



August 24, 2011

The Honorable Felipe Fuentes  
California State Assembly  
State Capitol, Room 2114  
Sacramento, CA 95814

Dear Assembly Member Fuentes,

We are writing to offer our perspective with regard to the use of tobacco in movies as it relates to your Assembly Bill 1069, which would extend tax credits for films made in the state under the California Film and Television Tax Credit Program.

It is crystal clear from the research that youth who are exposed to smoking in movies are more likely to start smoking. A recent report by the U.S. Centers for Disease Control and Prevention (CDC) has documented the impact that tobacco use in movies has on enticing new young smokers. While the number of on-screen tobacco incidents in youth rated movies has declined significantly since 2005, **45 percent of the top grossing movies in 2010 showed tobacco imagery**, including 31 percent of youth rated movies. Because of the tremendous impact movies have on youth smoking behavior, the CDC report recommends that state subsidies for movies should be limited to tobacco-free movies.

We believe that continuing the practice of using state dollars to subsidize movies that depict harmful levels of smoking is contrary to California's body of law and policies aimed at reducing smoking and the negative health and economic impacts on the state. Tobacco companies spend hundreds of millions annually in California alone to promote and market smoking, with the youth market as their main target.

To align public film subsidies with public health evidence and goals is an important step for our state to take. AB 1069 provides California with the opportunity to implement the CDC's recommendation to limit subsidies for movies to only those that do not have tobacco-related imagery.

We appreciate your consideration of our views and we would like to meet with you to further discuss this important matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Kimberly Weich Reusche".

Kimberly Weich Reusche  
Vice President, Programs and Advocacy  
American Lung Association in California  
(916) 554-5864 or [kwreusche@alac.org](mailto:kwreusche@alac.org)

A handwritten signature in black ink, appearing to read "Jim Knox".

Jim Knox  
Vice President, Legislative Advocacy  
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