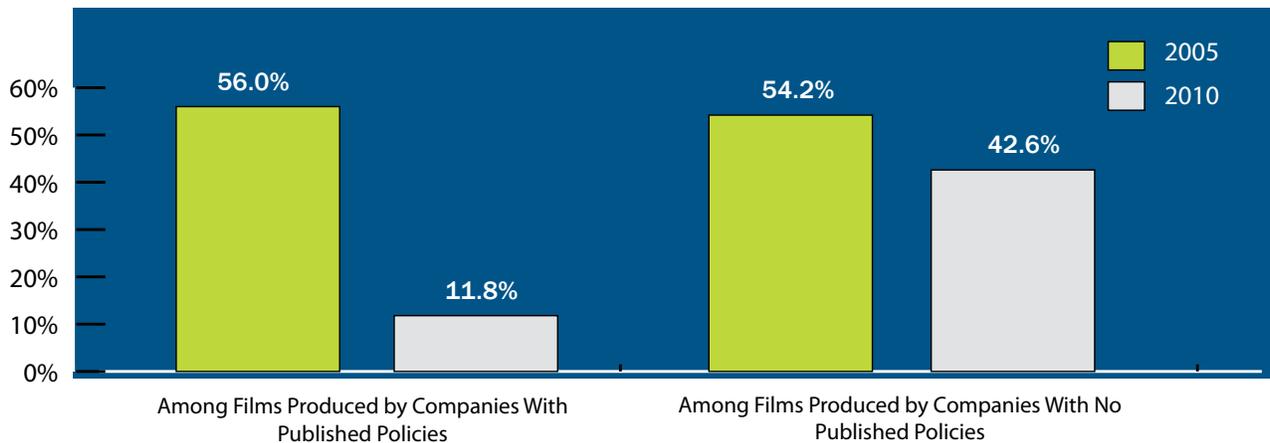




Youth Cigarette Use Linked to Smoking in Top-Grossing Movies

A 2011 report by the Centers for Disease Control and Prevention links a decrease in youth cigarette use¹ to a recent downward trend in the rate of on-screen tobacco incidents.² Previous research has attributed 44% of youth smoking initiation to tobacco incidents in movies.³ Among top-grossing youth-rated films (G, PG, or PG-13) produced by companies with published policies intended to reduce tobacco incidents in their films,⁴ the percentage featuring any tobacco incidents decreased 78.9%, from 56.0% in 2005 to 11.8% in 2010. In contrast, among films produced by companies with no published policies, the percentage featuring any tobacco incidents decreased only 21.4%, from 54.2% in 2005 to 42.6% in 2010. Authors note that policies aimed at reducing tobacco incidents in youth-rated movies can lead to fewer incidents in films and help prevent youth smoking initiation.

Percentage of Top-Grossing Youth-Rated Movies Featuring Any Tobacco Incidents



Sources:

Centers for Disease Control and Prevention. (2011). *Smoking in Top-Grossing Movies—United States, 2010*. MMWR 2011;60: 909-914.

Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2011). *Monitoring the Future national results on adolescent drug use: Overview of key findings, 2010*. Ann Arbor: Institute for Social Research, the University of Michigan.

Notes:

- ¹ Between 2005 and 2010, current (past 30 day) cigarette use among eighth, tenth, and twelfth graders across the U.S. declined 16.3%, from 15.3% to 12.8% of students, according to 2010 Monitoring the Future survey findings.
- ² Defined as the use or implied use of a tobacco product by an actor.
- ³ Based on a 2010 review of literature cited by the present study.
- ⁴ Three of the major motion picture companies in this study have published these types of policies. The other three major companies and the independent companies in this study had no such policies as of 2010.

Prepared by the Center for Health and Justice (CHJ) at TASC. CHJ works to build, enhance, and sustain strong and vibrant communities by promoting policies and practices that stop the cycle of drugs and crime. We conduct research and evaluations, and offer policy analysis, trainings, and technical assistance in the fields of health and justice. For more information, visit us online at www.centerforhealthandjustice.org.

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