

Welcome to today's webinar:

Exposure to Onscreen Tobacco in Movies among Ontario Youth

Rob Schwartz and Andrea Kita

Start time: 10:30 – 11:30 A.M.

For **audio**, call **(647)723-3984** (if you are located within the GTA)

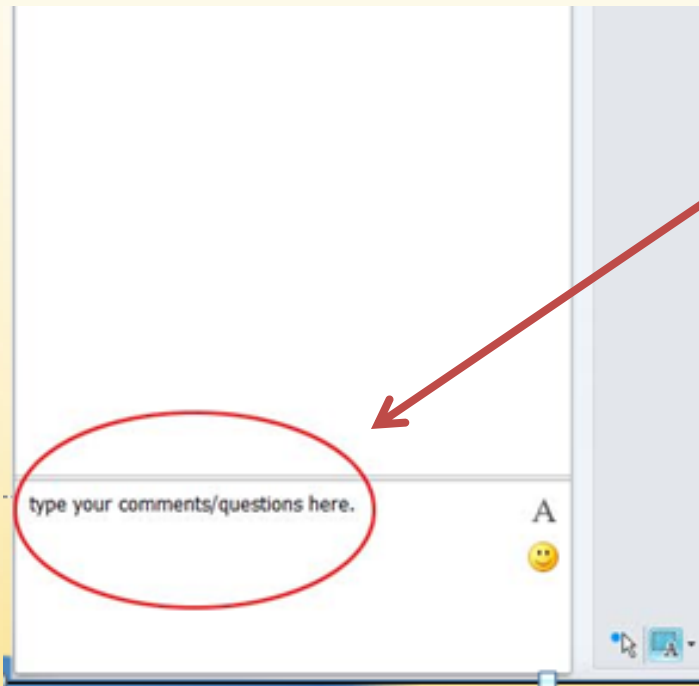
or call **+1(866)365-4406** (toll-free)

When prompted, enter the access code: **7281777#**



Brought to you by the Program Training & Consultation Centre in collaboration with the Ontario Tobacco Research Unit.

How to submit any comments or questions during the webinar:



Enter your comments/questions in this chatbox to share with everyone in the webinar

Robert Schwartz



Dr. Robert Schwartz is the Executive Director of the Ontario Tobacco Research Unit and Associate Professor at the Dalla Lana School of Public Health, University of Toronto, with interests in research, evaluation and knowledge exchange.

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Andrea Kita



Andrea Kita has been involved in municipal, regional and provincial tobacco control programs since 1999. She is the Central West Tobacco Control Area Network Coordinator and co-chair of the Ontario Coalition of Smoke Free Movies.

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www.smokefreemovies.ca

Exposure to Onscreen Tobacco in Movies among Ontario Youth

Rob Schwartz, OTRU &
Andrea Kita, Ontario Coalition for Smoke-Free Movies
Webinar October 8, 2014



Webinar Learning Objectives

Participants will:

- Understand the current evidence about exposure to onscreen tobacco in movies.
- Gain an understanding of the association between exposure and tobacco use behaviour among youth.
- Become familiar with current Ontario-based evidence to inform local planning and program development.
- Gain insight to initiatives undertaken at the local level.

1927: First talking picture is released

Collaboration between Big Tobacco and Hollywood is well documented:

<http://smokefreemovies.ucsf.edu/problem/bigtobacco.html>



SMOKE
FREE
MOVIES

TIME LINE
www.smokefreemovies.ucsf.edu | May 2009

1927 First talking picture released. American Tobacco signs up Hollywood directors and actors to testify that Lucky Strike does not irritate the throat.

1929 Federal Trade Commission investigates Lucky Strike campaign and orders that ads disclose payments for testimonials. None ever do.

1931 Studio publicists review and authorize Lucky Strike testimonials drafted by American Tobacco's ad agency, bypassing studios' own ban on star endorsements.

1937-8 Lucky Strike underwrites national ad campaigns for 35 big-budget movies released by MGM, RKO, Paramount and Warner Bros. Other tobacco firms launch in-theater "commercials." \$3.2 million (2008 equiv.) tobacco endorsement payroll includes Clark Gable, Spencer Tracy, Joan Crawford, Myrna Loy, Carole Lombard and Barbara Stanwyck.

1944 Rather than hire studio talent directly for cigarette promos, which might trigger FTC attention, American Tobacco gives comedian-producer Jack Benny a \$7.2 million (2008 equiv.) "Special Exploitation Fund" to use "at his sole discretion."

1946 With American, Lorillard and Reynolds under FTC investigation, Liggett & Myers launches Hollywood campaign plugging Paramount, Fox, Warner Bros. and Columbia — outspending the studios' own national ad budgets in the process. (More information about tobacco collaborations in Studio Era)

1951-1969 As film studios lose their contractual hold on talent, tobacco firms shift from radio and print into TV, develop network shows with Hollywood production companies.

1970 Cigarette commercials banned from airwaves.

1978-88 Philip Morris contracts with product placement specialists to supply PM brands and "fees" to at least 130 Hollywood film productions. (Selected industry documents about smoking in movies)

1979-84 Brown & Williamson contracts with a placement agency for an annual \$120,000 retainer plus hundreds of thousands more for actual placement deals.

1980-91 RJ Reynolds pays its placement agency up to \$200,000 a year, plus expenses. In 1990, with Congress scrutinizing US placement, Reynolds offers its agency's UK affiliate a bounty for every European film showing a Reynolds brand.

1984-94 American Tobacco pays its firm upwards of \$965,000 to deliver product, signage and "incentives" to hundreds of Hollywood productions. (More information about placement programs in 1970s, 1980s and 1990s)

1988 For \$350,000, James Bond's License to Kill becomes the centerpiece of a major Philip Morris campaign to open the Japanese market; includes a Lark pack rigged to set off a bomb. With U.S. Congress exposing tobacco placement deals, Universal adds Surgeon General warning to this film's closing credits, notes that smoking in film is not intended to encourage anyone to smoke.

1989 After appeals from AMA and others who cite such examples as Marlboro placement in Superman II and a five-picture deal with Sylvester Stallone, Rep. Thomas Luken (D-Ohio) launches an inquiry into product placement by tobacco companies and attempts to tighten FTC reporting requirements. Tobacco Institute denies companies pay for placement.

1990 Tobacco companies' voluntary Cigarette Advertising and Promotion Code amended to say: "No payment shall be made...for the placement of any cigarette, cigarette package or cigarette advertisement as a prop..."

1991 At least twelve mainstream Hollywood films display tobacco brands; fifteen years later, 26 films showed brands between 1990 and 2008, 38% of all films showing brands were youth-rated, a ratio identical to that observed when paid placements were documented in 1980s. Two-thirds of all brands shown are Philip Morris (Atria) brands. (More information about recent brand display)


1998 Master Settlement Agreement between state Attorneys General and domestic cigarette companies make it a violation to pay to place tobacco products in media accessible to young people. Cigar companies (some later

SMOKE FREE MOVIES
POLICY SOLUTIONS
ARE ENDORSED BY:

World Health Organization
American Medical Association
AMA Alliance
American Academy of Pediatrics
American Legacy Foundation
American Heart Association
American Lung Association
American Public Health Association
Americans for Nonsmokers Rights
Center for Tobacco-Free Kids
Society for Adolescent Medicine
L.A. Dept. of Health Services
N.Y. State Dept. of Health
AND MORE...

1985 - Present

http://smokefreemovies.ucsf.edu/godeeper/the_science.html



**SMOKE
FREE
MOVIES**

Go Deeper

The Science Secret Documents Helpful Organizations

The Science

Here's a bibliography of research on smoking in the movies, with the most recent studies listed

- Thrasher JF, Sargent JD, Vargas R, Braun S, Barrientos-Gutierrez T, Sevigny EL, Billings tobacco, alcohol, drugs, sex, and violence rated for youth? A comparison of rating systems 2014; 25(2):267-75. doi: 10.1016/j.drugpo.2013.09.004. Epub 2013 Sep 19.
- Polansky J, Titus K, Lanning N, Glantz S. (2014) [Smoking in topgrossing US movies 201](#)
- Babayan A, Luk R, Schwartz R. (2014) [Exposure to Onscreen Tobacco in Movies among](#)
- Bleakley A, Romer D, Jamieson PE (2014) Violent Film Characters' Portrayal of Alcohol, S

Post-Master Settlement Agreement 1998

- Smoking in movies increases
- US Attorneys General to MPAA & US film studios
- WHO endorsement & WNTD 2003
- Local, regional, provincial and international action
- Ontario Tobacco Free Network (OTN) & Dr. Stan Glantz visit Ontario Film Review Board (OFRB), 2005
- OTN & local youth delegates visit OFRB, 2008

Result: Tobacco Detailed Observations

Detailed Observation

Exposure to Onscreen Tobacco in Movies among Ontario Youth, 2004-2013

Appendix 2: OFRB Tobacco Related Detailed Observations and Content Advisory

Figure 15: Example Extracted from the OFRB Online Database

The screenshot displays the OFRB website interface. On the left is a search filter panel with the following options:

- Search term: gangster squad
- By Type: Feature
- By Classification: General, Parental Guidance, 14A, 18A, Restricted, Adult
- By Format: All Formats
- By Date Range: From Jan 1 1920 to May 9 2014
- Submit button
- Search Instructions link
- Return to OFRB Site button

The main content area shows the title **GANGSTER SQUAD** and a table of details:

Date Classified:	Dec 20, 2012
Film Number:	2000105279
Distributor / Submitter / Exhibitor:	WARNER BROS. ENTERTAINMENT CANADA INC.
Running Time (min):	113
Format:	35MM
Language:	ENGLISH
Classification:	14A
Content Advisories:	- COARSE LANGUAGE - GRAPHIC VIOLENCE - TOBACCO USE
Detailed Observations:	- Occasional gory/grotesque images - Coarse language - Slurs - Sexual references - Illustrated or verbal references to drugs, alcohol or tobacco - Occasional upsetting or disturbing scenes - Embracing and kissing - Mild sexual innuendo - Tobacco use - Violent acts shown in clear, unequivocal and realistic detail with blood and tissue damage
Classification Restrictions:	
Exhibition Limitation - Time / Premises:	
Reconsideration:	

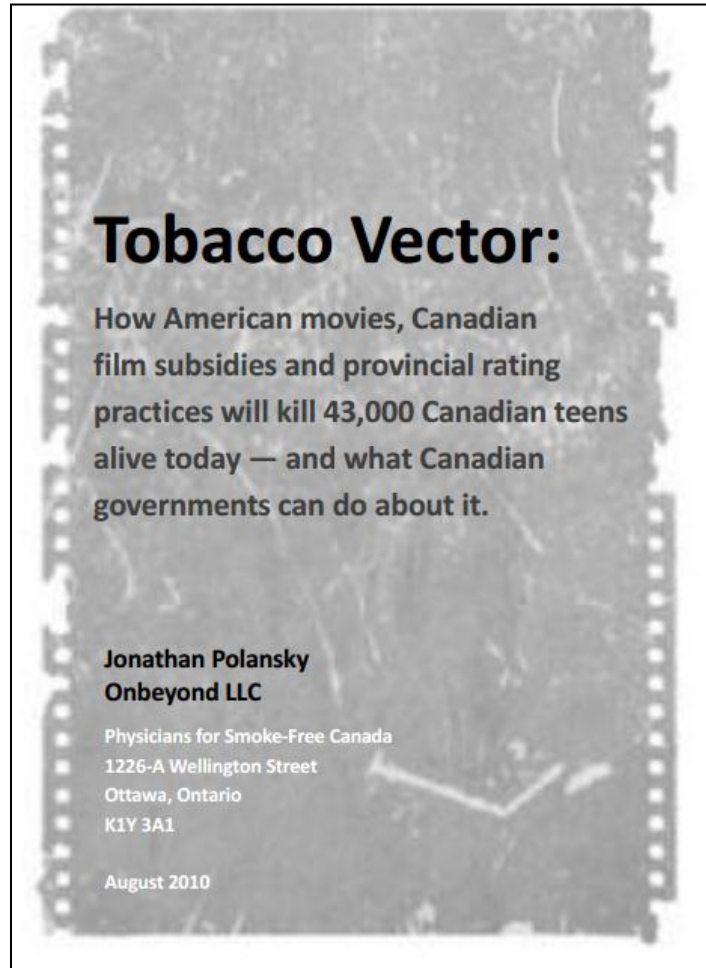
At the bottom of the page, the OFRB contact information is provided: Ontario Film Review Board, 4050 Yonge Street, Suite 101B, Toronto ON M2N 6K1. Phone: (416) 314-3626 Fax: (416) 314-3632 Toll-free: 1-800-269-6024

Canadian Film Review Boards



1. British Columbia (Saskatchewan, Yukon) www.BPCPA.ca
2. Alberta <http://albertafilmratings.ca/>
3. Manitoba www.gov.mb.ca/chc/mfcb/
4. Ontario www.ofrb.ca
5. Quebec www.rcq.gouv.qc.ca/en/
6. Maritimes (New Brunswick, Nova Scotia Prince Edward Island) www.novascotia.ca/snsmr/access/alcohol-gaming/theatres-amusements.asp

2009-2011



Tobacco Vector:

How American movies, Canadian film subsidies and provincial rating practices will kill 43,000 Canadian teens alive today — and what Canadian governments can do about it.

Jonathan Polansky
Onbeyond LLC

Physicians for Smoke-Free Canada
1226-A Wellington Street
Ottawa, Ontario
K1Y 3A1

August 2010



Smoke-free movies:
From evidence to action





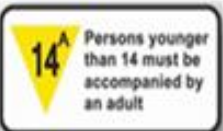
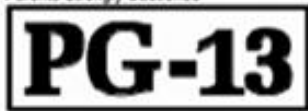
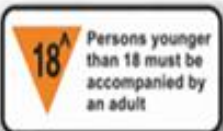





World Health
Organization

World Health Organization Recommendations

1. Rate new movies with smoking R (18A in Ontario)
2. Strong anti-smoking ads before any movies with tobacco at the distributor's expense
3. Certify no payoffs
4. Stop identifying tobacco brands
5. Films with tobacco assigned a youth rating be ineligible for subsidy

Rated 18A in Ontario = R in US

Ontario Film Review Board rating system		Motion Picture Association of America rating system	
 Suitable for all	Suitable for viewers of all ages.	General Audiences 	Nothing that would offend parents for viewing by children.
 Parental guidance advised	Parental guidance is advised. Theme of content may not be suitable for all children.	Parental Guidance Suggested 	Parents urged to give "parental guidance." May contain some material parents might not like for their young children.
 Persons younger than 14 must be accompanied by an adult	Suitable for viewing by persons 14 years of age and older. Persons under 14 must be accompanied by an adult. May contain: violence, coarse language and/or sexually suggestive scenes.	Parents Strongly Cautioned 	Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers.
 Persons younger than 18 must be accompanied by an adult	Suitable for viewing by persons 18 years of age and older. Persons under 18 may attend but must be accompanied by an adult. May contain: explicit violence, frequent coarse language, sexual activity and/or horror.	Restricted 	Contains some adult material. Parents are urged to learn about the film before taking their young children with them.
 Restricted to persons 18 or older	Admittance restricted to persons 18 years of age and over. Content not suitable for minors. May contain: frequent use of sexual activity, brutal graphic violence, intense horror and/or other disturbing content.	No One 17 And Under Admitted 	Patently adult. Children are not admitted.



2010 - 2014



2011- 2012

- **2011-Present:** Ontario Coalition for Smoke Free Movies www.smokefreemovies.ca
- **2012:** [Ipsos-Reid poll](#) and [OTRU report](#) on public opinion in Ontario
- **2012:** Ontario Coalition for Smoke Free Movies delegates visit the OFRB

Result: Tobacco Content Advisory

Tobacco Content Advisory

Exposure to Onscreen Tobacco in Movies among Ontario Youth, 2004-2013

Appendix 2: OFRB Tobacco Related Detailed Observations and Content Advisory

Figure 15: Example Extracted from the OFRB Online Database

The screenshot displays the OFRB website interface. On the left, a search panel includes a search box with 'gangster squad' entered, a 'By Type' dropdown set to 'Feature', and a 'By Classification' section with checkboxes for General, Parental Guidance, 14A, 18A, Restricted, and Adult. Below this is a 'By Format' dropdown set to 'All Formats' and a 'By Date Range' section with 'From' set to Jan 1 1920 and 'To' set to May 9 2014. A 'Submit' button and 'Search Instructions' link are at the bottom of the search panel. A 'Return to OFRB Site' button is located below the search panel.

The main content area shows the title 'GANGSTER SQUAD' in red. Below the title is a table with the following information:

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Questions?





THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

Exposure to Onscreen Tobacco in Movies among Ontario Youth

Robert Schwartz

Ontario Tobacco Research Unit

Dalla Lana School of Public Health, University of Toronto

Centre for Addiction and Mental Health

October 8th, 2014

2012 and 2014: Surgeon General Report

“The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people.”

Surgeon General (cont'd)

- “.. modernize the Motion Picture Association of America voluntary rating system to eliminate smoking from youth-rated films by awarding any film with smoking or other pro tobacco imagery an R rating”
- “such a change in the [MPAA] rating system would reduce in-theater exposures from a current median of about 275 annual exposures per adolescent from PG-13 movies down to approximately 10 or less, adolescent smoking would be reduced by an estimated 18%.”

2011- Present: U.S. Department of Health and Human Services

“Because of ... exposure to smoking in movies 6.4 million children alive today will become smokers, and 2 million of these children will die prematurely from diseases caused by smoking.”

DHSS (cont'd)

“Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 (18%) and prevent one million deaths from smoking among children alive today.”

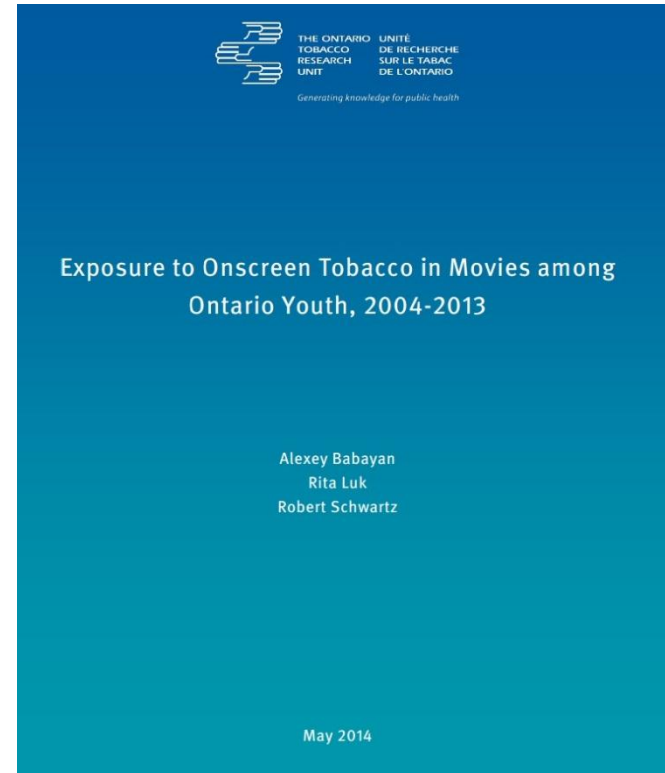
OTRU Special Report

Exposure to Onscreen
Tobacco in Movies among
Ontario Youth, 2004-2013

Alexey Babayan
Rita Luk
Robert Schwartz

Published online May 2014

<http://otru.org/wp-content/uploads/2014/05/OTRU-Smoking-in-Movies.pdf>



Study Aims

1. Examine number of incidents of onscreen tobacco in movies released from 2004 to 2013
2. Estimate impact on youth smoking.

Method

- Sample of 1434 top-grossing movies released to theatres (2004 -2013)
- Assessed:
 - Tobacco incidents (occurrences of tobacco use or implied use)
 - Tobacco impressions (number of tobacco incidents multiplied by paid admissions per movie)

Method (cont'd): Smoking initiation

- 37% of youth smokers in the population are likely to have started smoking because of seeing onscreen smoking.
- We multiplied the attributable risk estimate with the number of Ontario adolescent smokers aged 12-17.

Exposure

818 movies (57%)
onscreen tobacco

701 of 818 (86%) with tobacco

YOUTH RATED

(compare to 54% in US)

Incidents

26,850 tobacco incidents

85% in youth-rated movies
(compare to 42% in US)

Impressions

8.1 billion impressions

86% in youth-rated movies

Impact on Youth

- Over the 7 years it is estimated that, on average, 13,241 current smokers in Ontario aged 12-17 were recruited to smoking in a year.
- It is projected that, on average, 4,237 of these smokers will die prematurely as a result of tobacco imagery in movies.

Under-estimate?

- Ontario rating system is less conservative than that in the US
- Absence of conventional cigarette advertising in Ontario may increase the relative importance of movies as a promotion medium and thereby increase the attributable risk fraction.

OFRB Tobacco-related Labels

- The study found discrepancies between the tobacco-related labels posted by the OFRB and the tobacco content reported by independent monitors. The OFRB tended to issue tobacco related detailed observations and content advisories for movies with a higher number of tobacco incidents. Further exploration is warranted to better understand the OFRB practice of applying tobacco alerts to movies.

Scientific Recommendation

The Smoke-Free Ontario Scientific Advisory
Committee (SAC):

**Require adult ratings (18A in Ontario) for
movies with any tobacco imagery**

Get Involved:

- Endorse WHO five recommendations
- Monitor
- Raise awareness
- Collaborate

Questions?



Thank you for participating

Your feedback is important to us!

A link to our **webinar survey** will be emailed to you following this webinar.

For more information about the services and resources of the
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