

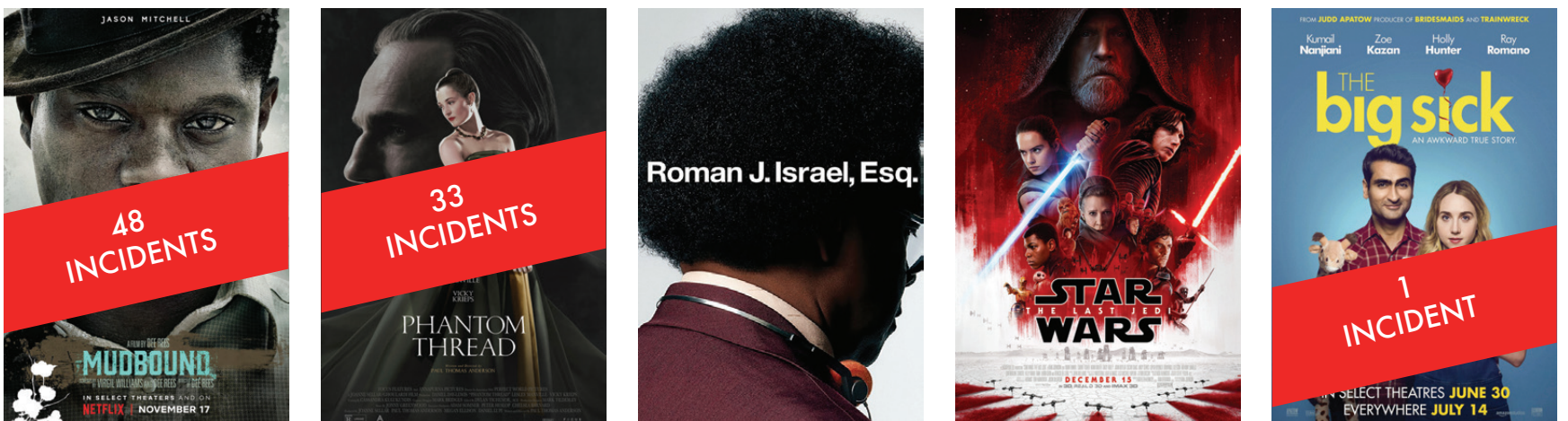
How many Oscar®-listed films show smoking?



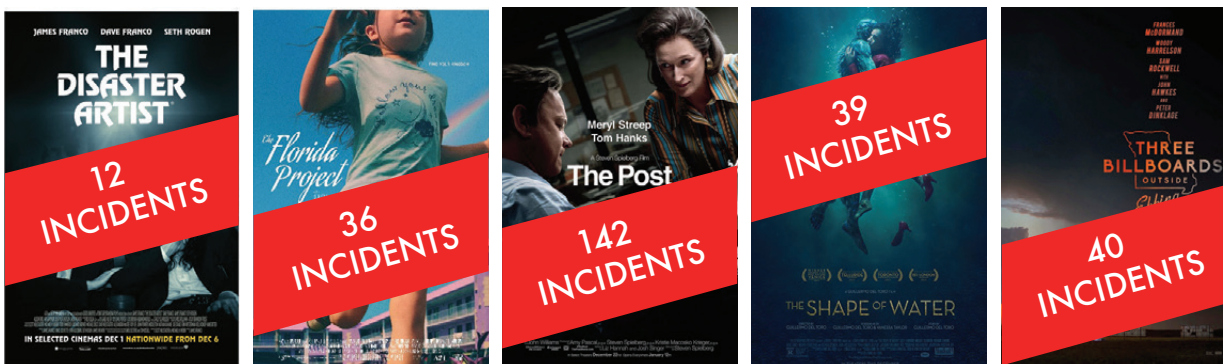
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THE ANSWERS:

#1 | In 2018, 19 of 22 Oscar-listed films featured smoking (86 percent)—up from 60 percent four years ago.

#2 | Oscar-listed “biographical” films average twice as much smoking as other films. No wonder: 88% of smokers in this year’s bio films never existed.

#3 | Only three Oscar-listed films are smokefree: *Beauty and the Beast* (PG), *Roman J. Israel, Esq.* (PG-13) and *Star Wars: The Last Jedi* (PG-13).

If you had to guess which films feature smoking, ask yourself: Is so much smoking on screen overkill? The real answer: Keep smoking out of the movies that young audiences see most, starting June 2018.

The real winner is...the tobacco industry.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Cancer Society, American Heart Association, American Lung Association, Americans for Nonsmokers’ Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

