

Welcome

Please stand by. We will begin shortly.

Smoke Free Movies: Averting a Million Premature Deaths

Tuesday, February 25, 2014 · 1pm ET (90 minutes)



Celebrating 10 years

Housekeeping

- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.

Smoke Free Movies: Averting a Million Premature Deaths

Webinar objectives

- Understand the scientific evidence that led the Surgeon General to conclude that on-screen smoking causes kids to smoke
- Identify the media companies responsible for most exposure to kids smoking in the movies
- Describe practical policy solutions that will reduce the toll of youth addicted by tobacco use in movies

Moderator



Catherine Saucedo

- Deputy Director, Smoking Cessation Leadership Center, University of California, San Francisco
- csaucedo@medicine.ucsf.edu

Agenda

- **Welcome**
 - Catherine Saucedo
- **Introduction to CADCA**
 - Alicia D. Smith, MPH
- **Smoke Free Movies: Averting a Million Premature Deaths**
 - Stanton A. Giantz, PhD
- **Q&A**
- **Closing Remarks**

Disclosure: Faculty, speaker, moderator, and planning committee members have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

Today's Speaker



Alicia D. Smith, MPH

- Project Manager, Tobacco Prevention Programs, CADCA
- www.cadca.org






Community Anti-Drug Coalitions of America





CADCA Tobacco Webinar Series

Brought to you by our National Network Dissemination Community Transformation Grant in partnership with the Smoking Cessation Leadership Center awarded to amplify the policy, environmental, programmatic and infrastructure strategies around tobacco-free living strategies to our coalition affiliates and national partner network.

CADCA's 7 Seven Strategies for Community Change

1. Providing Information	}	Education/Awareness (Individuals Strategies)
2. Enhancing Skills		
3. Providing Support		
4. Enhancing Access/Reducing Barriers	}	Environmental Strategies (Entire Community)
5. Changing Consequences		
6. Physical Design		
7. Modifying/Changing Policies		





So, have you heard about the movement?



Through With Chew Week

February 16 – 22, 2014
Great American Spit Out on February 21st

TWCW is a public awareness campaign designed to reduce the use of smokeless tobacco among young people.




New Tobacco Use Prevention Online Toolkit

www.PreventTobaccoUse.org/



CADCA *Building drug-free communities.*



Stay Connected to CADCA

- Phone: 1-800-54-CADCA
- Web: www.cadca.org

 www.facebook.com/CADCA
 www.twitter.com/CADCA
 www.youtube.com/CADCA09

Sign-up for weekly tobacco updates from CADCA!




To sign-up, email Colleen Hopkins: chopkins@cadca.org.

CADCA *Building drug-free communities.*



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Today's Speaker






Stanton A. Glantz, PhD

- Professor of Medicine, University of California at San Francisco (UCSF)
- Director, Center for Tobacco Control Research and Education, UCSF
- American Legacy Foundation Distinguished Professor of Tobacco Control



SMOKE FREE MOVIES

SmokeFreeMovies.ucsf.edu

Averting a Million Premature Deaths

Stanton A. Glantz, PhD
 Professor of Medicine
 UC San Francisco

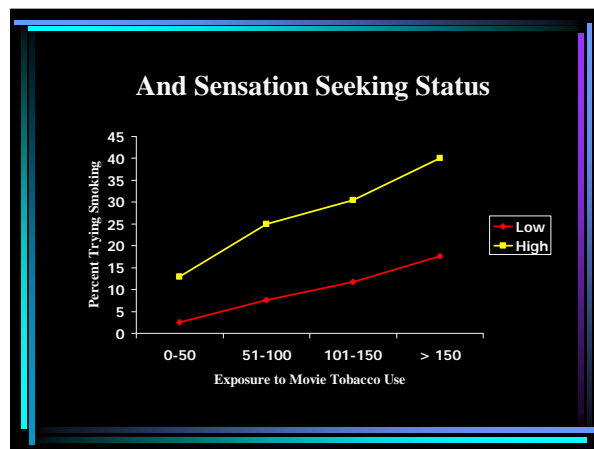
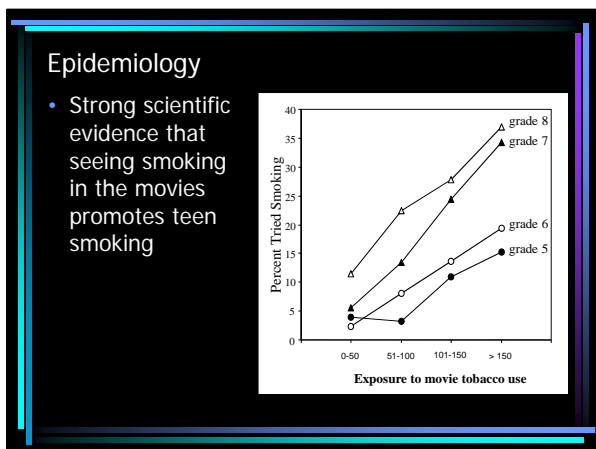
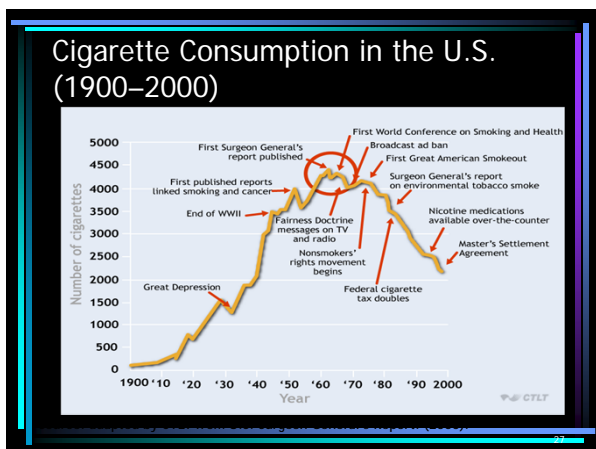
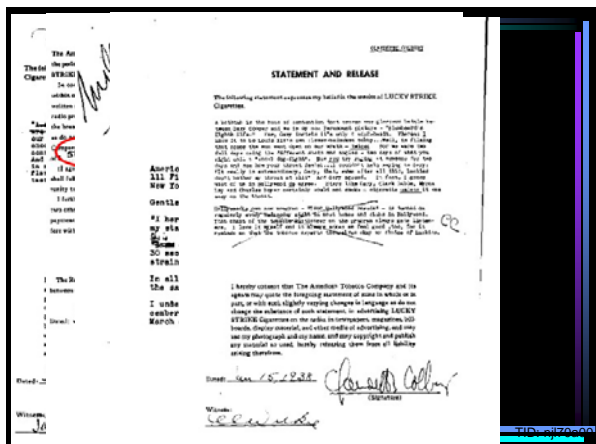
Campaign Objectives

- Reduce the value of American movies as promotional medium for Big Tobacco worldwide
- Break the decades-old alliance between Big Tobacco and Hollywood
- Get Hollywood to take the problem seriously
- Stimulate a debate within Hollywood
- Provide practical solutions

Motion Picture Industry Viewpoint

"I believe films always mirror society; what film makers are trying to do is to document what's happening in society...I think that if people are going to be influenced to start smoking or smoke cigarettes as a consequence of watching motion pictures or television, then they probably need more help than anyone can give them."

– Director/producer



Smoking during break

Table 2. Predictors of smoking during the study break

	Univariate OR (95% CI)	Multivariate OR (95% CI)
Experimental condition (smoking in film clips)	2.26 (1.01, 5.05)	3.06 (1.01, 9.29)
Prior movie exposure (percentile)	6.93 (1.69, 28.48)	6.73 (1.00, 45.25)
FTND	1.39 (1.13, 1.71)	1.71 (1.27, 2.32)
Stage of change		
Preparation	1.0	1.0
Contemplation	7.39 (1.84, 29.70)	9.07 (1.71, 47.99)
Precontemplation	5.96 (1.45, 24.43)	7.30 (1.39, 38.36)
Male gender	2.40 (1.07, 5.37)	2.03 (0.69, 5.95)
Ethnicity		
Caucasian	1.0	1.0
African-American	1.20 (0.32, 4.46)	0.68 (0.11, 4.24)
Asian	1.80 (0.52, 6.20)	3.24 (0.61, 17.21)
Other	1.33 (0.52, 3.43)	0.87 (0.22, 3.40)
Married/cohabiting	1.27 (0.44, 3.65)	0.96 (0.26, 3.50)
Impulsivity	1.07 (0.94, 1.21)	1.21 (1.03, 1.43)

Note: Significant ($p < 0.05$) ORs are in boldface.
FTND, Fagerström Test for Nicotine Dependence


Movie Smoking & Brain Activity

994 • The Journal of Neuroscience, January 19, 2011 • 31(2):994–1008

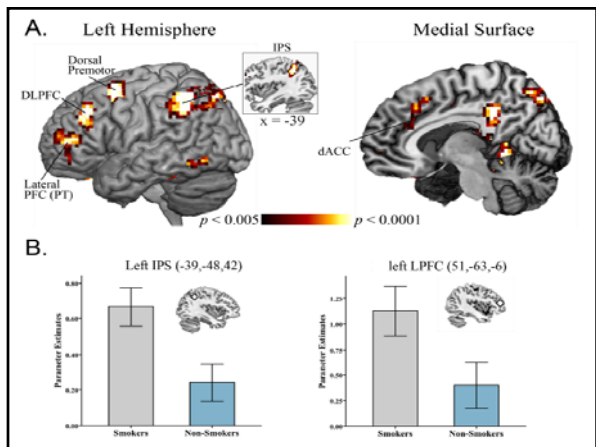
Behavioral/Systems/Cognitive

Spontaneous Action Representation in Smokers when Watching Movie Characters Smoke


Dylan D. Wagner,¹ Sonya Dal Cin,² James D. Sargent,² William M. Kelley,¹ and Todd F. Heatherton¹
¹Department of Psychological and Brain Sciences and ²Norris Cotton Cancer Center, Dartmouth Hitchcock Medical School, Dartmouth College, Hanover, New Ham



CONTROL SCENE (6 TRs) movie (14 TRs) SMOKING SCENE (6 TRs) movie (n TRs)



US Surgeon General (2012)



"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..."

- ### The Solution
- There is a dose-response relationship
 - Lower the dose
 - Vaccinate kids against the effect

- ### The Solution
- **Certify No Pay-Offs**
 The producers should post a certificate in the credits at the end of the movie declaring that nobody on the production received anything of value (cash money, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.
- NO PERSON OR ENTITY INVOLVED IN THIS MOTION PICTURE ACCEPTED ANYTHING FROM ANY TOBACCO COMPANY, ITS AGENTS OR FRONTS.

The Solution

- **Require Strong Anti-Smoking Ads**
Studios and theaters should require a genuinely strong anti-smoking ad (not one produced by a tobacco company) to run before any film with any tobacco presence, regardless of its MPAA rating.



The Solution

- **Stop Identifying Tobacco Brands**
There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.



The Solution

- **Rate New Smoking Movies "R"**
Any film that shows or implies tobacco should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or when it is necessary to represent accurately a real historical figure.



The Italian Job

(2 clips)

Who decides?

Only six companies account for **95% of the problem**...and could solve it overnight.

Who decides?

Disney
Comcast
Fox
Sony
Time Warner
Viacom

Paid Advertising

- Trade Press
 - Variety
- Opinion Leaders
 - New York Times
- Other Placements
 - Health publications
 - School publications
 - Teen Advocacy



Hold Hollywood Accountable

- Directors
- Actors
- Writers
- Editors
- Property Masters
- Studios
- Theaters
- Video Stores
- People named on web site



And Youth Empowerment Movements

- New York Reality Check
- 306,000 letters
 - MPAA
 - Directors' Guild
 - Julia Roberts
 - Brad Pitt
 - Others
- No response
 - Threats
 - Silence



Holding media companies accountable





New York State Department of Health

THE PROBLEM OF SMOKING IN YOUTH RATED MOVIES

Why they don't belong in youth-rated movies, period.

Smoke-free movies:
From evidence to action

World Health Organization

Smoking in Top-Grossing Movies in United States, 1991-2009 - Morbidity and Mortality Weekly Report (MMWR)

Center for Disease Control and Prevention

Smoking in Top-Grossing Movies --- United States, 1991-2009

Weekly
August 20, 2010 / 59(32):1014-1017

Exposure to onscreen smoking in movies increases the probability that youths will start smoking. Youths who are heavily exposed to onscreen smoking are approximately two to three times more likely to begin smoking than youths who are lightly exposed (1); a similar, but smaller effect exists for young adults (2). To monitor the extent to which tobacco use is shown in popular movies, Thumbs Up! Thumbs Down! (TUTD), a project of Breathe California of Sacramento-Emigrant Trails, counted the occurrences of tobacco use (termed "incidents") shown in U.S. top-grossing movies during 1991-2009. This report summarizes the results of that study, which found that the number of tobacco incidents depicted in the movies during this period peaked in 2005 and then progressively declined. Top-grossing movies released in 2009 contained 49% of the number of onscreen smoking incidents as observed in 2005 (1,935 incidents in 2009 versus 3,967 incidents in 2005). Further reduction of tobacco use depicted in popular movies could lead to less initiation of smoking among adolescents. Effective methods to reduce the potential harmful influence of onscreen tobacco use should be implemented.

What the U.S. CENTERS for DISEASE CONTROL and PREVENTION just concluded about smoking in films

Last Friday, August 20, the CDC's Morbidity and Mortality Weekly Report published data showing that onscreen tobacco incidents had dropped 53% from their 2005 peak. But a report of 2009 films rated PG-13 still featured smoking. The report concluded:

44 EFFECTIVE METHODS TO reduce the potential harmful influence of onscreen tobacco use should be implemented. Policies to decrease the negative effects on youths of onscreen depictions of smoking in movies have been recommended by the World Health Organization and endorsed by a number of public health and health professional organizations. These include assigning R ratings to new movies that portray tobacco imagery. An R rating policy would create an economic incentive for producers to have smoking out of movies that are marketed to youths. A 2009 study concluded that the return on investment for youth-rated movies was 70%, compared to 29% for R-rated movies. Reducing the number of movies containing tobacco incidents is expected to reduce the amount of onscreen smoking seen by youths and the associated likelihood that they will become smokers. Complementary recommended policies include requiring strong anti-tobacco ads preceding movies that depict smoking, not allowing tobacco brand displays in movies, and requiring producers of movies depicting tobacco use to certify that no person or company associated with the production received any consideration for that depiction (7) (8) (9) (10) (11) (12).

With this national health consensus, the underdoged gain urge the U.S. film industry to adopt the R-rating for tobacco imagery.

[One in a Series]

The film industry is being covered by a publication called Morbidity and Mortality Weekly Report?

That can't be good.

Two months ago, the CDC's health surveillance journal Morbidity and Mortality Weekly Report concluded that "effective methods" to reduce harm from onscreen smoking "should be implemented." The CDC then laid the methods, which are already well known to the industry through direct communications from health authorities and from who the film use. The basic policy solutions are:

- Rate new films with smoking, except for actual historical figures who actually smoked (smoke, documented and depictions of their health consequences of tobacco use, and tobacco brand displays.
- Ban strong anti-tobacco spots before all films with smoking in them and
- Require producers to certify to tobacco youth.

Each month, mainstream movies with smoking deliver more than a billion tobacco impressions to domestic theater audiences. Every two months, they reach another 30,000 new teen smokers.

An elite attorney general have told the studios, "There is simply no justification for further delay." By implementing these four solutions, the film studios can save millions of thousands of lives. They can get back to following their own other members in The Hollywood Reporter. Instead of Morbidity and Mortality Weekly Report.

SMOKE FREE MOVIE

Smokefreealliance.org and cdc

CDC regularly reporting (April 2013)

Smoking & Tobacco Use

2012	TOBACCO in YOUTH-RATED (G/PG/PG-13) MOVIES	MOVIE COMPANY RANKINGS																																
INCIDENTS PER MOVIE 54% ▲ ABOVE 2011	PG-13 MOVIES WITHOUT TOBACCO 52% ▼ 2% BELOW 2011	<table border="1"> <thead> <tr> <th>MOVIE COMPANY</th> <th>TOBACCO INCIDENTS PER MOVIE</th> <th>SHARE of TOBACCO IMPRESSIONS</th> <th>TOBACCO POLICY before 2012?</th> </tr> </thead> <tbody> <tr> <td>Time Warner</td> <td>26.5 ▲</td> <td>38% ▲</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>News Corp.</td> <td>18.8 ▲</td> <td>19% ▲</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Sony</td> <td>13.8 ▲</td> <td>14% ▲</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Independents</td> <td>12.2 ▲</td> <td>6% ▲</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Viacom</td> <td>11.5 ▼</td> <td>5% ▼</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Disney</td> <td>8.5 ▼</td> <td>15% ▼</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Comcast</td> <td>4.3 ▼</td> <td>3% ▼</td> <td><input checked="" type="checkbox"/></td> </tr> </tbody> </table>	MOVIE COMPANY	TOBACCO INCIDENTS PER MOVIE	SHARE of TOBACCO IMPRESSIONS	TOBACCO POLICY before 2012?	Time Warner	26.5 ▲	38% ▲	<input checked="" type="checkbox"/>	News Corp.	18.8 ▲	19% ▲	<input checked="" type="checkbox"/>	Sony	13.8 ▲	14% ▲	<input checked="" type="checkbox"/>	Independents	12.2 ▲	6% ▲	<input checked="" type="checkbox"/>	Viacom	11.5 ▼	5% ▼	<input checked="" type="checkbox"/>	Disney	8.5 ▼	15% ▼	<input checked="" type="checkbox"/>	Comcast	4.3 ▼	3% ▼	<input checked="" type="checkbox"/>
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IN-THEATER TOBACCO IMPRESSIONS DELIVERED BY YOUTH-RATED FILMS 14,800,000,000 ▲ 33% ABOVE 2011. Youth-rated films delivered 56% of all impressions.																																		



Questions and Answers



- Feel free to submit questions via the **chat box**

Contact SCLC for technical assistance



CME/CEUs of up to 1.5 credits are available to all attendees for a fee of \$35 per certificate. Instructions will be emailed after the webinar.

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Call us toll-free

- 1-877-509-3786



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Closing remarks

- Please help us by completing the post-webinar survey.
- Thank you for your continued efforts to combat tobacco.
- **Save the date for CADCA's webcast on e-cigarettes and hookah on Thursday, April 17th at 1pm ET.**
- Stay tuned for SCLC's next webinar.