

Hearing of **Markos Kyprianou**, 8 October 2004:

'The hero of a film should not be a smoker.

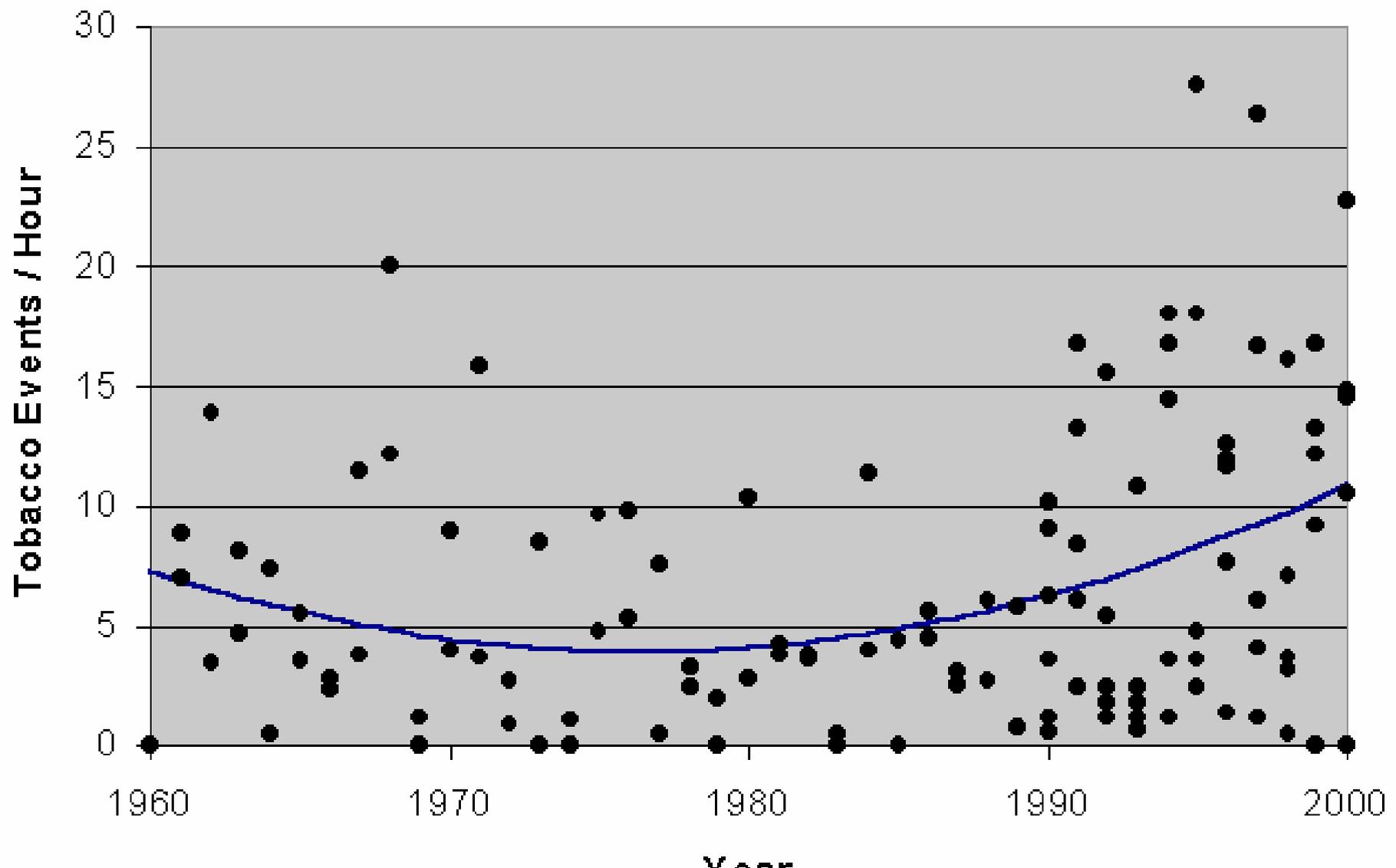
I would like to work together with the cinema industry to avoid this sort of thing. The same is true for television: if a programme glorifies smoking, it should not be shown at hours where it can be seen by young people"

Australia plans \$5000 fine for exhibiting a film showing people smoking without first showing an anti-tobacco ad

Ontario considers restriction to age 18 for movies featuring smoking

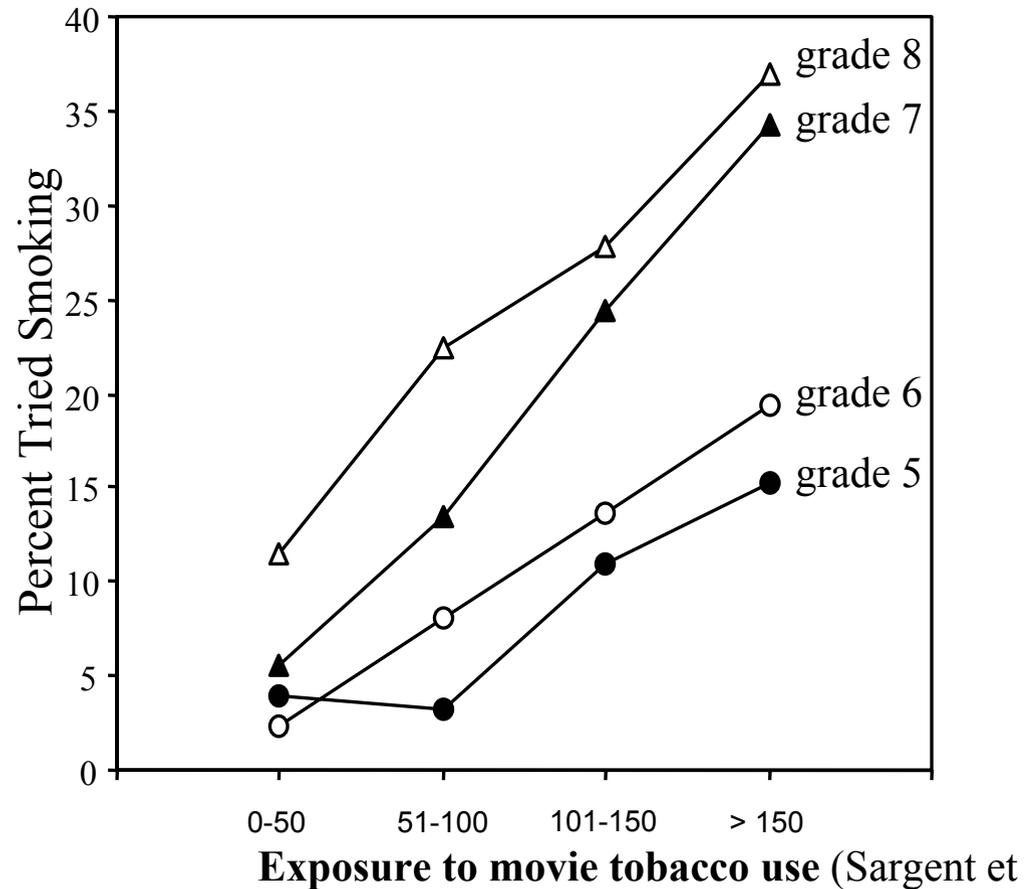
g Tobacco promised Congress it would stop paid product placement in 19

Movie smoking doubled since then: more than in 1960



Effect of Smoking the Movies

- There is a dose-response relationship
- An “adult content” (R rating in the USA) would cut the effect by more than half



Distefan 04: Am J Public Health 94, 1239-44:

One third of never smokers nominated a star who smoked on-screen, which independently predicted later smoking risk (OR = 1.36). The effect was strong among girls (OR = 1.86).

Hold Hollywood Accountable:

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

Movie stars don't have to find a cure for cancer. *But at least they could stop causing it.*

Big Tobacco is the leading preventable cause of death. Yet stars like Julia Roberts and Brad Pitt glamorize its deadly products by smoking on screen in films shown worldwide. Think how much good they could do if they simply quit smoking in their movies. Given the evidence, wouldn't you?

Over the next twelve months, the tobacco industry will kill more women and men in the U.S. than AIDS, drunk driving, illegal drugs, homicide and suicide *combined*.

Over the next ten years, more than fifty million people will die of tobacco-related diseases worldwide: heart disease, emphysema, cancer.

One in seven kids worldwide gets hooked by age fifteen. Most want to quit now; most will fail. One in three will end up dead from their addiction.

Every day in the United States, two thousand more teens become addicted to tobacco. Smoking is growing even faster in the developing world, where awareness of the dangers is lowest and Big Tobacco's marketing tactics are uncontrolled.



Julia Roberts and Brad Pitt have influenced young audiences to smoke in at least four movies each. Will their most lasting legacy be hundreds of thousands of deaths? Or a principled refusal to do Big Tobacco's dirty work?

Both in the U.S. and overseas, American movies are a key vehicle for promoting tobacco addiction.

On screens as big as billboards and on millions of videos, U.S. movies in the 1990s showed more smoking than in half a century — with more stars promoting specific brands.

80% of top-grossing PG15 movies and video releases from 1996 to 2000 featured smoking. Tobacco's screen time in those youth-targeted movies climbed 50% over the same period.

Just how influential are stars who smoke? Recent studies show that if a teenager's favorite movie star smokes on screen, he or she is significantly more likely to actually start smoking — even if friends and family don't.

Big Tobacco knows the power of movies. Ten years ago, it was paying to place its products on screen while denying it to Congress. It denies paying today, too. But do tobacco companies even pretend to protest when trademarked brands appear in the

hands of stars like Julia Roberts or Brad Pitt? Don't hold your breath.

Either stars are trading favors with Big Tobacco, in which case they're corrupt. Or they're pumping up Big Tobacco's profits for free, in which case they're stupid.

As more young fans realize that nothing winds up on screen by accident, they're asking stars to stop doing Big Tobacco's dirty work. The stars owe it to their audience to listen.

Here are other powerful ways for Hollywood to get unhooked from Big Tobacco:

1] **ROLL ON-SCREEN CREDITS IN SMOKING FILMS** certifying that nobody on a production accepted *anything* of value from any tobacco company, its agents or fronts.

2] **RUN STRONG ANTI-TOBACCO ADS IN FRONT OF SMOKING MOVIES.** On tapes and DVDs, too. Strong spots are proven to immunize audiences.

3] **QUIT IDENTIFYING TOBACCO BRANDS** in the background *or* in action. Brand names are unnecessary.

4] **RATE NEW SMOKING MOVIES "R"** to give parents more power to protect children against the tobacco industry.



**SMOKE
FREE
MOVIES**

Get the inside story at SmokeFreeMovies.ucsf.edu

Smoke Free Movies aims to sharply reduce the film industry's usefulness to Big Tobacco's domestic and global marketing — a leading cause of disability and premature death. This initiative by Stanton Glantz, PhD (coauthor of *The Cigarette Papers* and *Tobacco War*) of the UCSF School of Medicine is supported by the Robert Wood Johnson Foundation and the Richard and Rhoda Goldman Fund. To learn how you can help, visit our website or write to us:

- 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.

- 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.



- 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.



EU – project: Spotting smoking scenes in film, TV & video

Main goal: **sensitize** (immunize) children against indirect tobacco ads
raise awareness in adolescents (up to age 18)

Make them think why personalities they sympathize with
are shown with cigarettes

e.g. a young man lighting a cigarette after having rebelled against elderly,
beautiful girl in a scene showing her intellectual superiority,
couple after a sex scene, a cheerful group during entertainment, etc.

Make them angry about dirty tricks of industry to hook them
about hidden, subliminal advertising



EU – project: **Spotting smoking scenes in film, TV & video**

Secondary goal:

Make use of the information collected.

Screen, evaluate, control and select reports for **interventions:**

International coalitions, ENSP, ENYPAT should confront responsible politicians, producers, TV-stations, actors, authors, web site owners and other people who possibly received money from the tobacco industry.

If no or insufficient answer: raise questions in public!



and here is where your task begins: The next time you watch a movie or a music video, be aware of what smoking stands for. Is it necessary to describe a person or situation or would the story work without smoking? Is smoking an important part of the content or does the cigarette "only" transport image values? And are these values positive or negative? Take notes and find out how often and for which purpose the smoking scenes appear in the film. Then fill in this questionnaire and send it to us

Name of respondent: _____

Sex of respondent: female
male

Age: _____

Email: _____

(not necessarily)

Address: _____

Do you? I never smoke.
I smoke sometimes.
I smoke regularly.



Can you spot a smoking-related scene in:

Cinema movie / video / DVD

Film title _____
Name _____ and role _____ of the characters who smoked

TV film / sitcom etc

Title of the programme _____ TV channel _____ Date _____
and time _____ when you saw the programme
Name _____ and role _____ of the characters who smoked

Music videos / lyrics

Song title _____ Interpreter _____ TV channel _____ Date _____
and time _____ when you saw the programme

Do you think that this film/video did not promote smoking but was **critical**?
Explain why (e.g. by showing negative consequences to health or wellbeing
or depicting nasty smokers, etc.) _____



If you think that this film/video did **promote smoking**, mark all reasons which contributed:

- many smoking scenes
- association of smoking with a winning personality
- a beautiful/handsome actor
- positive feelings
- constituent part of social life
- pleasant surrounding
- positive actions
- well being
- relaxation
- sex
- power
- necessary to cope with stress
- frustration
- aggression
- other reasons; which: _____

Who supported smoking? a main character a woman a man

- Is smoking in the scenes you spotted necessarily linked to a character and part of the drama?
- Or could it be replaced by other actions or characterizations?

Were you able to identify a certain brand or a doubtless connotation to a brand?

- no
- yes, which: _____

Do you think this film/video was sponsored by tobacco (indirect advertising or product placement)?

- yes
- no

Die Psycho-Attacke

So bringt blauer Dunst Kohle

RAUCHENDE STARS. Warum in Filmen und Videos geraucht wird – und wer davon profitiert.

Carry Bradshaw tut's in „Sex and the City“. Bruce Willis tut's in „Pulp Fiction“ und Robbie Williams in „Come Undone“: Sie rauchen. Wenn Stars beim Rauchen gezeigt werden, beeinflusst das unbewusst ihre Fans. Auch sie greifen dann eher zum Glimmstengel, bewiesen Studien! Dass Fans mit ihrem rauchenden Idol Coolness und Attraktivität mitinhalisieren, ist oft beabsichtigt. Lässt auch du dir vom Qualm die Sicht auf beinharte Geschäftsinteressen vernebeln?

UNTERSCHWELIGE WERBUNG. In Filmen, TV-Serien und Videoclips zielen Tabak-Konzerne nämlich gerne mit „Smoking Scenes“ direkt aufs Un-

ternehmensmarketing. Produktionsfirmen lassen sich für so ein „Product Placement“ viel Geld bezahlen. Kann man in einer Szene sogar eine bestimmte Zigarettenmarke erkennen, wirkt der „Trick mit der Tschick“ noch besser und lohnt sich finanziell noch mehr.

Tabakfirmen zahlen für Raucher-Szenen

SPOTTING SMOKING SCENES. Und jetzt bist du am Zug: Achte, in Filmen, TV-Serien und Videoclips auf „Smoking Scenes“: Ist das Rauchen für die Handlung nötig? Wird es positiv oder kritisch dargestellt? Füll den untenstehenden Fragebogen aus (zu finden auch auf www.Xpress.at) und schick ihn bis xx. xx. mit Namen und Alter an den Xpress, Taborstr. 1-3, 1020 Wien, KW „Spotting Smoking Scenes“. Zu gewinnen gibt's einen DVD-Player und eine Kol-

Promis beim Paffen. Ob Britney, Carry, Bruce, Pink oder Ben: Rauchende Stars beeinflussen ihre Fans. Tabakkonzerne machen sich das zunutze und bezahlen viel Werbegeld für Raucher-





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Promis beim Paffen. Ob Britney, Garry, Bruce, Pink oder Ben: Rauchende Stars beeinflussen ihre Fans. Tabak-Konzerne machen sich das zunutze und bezahlen viel Werbegeld für Raucher-Szenen in Kinofilmen, TV-Serien und Videoclips.

Hollywood im Raucher-Test

„Spotting Smoking Scenes“: Mitmachen & gewinnen!

Rauchst du ...
 Nie Manchmal Regelmäßig

Wo hast du eine Szene, in der geraucht wird, gesehen?
 In einem Kino-/Videofilm
 Filmtitel:
 Name und Rolle der Figur, die geraucht hat:

In einem TV-Film/Sitcom etc.
 Titel des Films/der Serie:
 TV-Kanal:
 Name und Rolle der Figur, die geraucht hat:

In einem Musik-Video/Songlyric:
 Songtitel:
 Interpret:
 TV-Kanal:

1.) Denkst du, dass Rauchen in deinem Beispiel kritisch dargestellt wurde? Wenn ja, wie?

2.) Denkst du, dass Rauchen in deinem Beispiel als positiv hingestellt wurde? Wenn ja, wie:

- viele Szenen mit Rauchern
- gutaussehende/er Schauspieler/in
- positive Gefühle
- normaler Teil des Soziallebens
- angenehme Atmosphäre
- positives Handeln
- wohlfühlen
- entspannen
- Sex
- Macht
- notwendig, um mit Stress fertig zu werden

3.) Wer rauchte? (Mehrfachnennung möglich)

- Eine Hauptrolle
- Eine Frau
- Ein Mann

4.) Ist Rauchen für die Handlung oder Beschreibung der Person notwendig?

Ja, weil ... _____

Nein, es hätte auch durch etwas anderes ersetzt werden können.

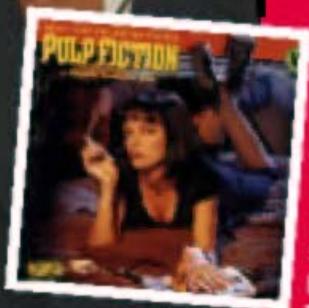
4.) Konntest du eine spezielle Zigarettenmarke oder einen Hinweis auf eine bestimmte Marke erkennen?

- nein
- ja, nämlich: _____

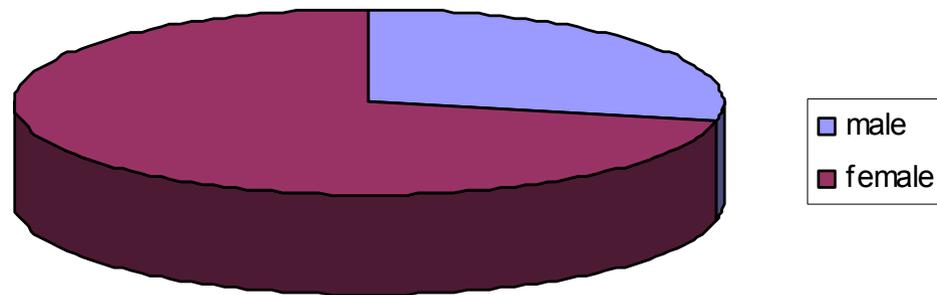
5.) Glaubst du, dass dieser Film/dieses Video von der Tabakindustrie unterstützt wurde?

- ja nein

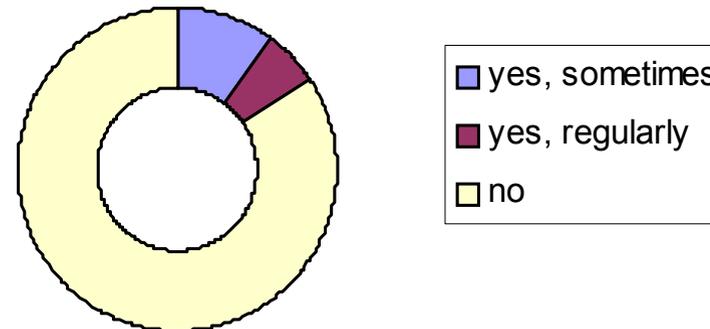
Vorbilder?
 Achte in Filmen, TV-Serien und Videoclips auf „Smoking Scenes“, füll den nebenstehenden Fragebogen aus und gewinn einen DVD-Player und rauchfreie Filme!



Gender profile



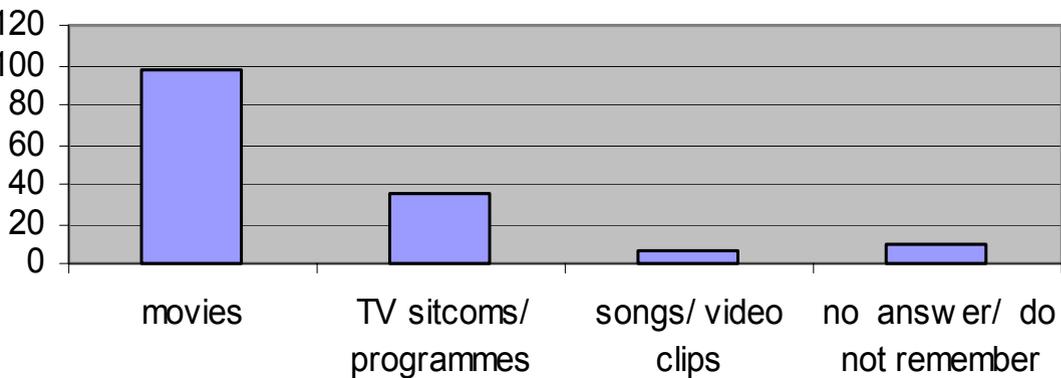
Smoking habits



Age profile



Categories



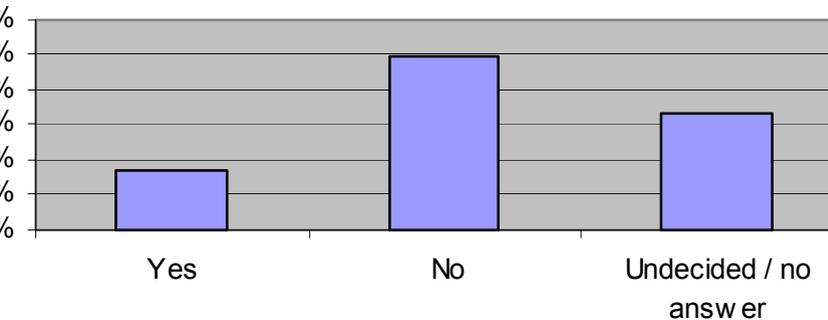
TV SITCOMS (total 35) VOTES

- 12-Gute Zeiten Schlechte Zeiten
- 6-Sex and the City
- 4-King of Queens
- 2-Big Brother, Friends
- The Simpsons
- 1-Others (7: each 1 vote)

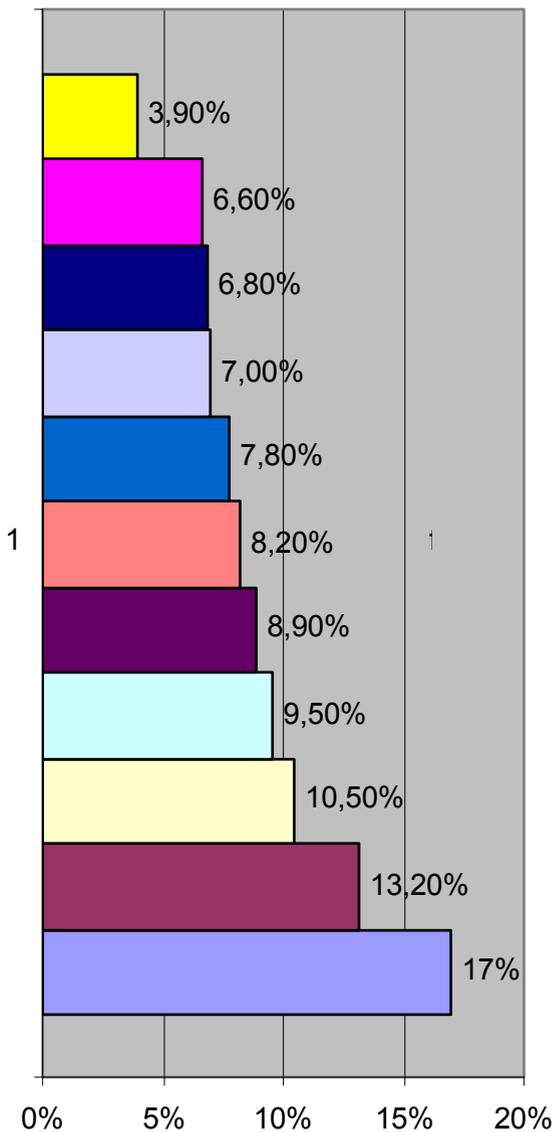
FILMS (total 97) VOTES

- 11-Titanic
- 8-Scary movie
- 5-Too fast too furious
- 3-Secret window, 9 Gates, 10 things I hate about you, Mein erster Freund, Mutter und ich, Fight Club, Bridget Jones.
- 2-James Bond, 6th sense, She's the one, 8 mile, Taxi Lord of the Rings, Romeo and Juliet, Engel & Joe, Hidalgo, Mona Lisa's Smi
- 1-Others (35: each 1 vote)

Was the spotted smoking scene critical?

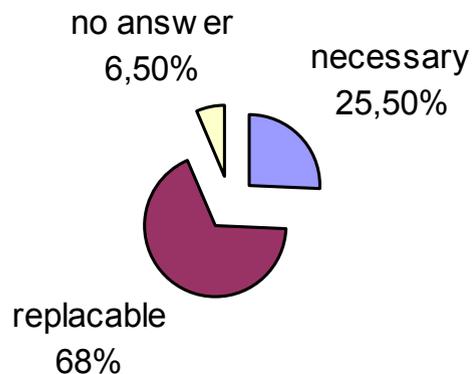


Smoking scenes

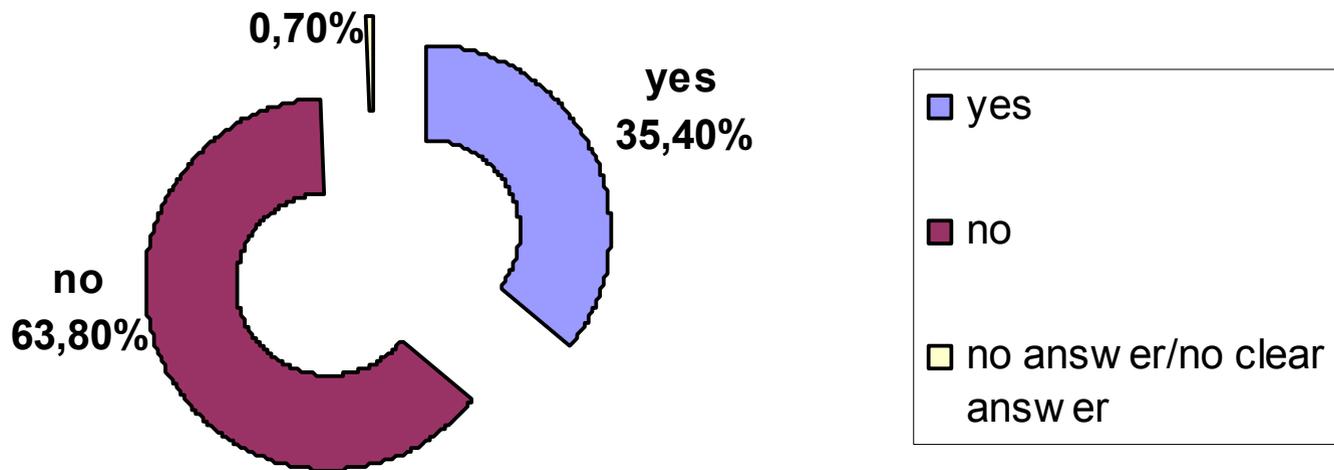


- positive actions
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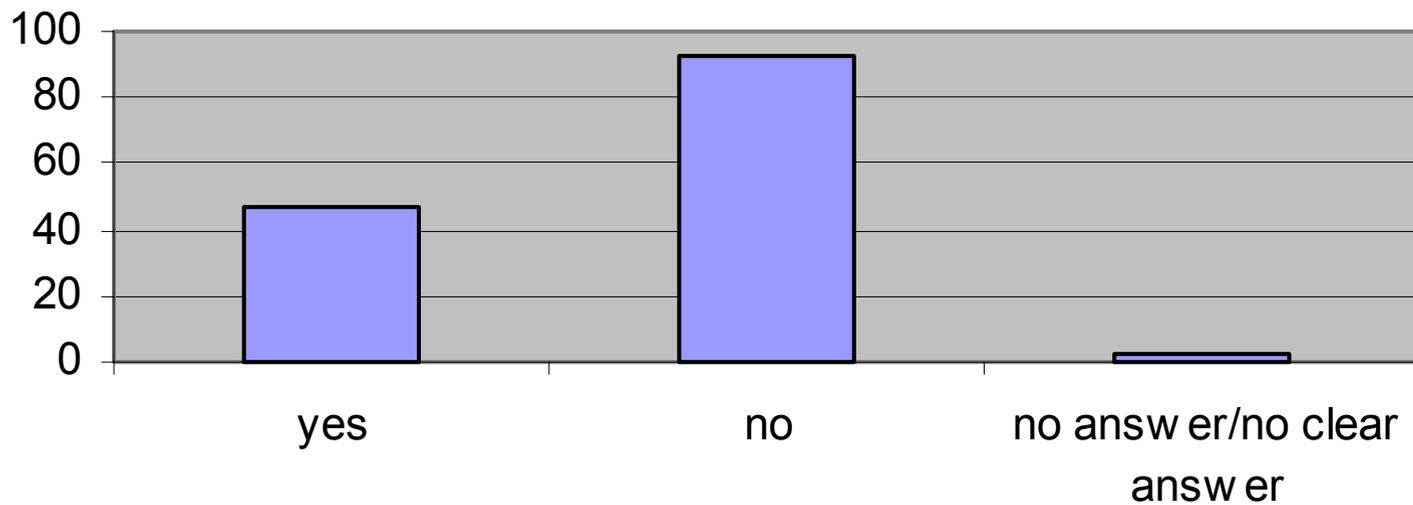
Were smoking scenes necessary?



Could you identify a tobacco brand?



Was the film sponsored by tobacco industry





SMOKE FREE MOVIES

NEW! Updated lists of people working on movies that include a lot of tobacco!



- The Problem
- Who's Who
- The Solution
- Act Now!
- Our Ads
- In the News
- Go Deeper

Hollywood stars like these attract millions of moviegoers

Philip Morris, RJ Reynolds, Brown and Williamson and other big tobacco companies then addict and kill them, making billions in profits.

This site uncovers that story. Identifies who's responsible, by name. And shows you how you can stop the U.S. film industry from doing Big Tobacco's dirty work in the U.S. and around the world.

Create websites:
European,
national,
regional

www.aerzteinitiative.at

www.feel-free.info

