

R

is for reasonable and responsible.

IT'S A SCIENTIFIC FACT: The more smoking teens see on screen, the more likely they are to start smoking. The motion picture and tobacco industries have a long, documented history of promoting smoking. Under pressure from public health authorities and state attorneys general, studios have acknowledged the teen smoking issue and added anti-smoking spots to some DVDs. But Hollywood has failed to implement the main policy recommendation:

permanently and substantially R E D U C E teen exposure to smoking on screen.

The most effective, least intrusive means to cut exposure? Rate future smoking "R." Producers would simply reserve smoking for their R-rated films, the way they now routinely calibrate other content. Movies rated G, PG, and PG-13 would be smoke-free, cutting teens' risk from on-screen smoking in half. Hollywood's rating system doesn't cost taxpayers a dime. Yet the R's *results* will rank among the most important public health advances of our time. ONE LETTER CAN NOW SAVE THOUSANDS OF LIVES.

R-rate smoking in new movies.



Smoking in movies kills in real life. The R-rating will except depictions of the dire health effects of tobacco use and portrayals of actual historical figures who smoked (e.g., Churchill). Previously released films will not be re-rated. For a full description of the R-rating and a list of its global endorsers, please go to www.smokefreemovies.ucsf.edu.