

NEWS RELEASE

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For immediate release

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Smoking in the Movies

Going to the movies is a fun pastime. It allows us to escape for a couple of hours and be entertained. Oftentimes though, movies feature smoking and this year's crop of Oscar nominated movies is no different.

"Sixty-one percent of movies nominated in major Oscar categories this year feature smoking," said Tabi Prochazka, Tobacco Free in the Panhandle Coordinator with the Panhandle Prevention Coalition and Panhandle Public Health District. "As movie-goers, we need to ask ourselves whether tobacco use is necessary to tell the story. Most often the answer will be no."

When movie-goers are exposed to pro-tobacco movie content – like actors smoking on screen and no health consequences shown from smoking – it promotes pro-smoking beliefs and intentions. The 2012 U.S. Surgeon General's Report: Preventing Tobacco Use Among Youth and Young Adults, even concluded that youth who are exposed to smoking in movies are more likely to smoke.

The call to eliminate smoking in movies extends beyond the United States. The World Health Organization recommends that movie studios:

- Certify that they received no payoffs from tobacco companies to display tobacco products or their use.
- Stop displaying tobacco brands onscreen.
- Require strong anti-tobacco advertisements before all movies that have tobacco imagery.

For more information on tobacco use in the movies, visit the Smoke Free Movies Website at: <http://www.smokefreemovies.ucsf.edu/>.

For more information on tobacco prevention in the Panhandle, call Panhandle Public Health District at 308-487-3600 ext 107 or visit <http://www.pphd.org/tfn.html>.

Tobacco Free in the Panhandle is a collaborative effort that focuses on keeping youth from starting to use tobacco, reducing access to tobacco products, and increasing awareness about the dangers of secondhand smoke. It's funded by the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program as a result of the tobacco master settlement agreement.