

World No Tobacco Day – May 31st 2013



The Good News - British Columbian youth are protected from numerous forms of tobacco industry advertising through bans on television, print, and billboard advertising and display bans in grocery stores, gas stations, convenience stores, and pharmacies (yes pharmacies in B.C. still sell tobacco, but that is another issue).

The Bad News - Youth are still exposed to excessive tobacco impressions through film, music and music videos, video games and the Internet. In 2012, the Surgeon General concluded that there is a causal relationship between smoking images in the movies and the uptake of smoking by young people¹. That same year youth-rated movies delivered 14.8 billion tobacco impressions, which was an increase of 33% compared to 2011².

The Solution - Before going to the theatres or renting a DVD check out the website www.smokefreemovies.ucsf.edu to find out if the film is smoke-free or if it promotes tobacco use.

Want change? Check out www.smokefreemovies.ca and learn how you can advocate for smoke-free movies.

¹ U.S. Department of Health and Human Services (2012). Preventing Tobacco Use Among Young Adults. *U.S. Department of Health and Human Services*.

² Glantz, S. A., Iaccopucci, A., Titus, K., & Polansky, J. R. (2012). Peer Reviewed: Smoking in Top-Grossing US Movies, 2011. *Preventing Chronic Disease*, 9.