

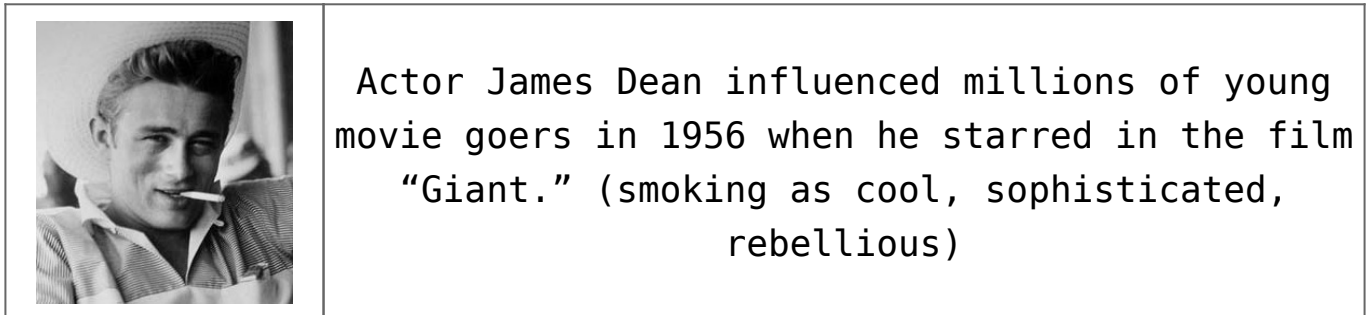
Smoking and Films



Tobacco Product Placement

In 1995, approximately \$5 billion was spent by tobacco companies to promote and advertise their products (American Lung Association). According to the ALA, "This represents an increase in spending of almost 14 times since 1970, when advertising on radio and television was banned" (American Lung Association).

(Source)



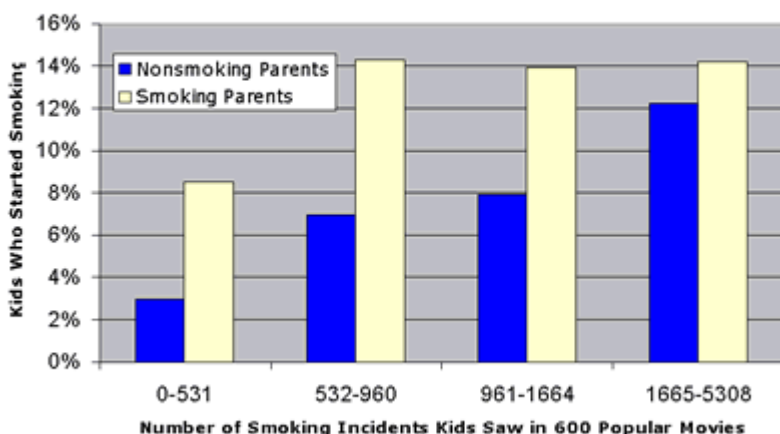
July 2006

Screen Out! A Parent's Guide to Smoking, Movies and Children's Health

"Film is the single biggest recruiter of new young smokers."
(Dr. Stanton Glantz, quoted here)

Click the graphic below to read more

Effect of Smoking in Movies on Adolescent Smoking



GLARING PRODUCT PLACEMENT FALLS TO NEW LOW IN NEW MOVIE "BOBBY"



Suggested resources:

Listen to the PodCast "Smoking in the Movies" here (MP3 audio file).

Smoke Free Movies

Personalities Who Advertised Tobacco

Something Stinks in Hollywood! (curriculum)

Blowing Away Big Tobacco's Big Lies (curriculum)

Scene Smoking (curriculum)

Tobacco & Hollywood: Headed Toward A Breakup?

How the tobacco industry built its relationships with Hollywood

How Movies Sell Smoking

Smoking Up In PG-13 Movies

Smoking In Films: A Review