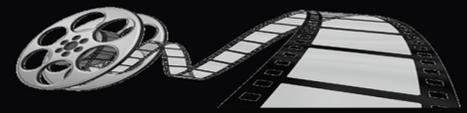


SMOKE-FREE MOVIES

What parents need to know:



40% of youth smoking is caused by smoking in movies



Tobacco Use:

is the number one cause of preventable death and illness.

'No one wants their kid to start smoking'



86%
of movies with smoking and tobacco images were rated for youth in Ontario
2004-2013

THE MORE KIDS
see smoking on screen



THE MORE LIKELY
they are to start

92,000

Ontario youth 12-17 have started smoking in the last 7 years as a result of smoking in movies

THE RESULT? 29,000 premature deaths

What can parents do?

BE IN THE KNOW

GET HELP MONITORING THEIR MOVIES BY USING 'HOOKED BY HOLLYWOOD'

TALK IT OUT

TALK TO YOUR KIDS ABOUT THE SMOKING THEY SEE IN MOVIES.

TAKE ACTION

SPREAD THE WORD! TELL OTHERS ABOUT THE HARMS OF SMOKING IN MOVIES.

New release movie smoking status:

More Information:

[Facebook.com/HookedbyHollywood](https://www.facebook.com/HookedbyHollywood)
SmokeFreeMovies.ca