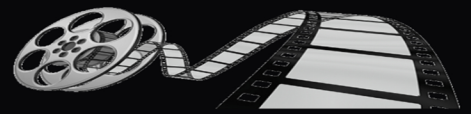


# SMOKE-FREE MOVIES

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](http://SmokeFreeMovies.ca)

SOURCE: 'Exposure to On-Screen Tobacco in Movies among Ontario Youth, 2004-2013.' (Ontario Tobacco Research Unit, 2014)