

Tobacco in Australia

Facts & Issues

Relevant news and research

5.26 What might be appropriate policy responses to the problem of smoking and movies?

Last updated January 2021

Research:.....	1
News reports:.....	2
5.26.4 Restrictive rating of movies depicting smoking	4
5.26.11 Advocacy against portrayal of smoking in movies.....	4

Research:

Kulkarni, MM, Kamath, VG, Cranwell, J, Britton, J, Nazar, GP, Arora, M et al. Assessment of tobacco imagery and compliance with tobacco-free rules in popular Indian films. *Tob Control*, 2019. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30772828>

Mejia, R, Mejia, R, Morello, P, Perez, A, Pena, L, Braun, SN et al. Movies promote tobacco use amongst adolescents: The need for policies to prevent this phenomenon. *Rev Asoc Med Argent*, 2018. 131(1), 24-31. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30294003>

Shrivastava, SR, Shrivastava, PS, Ramasamy, J. Discouraging the Practice of Tobacco Initiation among Children and Adolescents through Promoting of Smoke-free Films. *Int J Prev Med*. 2017 May 25;8:34. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28584616>

van Boven, JF, Kaplan, AG. Hollywood raising awareness of smoking-related diseases: can it proactively counteract the impact of smoking in movies?-the final mission of Star Trek's Mr Spock.

NPJ Prim Care Respir Med. 2017 Jun 22;27:17005. Available from:

<http://www.ncbi.nlm.nih.gov/pubmed/28640801>

van Boven, JF, Kaplan, AG. Hollywood raising awareness of smoking-related diseases: can it proactively counteract the impact of smoking in movies?-the final mission of Star Trek's Mr Spock.

NPJ Prim Care Respir Med. 2016 Oct 20;26:16052. Available from:

<http://www.ncbi.nlm.nih.gov/pubmed/27763597>

Morgenstern, M et al. Did limits on payments for tobacco placements in US movies affect how movies are made? Tob Control, 2016. Available from:

<http://www.ncbi.nlm.nih.gov/pubmed/26822189>

News reports:

Singh, A. Netflix to introduce smoking warnings to its ratings system. *The Telegraph*, 2019. July 4, 2019. Available from: <https://www.telegraph.co.uk/news/2019/07/04/netflix-introduce-smoking-warnings-ratings-system/>

No authors listed. 'No smoking': German Drugs Commissioner calls for fewer cigarettes on screen. DW, Jan 2018. Available from: <http://www.dw.com/en/no-smoking-german-drugs-commissioner-calls-for-fewer-cigarettes-on-screen/a-42092670>

Gardner, Eriq. Hollywood studios beat lawsuit over PG and PG-13 films featuring smoking. *The Hollywood reporter*, 2016. Nov 11, 2016. Available from: <http://www.hollywoodreporter.com/thr-esq/hollywood-studios-beat-lawsuit-pg-pg-13-films-featuring-smoking-946517>

World Health Organization. Smoke-free movies: from evidence to action - Third edition. World Health Organization (WHO), 2016. Available from:

<http://www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/>

Siddique, Haroon. Films portraying smoking should get adult rating, says WHO. *The Guardian*, 2016. Jan 1, 2016. Available from: <http://www.theguardian.com/society/2016/feb/01/films-portraying-smoking-should-get-adult-rating-says-who>

World Health Organization. Smoke-free movies: from evidence to action. World Health Organization, 2015. Available from: <http://www.who.int/tobacco/publications/marketing/smoke-free-movies-third-edition/en/>

No authors listed. Add smoking to viewer alerts, says AMA. *The Mercury*, 2015. Dec 16, 2015. Available from: <http://www.themercury.com.au/news/breaking-news/add-smoking-to-viewer-alerts-says-ama/news-story/cd8f84d3feeb86b79854317c671c74ea>

Glantz, S. Four major studios smokefree so far in 2015 — Fox, Sony, indies lag. Center for Tobacco Control Research and Education (UCSF), 2015. July 9, 2015. Available from:

<https://tobacco.ucsf.edu/four-major-studios-smokefree-so-far-2015-%E2%80%94-fox-sony-indies-lag>

No authors listed. Global movie industry under pressure to stub it out! Cinemagoers call for the effects of smoking to be accurately portrayed on the silver screen. Medical News Today, 2015. June 1, 2015. Available from: <http://www.medicalnewstoday.com/releases/294687.php?tw>

No authors listed. Global movie industry under pressure to stub it out! Cinemagoers call for the effects of smoking to be accurately portrayed on the silver screen. Medical News Today, 2015. June 1, 2015. Available from: <http://www.medicalnewstoday.com/releases/294687.php?tw>

Glantz, S. Time Warner shareholders to vote on Smoke Free Movies: the first company to do so. Center for Tobacco Control, Research and Education, 2015. Apr 13, 2015. Available from: <https://tobacco.ucsf.edu/time-warner-shareholders-vote-smoke-free-movies-first-company-do-so>

Dearden, Lizzie. Disney bans smoking in all future films including Star Wars and Marvel Comics. The Independent, 2015. Mar 13, 2015. Available from: <http://www.independent.co.uk/arts-entertainment/films/news/disney-bans-smoking-in-all-future-films-including-star-wars-and-marvel-comics-10107312.html>

Ubelacker, Sheryl. Films can spark smoking in youth, group says. Metro, Canada, 2015. Feb 3, 2015. Available from: <http://metronews.ca/scene/1278699/films-can-spark-smoking-in-youth-group-says/>

No authors listed,. Italian directors, including Paolo Sorrentino, decry possible film smoking ban. South China Morning Post, 2015. Jan 17, 2015. Available from: <http://www.scmp.com/news/world/article/1680956/italian-directors-including-paolo-sorrentino-decry-possible-film-smoking>

Barnes, Brook. Advocacy groups challenge studios over smoking in youth-rated movies. The New York Times, 2014. Sep 30, 2014. Available from: http://www.nytimes.com/2014/10/01/business/media/advocacy-groups-challenge-studios-over-smoking-in-youth-rated-movies.html?_r=0

5.26.1 Bans on portrayal of smoking in movies

You, T. China censors films and TV series that have 'too many' smoking scenes to keep its youth away from cigarettes. *Daily Mail Australia*, 2019. Nov 8, 2019. Retrieved from <https://www.dailymail.co.uk/news/article-7661347/China-clamps-films-TV-series-smoking-scenes.html>

Polansky, J. 43 state Attorneys General target kid-rated smoking. *Smoke Free Movies*, 2019. Aug 8, 2019. Available from: <https://smokefreemovies.ucsf.edu/blog/43-state-attorneys-general-target-kid-rated-smoking>

Mulholland, Rory. French health minister considers banning smoking from films. The Telegraph, 2017. Nov 19, 2017. Available from: <http://www.telegraph.co.uk/news/2017/11/19/french-health-minister-considers-banning-smoking-films/>

Pardiwalla, T. Warning: Smoking Disclaimers Aren't Working On Film-Goers. Mashable India, 2019. Mar 22, 2019. Available from: <https://in.mashable.com/entertainment/2510/warning-smoking-disclaimers-arent-working-on-film-goers>

5.26.4 Restrictive rating of movies depicting smoking

Glantz, Stanton. R-rating resolution falls a vote short in Cal. Assembly. Smoke Free Movies, 2018. Aug 22, 2018. Available from: <https://smokefreemovies.ucsf.edu/blog/r-rating-resolution-falls-vote-short-cal-assembly>

Polansky, J. R-rating resolution introduced in California legislature. Smokefree Movies, 2018. June 12, 2018. Available from: <https://smokefreemovies.ucsf.edu/blog/r-rating-resolution-introduced-california-legislature-0>

5.26.11 Advocacy against portrayal of smoking in movies

Jensen, E. Smoking on TV: Attorneys general call on Hollywood unions for help kicking the habit. USA Today, 2020. October 5, 2020. Retrieved from <https://www.usatoday.com/story/entertainment/tv/2020/10/05/smoking-tv-attorneys-general-ask-unions-press-curbs/3623581001/>

Smoke Free Movies. Hollywood has made COVID-19 more vicious. UCSF, 2020. August 19, 2020. Retrieved from <http://smokefreemovies.ucsf.edu/sfm-ads/ad-134>

Leff, Jonathan. 2017 Oscars and Tobacco. University of California San Francisco, 2017. Jan 23, 2017. Available from: <https://ucsf.app.box.com/s/l5x1m1woigk3nyuphrnpehet2si9rvdk>

No authors listed. Take action | Oscars® and tobacco 2017. University of California, San Francisco, Feb 2017. Available from: <https://smokefreemovies.ucsf.edu/oscars%C2%AE-and-tobacco-2017>

No authors listed. Young people win at National Anti-Smoking Film Awards. The Voice, 2017. July 10, 2017. Available from: <http://www.voice-online.co.uk/article/young-people-win-national-anti-smoking-film-awards>

Leff, Jonathan. 2017 Oscars and Tobacco. University of California San Francisco, 2017. Jan 23, 2017. Available from: <https://ucsf.app.box.com/s/l5x1m1woigk3nyuphrnpehet2si9rvdk>

No authors listed. Take action | Oscars® and tobacco 2017. University of California, San Francisco, Feb 2017. Available from: <https://smokefreemovies.ucsf.edu/oscars%C2%AE-and-tobacco-2017>

Glantz, S. New Smokefree Movies ad names names of who's accountable for exposing kids to smoking in movies. Center for Tobacco Control Research & Education, 2015. May 5, 2015. Available from: <https://tobacco.ucsf.edu/new-smokefree-movies-ad-names-names-who%E2%80%99s-accountable-exposing-kids-smoking-movies>

Liu, Kiki. China shames excessive smoking in latest films. Women of China, 2015. May 14, 2015. Available from: <http://www.womenofchina.cn/womenofchina/html1/news/china/1505/1200-1.htm>