

Supporting Screen Out! and Smoke Free Movies

- Whereas** tobacco use is the leading cause of preventable death and disability in the United States, and
- Whereas** youth ages 12-17 comprise 11 percent of the population, but are 20 percent of movie audiences, and
- Whereas** most U.S. movies with tobacco imagery are rated G, PG or PG-13, and
- Whereas** exposure to on-screen smoking and tobacco in movies recruits more than one-third of all new adolescent smokers, and
- Whereas** each year Hollywood recruits an estimated 390,000 new teen smokers and nearly 120,000 will die due to tobacco-related diseases, and
- Whereas** the U.S Centers for Disease Control and Prevention in 2002, 2003, and 2005 listed smoking in movies as a primary reason why the decline in teen smoking rates has stalled, and
- Whereas** the World Health Organization, American Medical Association, AMA Alliance, American Heart Association, American Lung Association, American Legacy Foundation, American Academy of Pediatrics, American Academy of Allergy, Asthma and Immunology, Society for Adolescent Medicine and others endorse getting smoking and tobacco imagery out of movies rated G, PG and PG-13;

Now, therefore, it be resolved that the *Denton Independent School District of 1307 N. Locust St., Denton, Texas* endorses the four objectives of the Screen Out! and Smoke Free Movies campaign:

- (1) Rate new movies with smoking “R,” with the sole exceptions being when the tobacco presentation clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a historical figure;
- (2) Require producers to certify on-screen that no one in the production received anything of value in consideration for using or displaying tobacco;
- (3) Require strong anti-smoking public service announcements to appear before any movie presentation and on or within packaging of any movie that depicts tobacco use, regardless of rating;
- (4) Require producers to stop identifying tobacco brands in their movies.

THE RESOLUTION was adopted on the 24th day of **June, 2008** by the Denton Independent School District Board of Trustees.

President, Board of Trustees

Secretary, Board of Trustees