

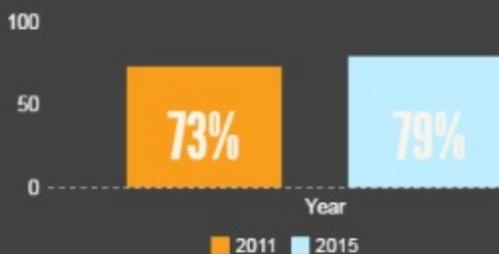
# SMOKE FREE MOVIES

2016

Movies and television are one of the last places where tobacco use can be advertised and continues to provide misleading and positive messages about smoking

## SFM FACTS

% Support



% of people in Ontario who support not allowing smoking in movies that are rated G, PG or 14A

The Surgeon General, the US National Cancer Institute and World Health Organization concluded that tobacco in movies makes teens more likely to try smoking

## CHANGING MOVIE RATINGS CAN SAVE LIVES



ONT	NYS
<b>13,000</b>	<b>28,200</b>
<b># of Deaths from Smoking Annually</b>	
<b>185,000</b>	<b>324,000</b>
<b># of teens recruited from seeing smoking in movies</b>	

Movie actors who smoke on-screen create a positive association of smoking for young people and movies do not often show the realities of smoking such as addiction, disease and death



In the past 10 years, 86% of top-grossing movies that contained tobacco were youth-rated (G, PG, 14A) in Ontario, as compared to 54% in the United States

86%

Ontario

54%

U.S.A