

Screen Out!

- Movies are very influential to a society's norms, values and cultural identity. They affect the way we talk, dress and act in certain situations. Movies are used to both promote tobacco brands and to "advertise" the acceptability of the act of smoking.
- Experts estimate that movies with tobacco imagery influence half of all new teen smokers to start smoking. This means that Hollywood recruits approximately 390,000 new youth smokers each year, nearly enough to replace all of the smokers the tobacco industry kills on a yearly basis.¹
- The current movie rating system does not prevent children from seeing smoking in movies. About 60 percent of youth exposure to smoking in movies is from G-, PG- or PG-13-rated movies.
- To combat these startling statistics Stan Glantz, PhD, professor of medicine at the University of California, San Francisco, founded the Smoke Free Movies movement, an education and advocacy campaign to reduce the value of movies as recruiters for the tobacco industry.
- The Smoke Free Movies Movement proposes four solutions that the U.S. film industry can implement to change the irresponsible use of tobacco on screen:
 - Rate new movies with smoking "R."
 - Certify no pay-offs.
 - Require strong anti-smoking ads.
 - Stop identifying tobacco brands in movies.
- The New York State Department of Health and the University of California developed "Screen Out!" as the national action program to achieve the solutions of the Smoke Free Movies movement.
- The AMA Alliance launched its "Screen Out!" campaign in October 2006 giving a powerful, grassroots voice to the Smoke Free Movies movement.
- The AMA Alliance's "Screen Out!" campaign is a three-year public awareness campaign designed to ultimately get tobacco OUT of Hollywood through a strong base of national support, through petitions and endorsements.
- The goal of the campaign is to gather 750,000 signatures and 1,500 endorsements from parent, political, health and school groups over the campaign's duration.
- In October 2006, the American Legacy Foundation awarded the AMA Alliance a \$500,000 grant to achieve the goals of their "Screen Out!" campaign.

For more information about "Screen Out!" visit www.amaalliance.org.

¹ 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.