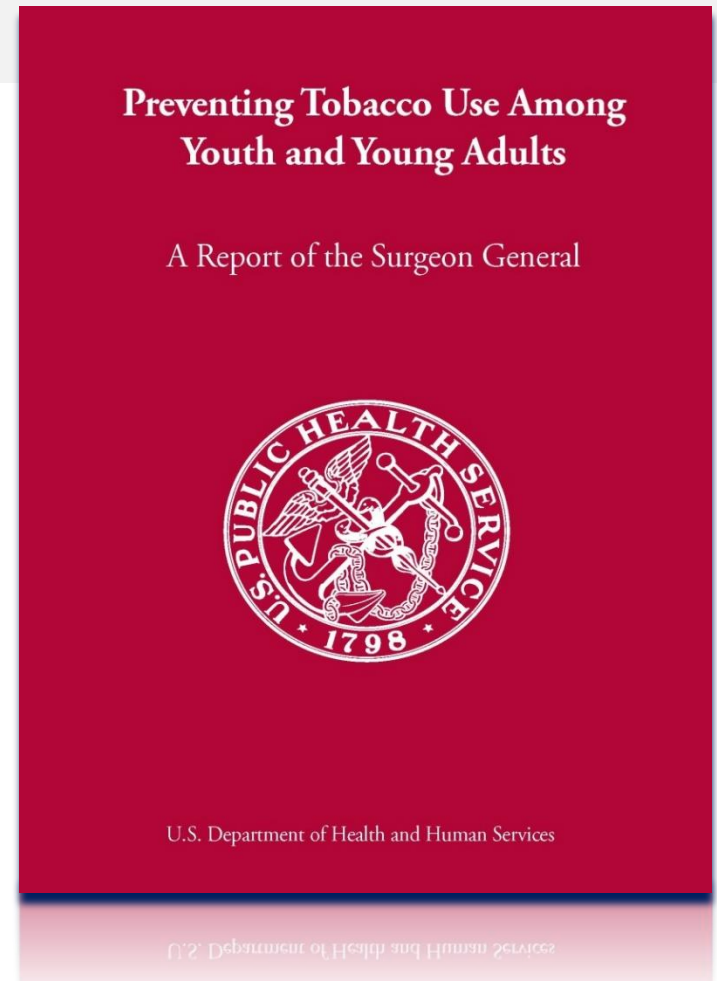
Major monograph conclusion with respect to smoking in the movies:

“The total weight of evidence from cross-sectional, longitudinal, and experimental studies indicates a causal relationship between exposure to depictions of smoking in movies and youth smoking initiation”



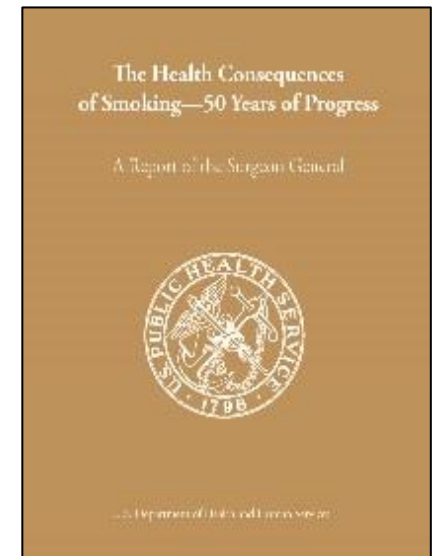
U.S. Surgeon General's Report on Tobacco Use Among Youth and Young Adults (2012)

- ❑ Found that youth who are exposed to images of smoking in movies are more likely to smoke; those who get the most exposure to onscreen smoking are about twice as likely to begin smoking as those who get the least exposure.
- ❑ Conclusion: “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.”



U.S. Surgeon General's Report on Health Consequences of Smoking, 50th Anniversary (2014)

- ❑ Cites evidence that shows a dose-response relationship between frequency of exposure to onscreen smoking images in movies and increased risk of smoking initiation
- ❑ Cites estimates that reducing in-theater exposures among youth from PG-13 movies (such as by an R rating) could reduce youth prevalence by 18%
- ❑ The magnitude of this effect would be similar to a price increase of \$1.50 per pack of cigarettes nationally
- ❑ Since exposure to smoking imagery continues in home media (e.g., broadcast, cable, satellite, and on-demand; on DVD and Blu-ray and on streaming media), there is a continuing need for public education campaigns to prevent tobacco use initiation.



Continued Activities

- ❑ Continue to highlight the causal relationship between tobacco imagery in movies and youth use
- ❑ Report regularly on trends in tobacco imagery and movies
- ❑ Explore how to expand surveillance beyond movies to include television, streaming, DVD/Blu-ray and online content
- ❑ Identify opportunities for national health objectives such as Healthy People 2030

Tobacco Use in Top-Grossing Movies — United States, 2010–2016

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The Surgeon General has concluded that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young persons (1). The more youths see smoking on screen, the more likely they are to start smoking; youths who are heavily exposed to onscreen smoking imagery are approximately two to three times as likely to begin smoking as are youths who receive less exposure (1,2). A *Healthy People 2020* objective is to reduce the proportion of youths exposed to onscreen tobacco marketing in movies and television (Tobacco Use Objective 18.3) (3). To assess the recent extent of tobacco use imagery in youth-rated movies (G, PG, PG-13*), 2010–2016 data from Thumbs Up! Thumbs Down! (TUTD), a project of Breathe California of Sacramento-Emigrant Trails were analyzed and compared with previous reports.[†] In 2016, 41% of movies that were among the 10 top-grossing movies in any calendar week included tobacco use, compared with 45% in 2010. Among youth-rated movies, 26% included tobacco use in 2016 (including 35% of PG-13 movies) compared with 31% in 2010 (including 43% of PG-13 movies). The steady decline in the number of tobacco incidents in youth-rated movies from 2005–2010 stopped after 2010.

pipes, hookah, smokeless tobacco products, and electronic cigarettes) by an actor, in U.S. top-grossing movies each year. Trained monitors count all tobacco incidents in those movies that are among the 10 top-grossing movies in any calendar week of the year. Previous reports have used this criterion because U.S. movies ranked in the 10 top-grossing movies for at least 1 week have accounted for 96% of U.S. ticket sales (4–6). At least two monitors independently evaluate each film; any differences are resolved by a supervisor who independently watches the film using the same protocol. Incidents of implied use have been rare and occur when a person is handed or is holding, but does not necessarily use, a tobacco product. A new incident was counted each time 1) a tobacco product went off screen and then came back on screen; 2) a different actor was shown with a tobacco product; or 3) a scene changed and the new scene contained the use or implied use of a tobacco product.[§]

[§] Two common methods used to count smoking incidents in movies are to count the number of scenes in which tobacco use occurs or to count the number of cuts in which tobacco use occurs. Despite the difference in methods, both metrics have consistent results and are valid for comparing the results across ratings, years, companies, etc.

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

