

TITLE: Provincial Adoption and Promotion of Smoke-Free Movies to Reduce the Impact of Smoking in Movies on Youth in Ontario

SPONSOR: Council of Ontario Medical Officers of Health

WHEREAS tobacco use is the leading cause of preventable death and disability in Canada, accounting for the deaths of approximately 13,000 people in Ontario alone each year; and

WHEREAS the tobacco industry has a long, well-documented history of promoting tobacco use and particular brands on-screen, while obscuring its true purpose in doing so; and

WHEREAS adolescents watch more films than any other age group; movie-going is popular entertainment for youth and tobacco imagery in films is currently unavoidable; and

WHEREAS nearly 90 percent of tobacco impressions delivered to theatre audiences in Canada in 2009 were delivered by large US media conglomerates; and

WHEREAS Canadian movie rating systems classify more movies as 14A or PG that are rated R in the US resulting in 60% more tobacco imagery exposure by youth-rated films; and

WHEREAS exposure to smoking in movies is estimated to be responsible for 44% of youth uptake; and

WHEREAS an estimated 130,000 Canadian smokers aged 15-19 have been recruited to smoke by exposure to on-screen smoking, and 43,000 of them will eventually die of tobacco-caused diseases; and

WHEREAS the World Health Organization has advised all nations that have ratified the Framework Convention on Tobacco Control, a global treaty obligating Parties including Canada to prevent youth smoking and end tobacco promotion through all channels, to give an adult rating to all new films that depict smoking, whether domestically produced or imported;

NOW THEREFORE BE IT RESOLVED that the Association of Local Public Health Agencies call for the Province of Ontario to rate new movies with smoking "18A" in Ontario, and require that such films be ineligible for federal and provincial subsidies, with the sole exceptions being a clear and unambiguous demonstration of the dangers and consequences of tobacco use or a true representation of a real historical figure, who was known to smoke;

AND FURTHER that the Association of Local Public Health Agencies call for the Province of Ontario to require producers to certify on-screen that no one involved in the production of the movie received any remuneration, compensation or anything of value in consideration for using or displaying tobacco;

AND FURTHER that the Association of Local Public Health Agencies call for the Province of Ontario to require strong anti-smoking ads to be shown before any movie with tobacco use at the distributor's expense, regardless of rating and distribution channel;

ALPHA Resolution A11-11 continued

AND FURTHER that the Association of Local Public Health Agencies call for the Province of Ontario to require movie producers to stop identifying tobacco brands in films.

ACTION FROM CONFERENCE: **Resolution CARRIED**