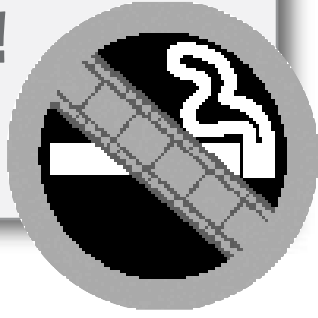


# How to pass a local resolution supporting Smoke Free Movies!



**G**rassroots pressure on the motion picture studios and their corporate parents will convince them that change is inevitable and in their best interest. And cooperation from local movie theaters and video outlets will be critical to the success of the four-point program to keep smoking out of kids' movies and kids out of smoking movies. Big reasons for local action!

Publicize the issue, educate youth and parents, engage local organizations and build political consensus by introducing a City or County resolution supporting Smoke Free Movies.

**STEP 1:** Identify a City Council member (or County Supervisor) you think is most likely to support Smoke Free Movies.

**STEP 2:** Call that person, introduce yourself and briefly describe the resolution you want passed. Mention that you would like this Council person to introduce the resolution and support it throughout the process. Then request a face-to-face discussion.

**STEP 3:** Bring two or three well-informed, personable people to the meeting. Bring a copy of the resolution you would like the Council person to support. You may also want to bring a small packet of information about the issue. An information packet might include some of the following – most available now at [smokefreemovies.ucsf.edu](http://smokefreemovies.ucsf.edu):

- Fact sheets on the history of smoking in movies
- Published studies and/or tobacco industry documents on the impact of smoking in movies
- Letters of endorsement from prominent groups or individuals in your community
- Letters from Council members in other cities or endorsements from national organizations

**STEP 4:** If your targeted Council person agrees to introduce and shepherd the resolution through the process, obtain their commitment to keep you informed. Offer to meet with other council members.

**STEP 5:** If you can't find a supportive City Council person at first, you may have to use more aggressive methods. Gather petition signatures from city residents, or get other civic organizations to endorse the resolutions, and present these to Council members as proof of widespread community support. You can also demonstrate or rally support for a resolution by using the local media, writing letters to your local paper or calling local talk radio shows.

**STEP 6:** Once you know the resolution is going to be introduced, use that fact to line up more support. Ask other local residents to come speak in support of your resolution and fill the room when it's debated. Let the introducing Council person know that you're continuing to educate and organize.

**STEP 7:** Alert the local media when your resolution is passed. Make sure that copies of the ratified resolution are sent to your state and federal elected officials. Legislators pay great attention to what local lawmakers are doing.

## Why should local councils get involved?

This is a national problem that reaches right into our neighborhoods and our homes.

Media power is concentrated in a handful of corporations. They need to hear what we think as parents, citizens and consumers.

The well being of our young people is a community responsibility. There is no other intervention that will save more lives in the next generation than to get smoking out of kid-rated movies – simply and cost-free.

**See a Model Resolution on line at [smokefreemovies.ucsf.edu](http://smokefreemovies.ucsf.edu)**

Smoke Free Movies is a project of Stanton A. Glantz, PhD, professor of medicine at the University of California, San Francisco, and Director of the UCSF Center for Tobacco Control Research and Education.

## **Model Resolution for Municipalities to Support Smokefree Movies**

**Whereas** tobacco use is the number one preventable cause of death and disability;

**Whereas** youth ages 12-20 are one-sixth of the population but buy more than a quarter of all movie tickets;

**Whereas** half the tobacco shots in the ten top-grossing movies released from May 2002 to May 2003 were in youth-accessible and youth-marketed G, PG and PG 13 films;

**Whereas** 80 percent of the ten highest-grossing PG-13 movies and videos released in 1996-1997 and 1999-2000 featured smoking; and 85 percent of the twenty-five top grossing Hollywood films from 1988 to 1997 dramatized the use of tobacco, the highest rate in half a century;

**Whereas** exposure to smoking in movies recruits more than half (52%) of new adolescent smokers;

**Whereas** every day 1,070 teens light up their first cigarettes because of smoking in the movies – and 340 of them will die prematurely as a result;

**Whereas** the tobacco industry has a long, documented history of encouraging smoking in movies and lying about it;

**Whereas** the 1999 Federal Trade Commission report documented that cigar industry spending on “celebrity endorsement, and appearances, and payment for produce placement in movies and television more than doubled between 1996 and 1997;”

**Whereas** smoking in television ads for movies, significantly greater in ads for movies that show a particular tobacco brand, reach the vast majority of children and adolescents;

**Whereas** the World Health Organization, American Medical Association, American Academy of Pediatrics, American Legacy Foundation, American Academy of Allergy, Asthma, and Immunology, Society for Adolescent Medicine and others – including the Los Angeles Department of Health Services, US Public Interest Research Group and Interfaith Center for Corporate Responsibility – have endorsed the smokefree movies solution;

**Whereas** twenty-seven state Attorneys General have written the Motion Picture Association of America urging Hollywood to play an active role in reducing the number of children who smoke because of smoking in the movies;

**Whereas** the University of California San Francisco has been running an educational and advocacy campaign, Smoke Free Movies, designed to reduce the value of American movies as promotional devices for the tobacco industry through four simple, voluntary actions by the motion picture industry:

### **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 is necessary to represent smoking of a real historical figure.

**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.

**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.

**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.

**Now, therefore, be it resolved** that the [City Council] of \_\_\_\_\_ endorses the four objectives of the Smoke Free Movies campaign.

**Be it further resolved** that this resolution shall be transmitted to the Motion Picture Association of America; to major motion picture studios and their parent corporations (Warner Bros., owned by TimeWarner; Disney and Miramax, owned by The Walt Disney Company; DreamWorks SKG; 20th Century Fox, owned by News Corporation; Columbia, owned by Sony Corporation of America; Universal, owned by General Electric; Paramount, owned by National Amusements; MGM, controlled by Tracinda); the state Attorney General; our U.S. Senators and Congressional Representatives; and the University of California-San Francisco Smoke Free Movies project.

**Be it further resolved** that the City Manager [or appropriate executive] write theaters in the [City of/County of resolving council’s jurisdiction] requesting that they refrain from exhibiting youth-rated (G/PG/PG-13) films that include smoking or other tobacco promotion or, if they do, that they admit patrons under the same terms as if the film were rated “R.”

DATED and effective this \_\_\_\_\_ day of [month, year] at [location].

APPROVED AS TO FORM:

\_\_\_\_\_  
County Counsel



**SMOKE  
FREE  
MOVIES**

[SmokeFreeMovies.ucsf.edu](http://SmokeFreeMovies.ucsf.edu)

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