

JUST SAY NO TO SMOKING IN MOVIES!

THE FACTS



- The US Centers for Disease Control named tobacco use in movies a major factor in teen smoking.
- 390,000 kids are recruited to smoke each year by the smoking they see on screen.
- Teens whose favorite stars smoke on screen are 16 times more likely to have a positive attitude about smoking.
- In 2008, PG-13 films accounted for 65% of the tobacco impressions in movies.
- Smoking on screen does not reflect reality. It almost never shows the negative health effects of smoking.

Talk to your children about what they are seeing!

For more information, visit
www.smokefreemovies.ucsf.edu

