

Date

Insert Actor Name

Address

City, State Zip

Dear (Insert Actor Name),

I am writing to urge you to support voluntary actions dedicated to reducing tobacco use in movies. There is no question that smoking in movies is a major influence on children's smoking behavior.

Smoking in movies is a serious and growing worldwide problem:

- Of the top-ten movies reviewed weekly from June 1, 2003 to May 31, 2004 by the American Lung Association, 53% were rated PG-13 and 37% were rated R. 84% of the R rated movies contained tobacco, and 77% of the PG-13 movies, films that are targeted directly at young people, contained tobacco.
- Scientific studies have found that 52 percent of smoking initiation among adolescents can be attributed to smoking in movies, which suggests that reducing adolescent exposure to smoking in the movies could significantly reduce the number of youth who initiate smoking. ([http://www.dartmouth.edu/dms/news/2003\\_h1/10jun2003\\_smoking.shtml](http://www.dartmouth.edu/dms/news/2003_h1/10jun2003_smoking.shtml))

You were seen using tobacco in the portrayal of your character (Insert Character Name) in (insert movie name). Trained movie reviewers found that this movie, and your portrayal, showed numerous tobacco related depictions, earning it a (insert "Lung Award" here)\*. My friends and family have always enjoyed your films but will only continue to do so as long as we know you are willing to take steps in reducing the glamorization of tobacco in movies.

Here's what I ask of you - stop portraying tobacco use in movies rated G, PG and PG-13. Both the American Medical Association and the World Health Organization now urge this action. As an actor, you are an important role model to young viewers and up-and-coming actors. If you had chosen not to smoke in this film, you could have sent a strong, positive message to your countless fans.

I think these are serious and thoughtful recommendations and look forward to your response to these ideas. The time has come for Hollywood to move past the rhetoric and acknowledge its role in shaping youth behavior. You have the power to reduce the marketing of tobacco to children worldwide. Please, take action.

Sincerely,

(Insert your name here)

\* Based on movie reviews conducted by Thumbs Up! Thumbs Down!, a project of the American Lung Association of Sacramento-Emigrant Trails. Movies are reviewed by youth reviewers and staff and are awarded "Lungs" based on the amount of tobacco depicted, who is using tobacco, where tobacco is used and the messages delivered. For more information and weekly ratings of the top ten grossing movies, go to <http://www.scenesmoking.org/>