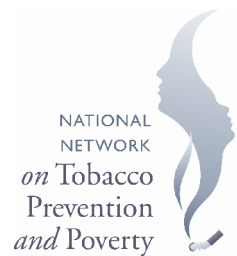


December 20, 2006

Stanton A. Glantz, PhD
Smoke Free Movies
UCSF School of Medicine
Box 1390
San Francisco, CA 94143-1390



Dear Dr. Glantz:

As the administrative agency for the National Network on Tobacco Prevention and Poverty, the Health Education Council is pleased to offer our support of the Smokefree Movies campaign.

The National Network on Tobacco Prevention and Poverty (NNTPP), one of six national networks funded by the U.S. Centers for Disease Control and Prevention (CDC) and dedicated to reducing tobacco use among populations of low socioeconomic status (SES), recognizes that the glamorization of smoking in movies is harmful to youth of any socioeconomic status.

It has been well established that low SES adults have a higher smoking prevalence than the general population. Furthermore, the children of these adults are more likely to be exposed to secondhand smoke and are also more likely to become smokers themselves. This leads to the perpetuation of smoking in communities that can least afford both the cost of cigarettes and the heavy economic burden associated with tobacco-related disease.

As such, the NNTPP and its Stakeholder organizations support the four policies that the Smokefree Movies campaign (<http://www.smokefreemovies.ucsf.edu>) is urging the film industry to adopt:

- Rate new smoking movies “R” unless tobacco use is portrayed as a dangerous addiction with disastrous consequences or represents the smoking of a historical figure;
- Confirm that the tobacco industry did not pay for product placement in films by having producers post a certificate in the closing credits stating such;
- Require strong anti-smoking ads to run before any film that includes tobacco use; and
- Prohibit tobacco brand identification and imagery (such as billboards) from being displayed – including in the background.

NNTPP Recommendations:

- Rural teens are often overlooked in widespread campaigns, but this project may be one avenue to reach them with prevention messages.
- The Screenout Project can be one way to mobilize youth involved in the Association of Gospel Rescue Mission’s and The Salvation Army’s youth programs.
- NNTPP will brief Salvation Army youth leaders on the Screenout Project in 2007.

- A link to the Smokefree Movies website will be added to the NNTPP website.
- A fact sheet on smoking in the movies will be sent to the NNTPP network representatives.

This Statement has been endorsed by the National Network on Tobacco Prevention and Poverty and its representative organizations:

Association of Gospel Rescue Missions
National Coalition for the Homeless
National Commission on Correctional Health Care
Rural Alaska Community Action Program, Inc.
The Salvation Army
West Virginia University, Prevention Research Center
West Virginia Bureau for Public Health, Division of Tobacco Prevention

Sincerely,

Janet Porter
Program Director