

Section 5: Media Literacy

Each year, the tobacco industry spends \$15.4 billion nationwide advertising their deadly products. In Colorado, they have an annual budget of \$216.7 million, which means that \$345,000 a day is spent advertising. Published studies find that youth are twice as sensitive to tobacco advertising as adults. Fifty-two percent of underage experimentation with smoking is attributable to use of tobacco in film and one-third is attributable to traditional tobacco advertising. It is therefore so important that adolescents are media literate and are able to look behind the images they see to understand them better.*

The following Fact sheets and Activities provide the images and statistics needed to demonstrate how powerful tobacco advertising can be in recruiting youth smokers. There are all the resources you need here to give students a new awareness about the glamorization and normalization of tobacco in advertising and film.

Fact Sheets

- 5.1 Ad Gallery
- 5.2 Smoking in the Movies Fact Sheet
- 5.3 Where There is Smoke There's A Star
- 5.4 Behavior: Imitation of Film: Here's Smoking at You Kid
- 5.5 Effect of seeing tobacco use in films on trying smoking among adolescents: a cross sectional study

Activities

- Classroom {
- 5.6 Ad Analysis
 - 5.7 BADvertise
 - 5.8 120,000 Lives A Year: A Film

- School-Wide {
- 5.9 Wall of Shame
 - 5.10 Kicking Butts

Websites

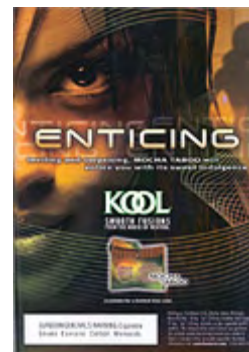
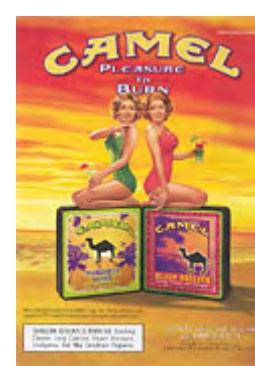
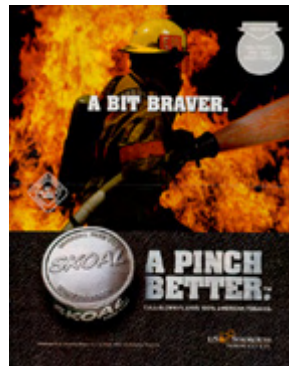
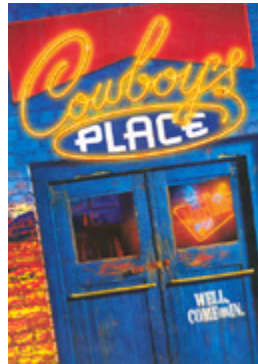
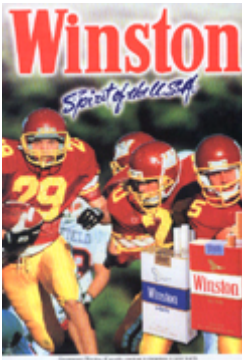
www.scenesmoking.org
smokefreemovies.ucsf.edu
www.njrebel.com
www.ovx.org
www.tobaccofreekids.org

* "Factsheet: The Toll of Tobacco in Colorado," *Campaign for Tobacco Free Kids*, 2005. <http://smokefreemovies.ucsf.edu>
"Tobacco Industry Promotion of Cigarettes and Adolescent Smoking," *JAMA* 279(7): 505-511.



CAMPAIGN for TOBACCO-FREE Kids[®] HOME Tobacco Advertising Gallery

www.tobaccofreekids.org/adgallery



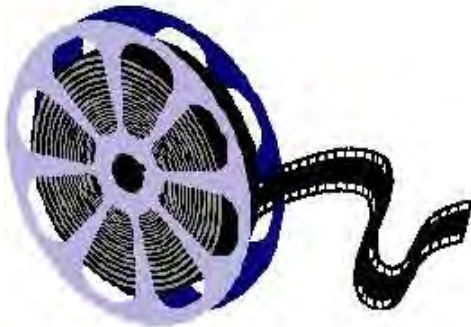
SMOKING IN THE MOVIES



For more information visit <http://smokefreemovies.ucsf.edu> or www.fightwithfact.com

A comprehensive study of every live action movie released by the U.S. motion picture industry between 1999 and 2003 found:

- Movie heroes are **3-4 times more likely** to smoke than the average person.
- 65% of on-screen smoking is being done by the **leading actor** in the movie.
- 80 percent of the 776 Hollywood and independent movies included tobacco use – almost **90 percent of R-rated films, 80 percent of PG-13 films** and half of movies rated G/PG.
- First-run movies in theaters delivered an estimated **32.6 billion tobacco impressions** to audiences – 1.7 billion to children 6-11 and 6.5 billion to teens 12-17.
- Adolescents, the age group most susceptible to smoking initiation, received the most tobacco impressions – **75 percent more impressions than children and 20 percent more than young adults 18-34.**
- **88 percent of Disney’s PG-13 movies included smoking over the past five years**, the highest among all major studios. Disney and News Corp. led all major studios with **91 percent of their R-rated movies including smoking.**



THE PAYOFF:

Philip Morris paid the producers of “Superman II” \$43,000 to have **Superman** jump through a giant Marlboro logo.

Brown and Williamson, the maker of Camels, paid **Sylvester Stallone** \$500,000 to feature cigarettes in his movies.

Philip Morris paid \$350,000 for the use of Lark cigarettes in the **James Bond** movie, “Licensed to Kill.”

More Powerful Than Traditional Advertising, Movies Recruit Over Half (52%) Of All Adolescent Smokers: Upwards Of 1,000 New Smokers Every Day!

THE TOBACCO INDUSTRY KNOWS CELEBRITIES INFLUENCE YOUTH:

“Film is better than any commercial that has been run on television or any magazine because the audience is totally unaware of any sponsor involvement.”

“We must continue to exploit new opportunities to get cigarettes on screen and into the hands of smokers.”

“Many times we can get a display, a sign, a tee-shirt, a logo, etc inserted into a positive scene, even when the product may not be used in the movie. This gives us a real life environment into which your name is used.”

Cigarettes Don’t Sell Movies. But Movies Can Sell Cigarettes!!

Where There's Smoke, There's a Star

By MIREYA NAVARRO, New York Times

Published: September 18, 2005

ANYONE following the goings-on of Mary-Kate Olsen in the weekly glossies knows that she is 19, that she attends New York University, that she has battled anorexia and that she dates a Greek shipping heir.

They also know that she smokes, thanks to the fact that this month alone she has appeared in at least three celebrity magazines fishing for a cigarette or holding a Marlboro pack in one hand and a cigarette in another while shopping in Los Angeles.

Such images of stars smoking off-screen were relatively rare five years ago, but with the proliferation of celebrity magazines and the competition for candid pictures, more shots of celebrities smoking are being published, magazine editors, photographers and stars' publicists say. And with smoking bans pushing smokers outdoors, "if you're going to smoke, you're going to get caught," said Gary Morgan, a founder of the photo agency Splash News.

It is too early to document whether this kind of exposure can influence young readers to light up, but some antismoking groups have voiced concern. While overall smoking rates have been down since the mid-90's, existing research has shown a direct correlation between on-screen smoking and the onset of smoking in teenagers. Antismoking experts say that seeing celebrities smoking off-screen would have the same effect. One study, by researchers at Dartmouth College, found that adolescents who viewed the most smoking in movies were almost three times more likely to take up smoking than those who viewed the least.

Antismoking groups that track the entertainment industry say the incidence of smoking scenes in movies, including those aimed at young people, was the highest in the year ending in April than it has been since 1994, and the increasingly common depiction of movie stars smoking in real life can only make things worse.

"It says, 'Cool people smoke,'" said John P. Pierce, director of the cancer prevention program at the cancer center at the University of California, San Diego.

While paparazzi pictures of celebrities smoking are still the exception to the rule, they are becoming almost as routine as shots of actors walking around with cups of coffee or cuddling toy Chihuahuas. In addition to the photos of Ms. Olsen (Star, In Touch, Us Weekly), recent depictions have included Leonardo DiCaprio inhaling as he squints from a balcony (People), Kate Hudson contemplatively holding a butt at one of her husband's concerts (Us Weekly) and Kevin Federline taking a drag while holding hands with his pregnant wife, Britney Spears (In Touch), who gave birth last week.

Cigarettes are an indelible part of the Hollywood culture, on and off the screen. On-screen, actors use cigarettes to shape a character; off-screen, if they smoke, sometimes it's their own image they're embellishing.

"Whether it hurts or helps, it's largely pegged to your cinematic persona," said Steven Ross, a professor of history at the University of Southern California who has written books on Hollywood and its influence on society.

"If you have Clint Eastwood smoking, everybody will think he's manly," he said. "Or a femme fatale, Sharon Stone, people would think it's sexy. But if you have a clean and wholesome image, smoking makes you less wholesome."

Many celebrities would rather keep their smoking to themselves. Some stars who are caught with a cigarette plead with the photographer not to use the image, sometimes offering other shots in return. Mr. Morgan, of Splash, said teenagers in particular worry about getting in trouble with a studio or a network.

"A few times people say, 'Please don't use a picture of me smoking' because their core audience is teenagers," he said. "Teenage girls are not supposed to be smoking."

But those who represent celebrities seem resigned that their clients are going to be seen smoking because of the relentless pursuit of photographers and the celebrity news media.

"It's part and parcel of this insane celebrity infatuation," said the publicist Ken Sunshine, whose clients include Mr. DiCaprio and Ben Affleck, a favorite paparazzi target who most recently was described in *Us Weekly* as stopping "for two cigarettes while his pregnant wife hit the restroom" at a Wendy's.

But he added: "Nobody I represent is pretending to be the pope or a role model for young people. People have to live their lives. They have the right to smoke if they want."

Michael Pagnotta, a spokesman for Ms. Olsen and her twin sister, Ashley, said smoking was a private choice, and "you have to respect that."

"The fans who have grown up with them are not affected by this kind of coverage because they have a relationship with them," he said.

Stanton A. Glantz, director of the Center for Tobacco Control Research and Education at the University of California, San Francisco, said celebrities should be aware of the negative influence they can have on young fans, adding that magazines are culpable, too. "There's also an editorial decision made to show the picture of people smoking," he said. "They're all playing a role."

Editors and photographers, however, said that pictures of famous smokers is not something they set out to get or show. One reason for the higher profile of cigarettes, some suggested, is that many newsmakers -- the ubiquitous Lindsay Lohan, for instance -- belong to a young, partying Hollywood that also happens to fall in the college age group, with one of the highest proportions of smokers (24 percent).

Joe Dolce, the editor in chief of *Star*, said that 70 percent of the photos that run in the magazine are street shots, and "I only show people doing what they do."

Of his responsibility to his readers, who he said tend to be women in their late 20's and early 30's, "I'm not a moral arbiter," he said. "The readers are smart enough. If they choose to smoke, they understand the consequences."

But Larry Hackett, deputy managing editor at *People* magazine, said his publication has run only three such pictures so far this year because "we do try to avoid it at all costs."

"We're sensitive to the notion that it might encourage some people to do it," he said.

Brittain Stone, the photo editor of *Us Weekly*, said he tries to avoid them because smoking "doesn't make them too attractive, especially women."

But he said he hears no complaints when the pictures run, and he said many of the stars themselves seem relaxed about their smoking.

"No one seems to be thinking that this is a horrible thing," he said, "because that's their private time."

But whether they want it or not, antismoking advocates note, movie stars influence young people. Officials with the Centers for Disease Control say the prevalence of cigarette smoking among middle- and high-school students has not changed much from 2002 to 2004 after previous dramatic drops -- it stands at 8 percent for middle-school students and 22 percent for high schoolers -- and they cite among the factors slowing the rate of decline the frequency of smoking in film.

The higher profile of famous smokers is only one of several disturbing trends, antismoking groups that track smoking in the industry said. The Thumbs Up! Thumbs Down! project of the American Lung Association of Sacramento-Emigrant Trails notes that 65 percent of on-screen smoking is being done by the leading actor in the movie, and that smoking scenes are now found in more than two-thirds of PG-13 movies.

Various efforts are afoot to counter smoking in movies. Mr. Glantz at U.C., San Francisco, has led a project, Smoke Free Movies, that won the support of the American Medical Association and public health advocates in seeking that any movie that shows tobacco use get an automatic R rating and for antismoking ads to run beforehand. The group also wants to prevent tobacco companies from benefiting from product identification by banning the showing of cigarette brands on films. (Under a 1998 agreement that limits how tobacco companies can market cigarettes, product placement in movies is no longer allowed.)

So far the efforts have gained no traction in Hollywood because of censorship concerns. "As artists, people need to be able to create pictures that represent real life," said Kori Bernards, a spokeswoman for the Motion Picture Association of America. She added that some research has found that smoking in movies tends to be associated with villains.

Directors and writers said smoking usually fits the needs of the character and film. But in "Scene Smoking: Cigarettes, Cinema & the Myth of Cool," a 2001 American Lung Association documentary about smoking in film and television, Rob Reiner, the director and actor, noted that much of the on-screen smoking stems from the fact that the actors in the film smoke themselves. "Usually what it is, is that the actor in real life smokes, so he finds a way of utilizing his addiction," he said.

In the documentary Jack Klugman, who portrayed cigar-smoker Oscar Madison in "The Odd Couple" and was a smoker himself who suffered from oral cancer, spoke of the unintended powers of fame.

He said he got hooked after seeing his idol, the actor John Garfield, smoke. He mimicked him to the point that, he said, "I took the drags like he did, I threw away the cigarette like he did, I held it in the way he did."

"He not only influenced me," Mr. Klugman said in a raspy, barely audible voice. "I smoked like him."



Clint Eastwood



Ben Affleck



Mary Kate Olsen

November 15, 2005, New York Times

Vital Signs

Behavior: Imitation of Film: Here's Smoking at You, Kid

By NICHOLAS BAKALAR

Children ages 10 to 14 are much more likely to take up smoking if they have seen actors smoke in the movies, a nationwide survey published in the November issue of Pediatrics* reports.

Thirty-eight percent of children who start smoking do so in imitation of movies they have seen, the researchers say.

"R-rated movies contain twice as much smoking" as other films, said Dr. James D. Sargent, the lead author on the study and a professor of pediatrics at Dartmouth Medical School. "Our studies show that kids begin to view R-rated movies at about fourth or fifth grade."

The study interviewed 6,522 children nationwide about their movie-viewing habits. Fifty films were chosen at random from a list of 532 box office hits from 1998 through the first four months of 2003, and each subject was asked if he or she had seen them. Then the researchers added up the number of times each child would have been exposed to smoking in a movie.

Even after controlling for parental smoking, family income, race, school performance and other factors, the correlation between seeing movies with smoking and taking up the habit persisted. Children who had the greatest exposure to smoking in movies were more than two and a half times as likely to start smoking as those who had the lowest exposure. Dr. Sargent acknowledged that the study's results pertained only to the youngest adolescents and that the report did not preclude the possibility that smoking began before the children saw these movies.

Nevertheless, he said, "The strength of the findings, and the fact that they replicate almost exactly an earlier regional study, suggest that this association should be taken very seriously."

Exposure to Movie Smoking: Its Relation to Smoking Initiation Among US Adolescents

James D. Sargent, Michael L. Beach, Anna M. Adachi-Mejia, Jennifer J. Gibson, Linda T. Titus-Ernstoff, Charles P. Carusi, Susan D. Swain, Todd F. Heatherton, and Madeline A. Dalton

Pediatrics 2005; 116: 1183-1191.



Effect of seeing tobacco use in films on trying smoking among adolescents: cross sectional study

James D Sargent, Michael L Beach, Madeline A Dalton, Leila A Mott, Jennifer J Tickle, M Bridget Ahrens and Todd F Heatherton

BMJ 2001;323:1394-
doi:10.1136/bmj.323.7326.1394

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Effect of seeing tobacco use in films on trying smoking among adolescents: cross sectional study

James D Sargent, Michael L Beach, Madeline A Dalton, Leila A Mott, Jennifer J Tickle, M Bridget Ahrens, Todd F Heatherton

Abstract

Objective To test the hypothesis that greater exposure to smoking in films is associated with trying smoking among adolescents.

Design Cross sectional survey of 4919 schoolchildren aged 9-15 years, and assessment of occurrence of smoking in 601 films.

Setting Randomly selected middle schools in Vermont and New Hampshire, USA.

Main outcome measure Number of schoolchildren who had ever tried smoking a cigarette.

Results The films contained a median of 5 (interquartile range 1-12) occurrences of smoking. The typical adolescent had seen 17 of 50 films listed. Exposure to smoking in films varied widely: median 91 (49-152) occurrences. The prevalence of ever trying smoking increased with higher categories of exposure: 4.9% among students who saw 0-50 occurrences of smoking, 13.7% for 51-100 occurrences, 22.1% for 101-150, and 31.3% for > 150. The association remained significant after adjustment for age; sex; school performance; school; parents' education; smoking by friend, sibling, or parent; and receptivity to tobacco promotions. The adjusted odds ratios of ever trying smoking for students in the higher categories of exposure, compared with students exposed to 0-50 occurrences of smoking in films, were 1.7 (95% confidence interval 1.2 to 2.4), 2.4 (1.7 to 3.4), and 2.7 (2.0 to 3.8). These odds ratios were not substantially affected by adjustment for parenting style or for personality traits of the adolescent.

Conclusion In this sample of adolescents there was a strong, direct, and independent association between seeing tobacco use in films and trying cigarettes, a finding that supports the hypothesis that smoking in films has a role in the initiation of smoking in adolescents.

Introduction

Adolescents start smoking in response to social influences, emulating the behaviour of friends, family members, and other people they admire.¹ The influence of smoking by friends and family members has been extensively studied, but less attention has been given to influences of the media other than

tobacco advertising. Yet the typical adolescent spends 2-3 hours per day watching television and films.²⁻⁴

Movie channels and home videos have greatly increased children's access to films.³⁻⁵ A recent survey found that American adolescents watch an average of three films a week (150 a year).² Although cigarette smoking is infrequent on primetime television,⁶ it is depicted in almost all films.⁷⁻¹⁰ Adolescents see film stars smoking in the context of sexuality (Sharon Stone in *Basic Instinct*), toughness (John Travolta in *Broken Arrow*), romance (Charlie Sheen in *The Chase*), and adolescent rebellion (Leonardo DiCaprio in *Romeo and Juliet*) and as a way to relieve stress (Winona Ryder in *Girl Interrupted*).¹¹ Not surprisingly, smoking by adolescents' favourite film stars has been linked with smoking among adolescents.^{12 13}

The movie industry has been criticised for its depictions of smoking on screen,⁹⁻¹⁶ but industry representatives are typically sceptical that viewing smoking influences behaviour.¹⁷ Refuting this response has been difficult because no studies have empirically tested the hypothesis that exposure to tobacco use in films is associated with smoking in adolescents. To inform this debate we carried out a cross sectional survey to evaluate young adolescents' exposure to smoking in films and its association with having tried cigarettes. The study was approved by the human subjects committee at Dartmouth College.

Methods

Recruitment of sample—We sent letters to 30 randomly selected middle schools in New Hampshire and Vermont with at least 150 students (fig 1). Half the schools agreed to participate. The socioeconomic profiles of participating and non-participating schools did not differ. About half (52%) of the schools were in rural communities of less than 10 000 residents. In September 1999 proctors administered the confidential survey during class time (parents were informed by mail beforehand). The average participation by school was 92.5%; 128 (2.1%) parents or students refused participation, and 380 (6.3%) students were absent. We excluded 571 surveys for missing (n=565) or inconsistent (n=15) responses. Excluded students were likely to be younger (for example, fifth grade), to report poorer school performance, and to have seen

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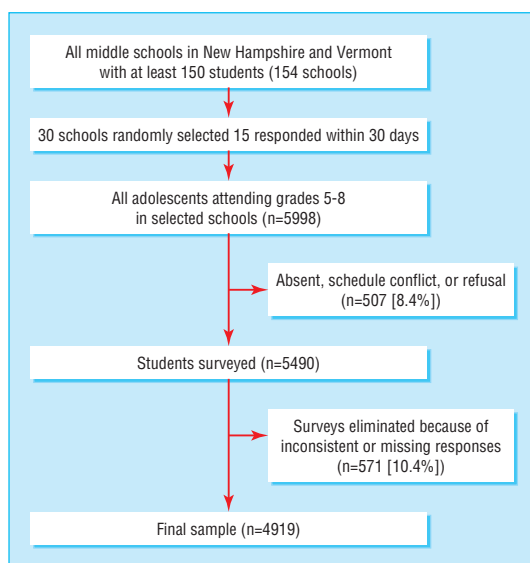


Fig 1 Selection of student sample

fewer films than those with usable surveys, but smoking behaviour did not differ between included and excluded students.

Exposure to smoking in films—Figure 2 illustrates our procedure for determining exposure to smoking in films. We counted occurrences of smoking in each of 601 popular contemporary films. We estimated exposure to these films by asking respondents whether they had seen 50 films randomly selected from the larger pool. On the basis of the films that adolescents reported seeing, we calculated the number of occurrences of smoking seen by each survey respondent.

Primary outcome—We determined whether students had ever tried smoking by asking the question “How many cigarettes have you smoked in your life?” We cat-

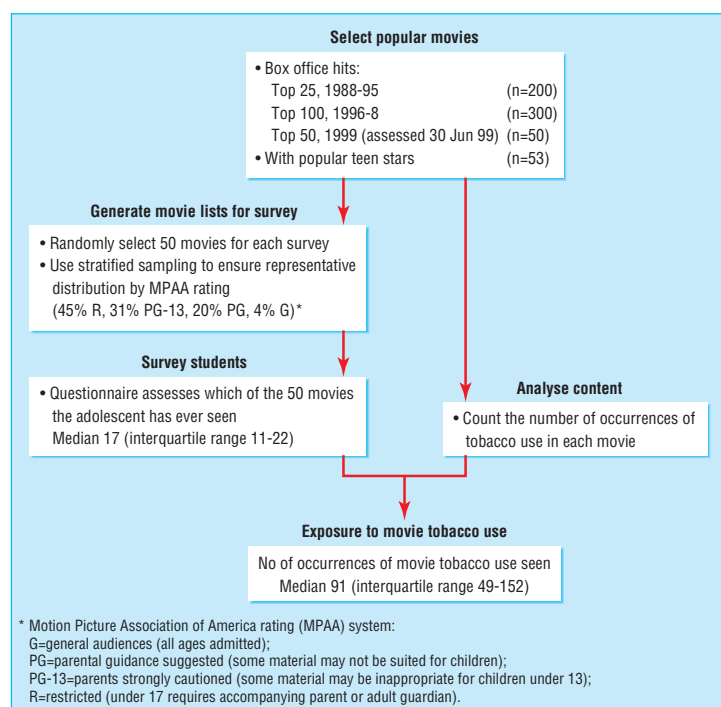


Fig 2 Assessment of exposure to tobacco use in movies

egorised a response of none as “never smoked” and all other responses (just a few puffs, 1-19 cigarettes, 20-100 cigarettes, > 100 cigarettes) as “tried smoking.”

Potential confounders—We measured the following categories of factors that might be associated with trying smoking: sociodemographic characteristics (for example, school, age, sex, parents’ education), social influences (parent smoking, sibling smoking, friend smoking, receptivity to tobacco promotions¹⁸⁻¹⁹), and other characteristics of the child and family (self reported school performance, propensity to sensation seeking,²⁰⁻²¹ rebelliousness,²² self esteem,²³ two measures of authoritative parenting,²⁴ and students’ perception of parental disapproval of smoking). We measured reliability by using Cronbach’s α .²⁵ Table 1 lists the questions used in the survey to assess these variables, with their reliability.

Validity of responses to film questions—To evaluate the validity of adolescents’ recollection of films they had seen, we re-contacted 49 adolescents who had participated in a longitudinal study in which they reported each month the films they had seen in the past week. Adolescents had excellent recognition of the films they reported seeing during the previous year, identifying films correctly 88% of the time. In addition, the adolescents rarely reported seeing false film titles with false actors (3.0%) or false film titles with real actors (2.7%).

Statistical analysis—We used the χ^2 test or analysis of variance to evaluate the association between trying smoking and each of the confounding variables. We used logistic regression to determine the crude odds ratios, adjusted odds ratios, and 95% confidence intervals. Firstly, we used a crude model in which exposure to smoking in films was entered as four categories that corresponded to fourths of exposure in the student population. Next, we added controls for socio-demographic characteristics only. Then we added social influence variables, and finally we added other characteristics of the child and family. Age and indexed variables (sensation seeking, rebelliousness, self esteem, and the authoritative parenting measures) were entered as continuous variables. We did not include the number of R rated (restricted) films seen as a covariate because of its high correlation with occurrences of tobacco use ($r=0.89$). All tests were considered significant at the 0.05 level.

Sensitivity analysis—We conducted a sensitivity analysis to determine whether an unmeasured confounder could explain our results.²⁶ We considered the effect of adding a missing confounder (independent of other covariates) on the relation between seeing tobacco use in films and smoking in adolescents. The results of this analysis indicate how strongly an unmeasured confounder would have to be associated with exposure and outcome in order to lead to false reporting of an association.

Results

Characteristics of the sample—The ages of the 4919 adolescents ranged from 9 to 15 years. Younger adolescents were under-represented because some schools did not include grade 5 (table 2). The students were primarily white, and most reported that their parents had completed high school. Thirty nine per cent

Table 1 Measures for characteristics of child and parenting

Variable	Questions	Responses
School performance	How would you describe your grades last year?	Excellent Good average Below average
Sensation seeking (6 item index, range 0-18, Cronbach's $\alpha=0.69$)	I like to do scary things I get bored being with the same friends all the time I would like to try drinking alcohol or beer I like to do dangerous things I often think there is nothing to do I like to listen to loud music	Not like me Sort of like me A lot like me Just like me
Rebelliousness (7 item index, range 0-21, Cronbach's $\alpha=0.73$)	I get in trouble in school I argue a lot with other kids I do things my parents wouldn't want me to do I do what my teachers tell me to do I sometimes take things that don't belong to me I argue with my teachers I like to break the rules	Not like me Sort of like me A lot like me Just like me
Self esteem (8 item index, range 0-24, Cronbach's $\alpha=0.74$)	I will be successful when I grow up I wish I was someone else I like myself the way I am I am happy with how I look I wish I was better looking I worry that other kids don't like me I feel tired all the time I often feel sad	Not like me Sort of like me A lot like me Just like me
Authoritative parenting: responsive (4 item index, range 0-12, Cronbach's $\alpha=0.77$)	She makes me feel better when I am upset She listens to what I have to say She is too busy to talk to me She wants to hear about my problems	Not like her Sort of like her A lot like her Just like her
Authoritative parenting: demanding (4 item index, range 0-12, Cronbach's $\alpha=0.60$)	She has rules that I must follow She tells me what time I have to be home She asks me what I do with my friends She knows where I am after school	Not like her Sort of like her A lot like her Just like her
Parental disapproval of smoking	If you were smoking cigarettes and your mother knew about it, what would she say? If you were smoking cigarettes and your father knew about it, what would he say?	She (he) would tell me to stop She (he) would not tell me to stop Don't know Don't have a mother (father) or stepmother (stepfather)

had at least one parent who smoked, and 37% had friends who smoked. Overall, 17.5% of adolescents had tried smoking, and trying smoking was significantly associated with all the variables in table 2 (all $P \leq 0.01$).

Smoking in films—The 601 films included 23 films rated G, 120 rated PG, 186 rated PG-13, and 272 rated R (see fig 2 for explanation of ratings). The number of occurrences of smoking increased by rating, with medians of 1 in films rated G, 3 in films rated PG, 4 in films rated PG-13, and 8.5 in films rated R. The difference was significant only for R rated films (only two of these films contained no smoking).⁷ Only 10% of films rated PG or PG-13 contained no smoking.

Exposure to smoking in films—On average, adolescents had seen 17 of the 50 films on their list, which translated to a median "exposure" of 91 occurrences of smoking (interquartile range 49-152). Exposure to smoking in films was strongly and significantly associated with all of the risk factors for smoking (all $P < 0.001$). Exposure increased with age and was higher for boys (boys averaged 126 (SD 88) occurrences of smoking *v* 95 (72) for girls; $P < 0.0001$). Students with poorer school performance had higher exposure to smoking in films, as did those with higher levels of sensation seeking and rebelliousness.

Association between exposure to tobacco use and trying smoking—The cut-off values used to group exposure to smoking in films for further analysis were 0-50 occurrences (26.4% of the student sample), 51-100 (28.7%), 101-150 (19.5%), and > 150 (25.4%). Table 2 shows that the proportion of adolescents who had tried smoking increased with higher categories of exposure to tobacco use in films. As illustrated in figure 3, this association was independent of age (test for trend $P < 0.0001$

for each age group). For example, 9-11 year olds in the highest category of exposure to movie tobacco use had the same prevalence of trying smoking as 14-15 year olds in the lowest exposure category.

Multivariate association—Adolescents with higher exposure to tobacco use in films had a significantly higher odds of trying smoking (table 3). Although adjustment for sociodemographic factors and social influences weakened these associations, the odds ratios were unchanged when other characteristics were added, suggesting very little confounding by personality and parenting characteristics. Our final model included all covariates; those that had a significant association with trying smoking included age; parents' education; school; smoking by friends, siblings, or parents; school performance; sensation seeking; rebelliousness; and receptivity to tobacco promotions. The effect of moving to a higher category of exposure to movie smoking was similar to the effect of having parents who smoke (odds ratio 1.5) or siblings who smoke (1.9). The results did not change when exposure to smoking in films was entered as a continuous or log transformed variable. The association between seeing smoking in films and trying smoking was significantly weaker for adolescents whose parents smoked.

Sensitivity analysis—An unmeasured covariate would be unlikely to change our findings. With a dichotomous film variable (below median exposure *v* above median exposure), the product of the odds ratio for the association between an unmeasured covariate and smoking in films with the odds ratio for the unmeasured covariate and adolescent smoking would have to be ≥ 22 to invalidate our results. For the strongest measured confounder (friend smoking) this

Table 2 Association of trying smoking with other variables. Values are numbers (percentages) unless stated otherwise

	Total sample	Ever tried smoking	P value
Total	4919 (100.0)	861 (17.5)	
Exposure to smoking in movies			
Occurrences of tobacco use in movies seen:			
0-50	1296 (26.4)	64 (4.9)	<0.0001
51-100	1412 (28.7)	194 (13.7)	
101-150	960 (19.5)	212 (22.1)	
>150	1251 (25.4)	391 (31.3)	
Sociodemographics			
Sex:			
Male	2427 (49.3)	460 (19.0)	0.01
Female	2492 (50.7)	401 (16.1)	
Age (years):			
9-11	1434 (29.2)	104 (7.3)	<0.0001
12	1464 (29.8)	212 (14.5)	
13	1524 (31.0)	375 (24.6)	
14-15	497 (10.1)	170 (34.2)	
Parents' education:			
Neither graduated from high school	257 (5.2)	92 (35.8)	<0.001
One graduated from high school	847 (17.2)	238 (28.1)	
Both graduated from high school	3815 (77.6)	531 (13.9)	
Social influences			
At least one parent smokes:			
No	3004 (61.3)	332 (11.1)	<0.001
Yes	1896 (38.7)	527 (27.8)	
Any siblings smoke:			
No	4133 (84.3)	564 (13.7)	<0.0001
Yes	769 (15.7)	293 (38.1)	
Any friends smoke:			
No	3053 (62.9)	131 (4.3)	<0.0001
Yes	1804 (37.1)	721 (40.0)	
Receptive to tobacco promotions:			
No	3727 (76.1)	439 (11.8)	<0.001
Yes	1170 (23.9)	418 (35.7)	
Other characteristics of child and parenting			
School performance:			
Excellent	1769 (36.0)	137 (7.7)	<0.0001
Good	1839 (37.5)	270 (14.7)	
Average or below average	1303 (26.5)	453 (34.8)	
Sensation seeking behaviour:			
Lowest third	1847 (38.0)	109 (5.9)	<0.0001
Middle third	1466 (30.2)	211 (14.4)	
Highest third	1542 (31.8)	526 (34.1)	
Rebelliousness:			
Lowest third	1176 (24.2)	38 (3.2)	<0.0001
Middle third	1991 (41.0)	194 (9.7)	
Highest third	1694 (34.9)	615 (36.3)	
Self esteem:			
Lowest third	1484 (30.7)	402 (27.1)	<0.001
Middle third	1789 (37.1)	285 (15.9)	
Highest third	1555 (32.2)	160 (10.3)	
Authoritative parenting (responsive):			
Lowest third	1619 (33.5)	419 (25.9)	<0.001
Middle third	1817 (37.6)	272 (15.0)	
Highest third	1401 (29.0)	152 (10.9)	
Authoritative parenting (demanding):			
Lowest third	1379 (28.6)	337 (24.4)	<0.001
Middle third	1812 (37.6)	291 (16.1)	
Highest third	1625 (33.7)	212 (13.1)	
Parental disapproval of smoking:			
Neither disapproves	98 (2.0)	51 (52.0)	<0.0001
Don't know or mixed messages	1001 (20.5)	254 (25.4)	
Both disapprove	3778 (77.5)	550 (14.6)	

product was 11.2, making such an important unmeasured covariate very unlikely.

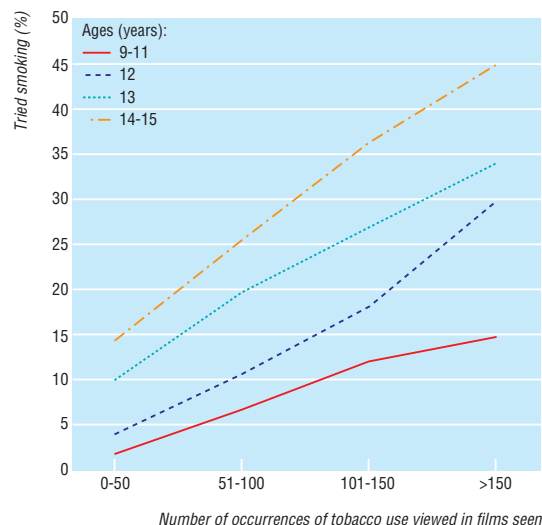


Fig 3 Association between exposure to use of tobacco in films and prevalence of trying smoking by age

Discussion

We found a strong, direct, independent association between higher exposure to tobacco use in films and smoking in adolescents. The magnitude of the association suggests that influence from films is as strong as other kinds of social influence, such as smoking by a parent or sibling. These results extend the findings of cross sectional studies showing that adolescents whose favourite film stars smoke are more likely to smoke themselves^{12 13} and those of a study that showed that seeing smoking in just one film may affect attitudes to smoking.²⁷

Exposure to tobacco use

Among these adolescents the exposure to smoking in films was high—almost half of the students had seen 100 or more depictions of tobacco use in the films on their list. Yet this represents only a small portion of the films these adolescents have seen. Many had seen films that were released when they were infants (for example, half of the 460 students asked about the 1988 movie *Die Hard* had seen it), which shows how home viewing of videotapes has expanded film options for adolescents. A typical adolescent watching 150 films a year will be exposed to about 800 depictions of smoking. Given this high level of exposure to films, the typical adolescent could see more smoking in films than in the real world. In addition, movie tobacco use has greater relevance to adolescents than smoking in the real world. Adolescents whose parents smoke were less responsive to the influence of films, possibly because seeing their parents smoking gave them a more reality based perception of cigarette smoking.

Limitations of the study

Exposure to smoking in films is highly correlated with watching adult movies (R rated films). Children more likely to see R rated films may be more likely to smoke, regardless of exposure to smoking in films. This is unlikely to explain our finding, as controlling for personality traits such as sensation seeking and parenting factors had little effect on our findings.

Table 3 Odds ratios (95% CI) for trying cigarettes by selected characteristics

Occurrences of tobacco use in movies seen	Adjusted odds ratio			
	Crude odds ratio (n=4919)	Sociodemographic factors* (n=4919)	Sociodemographic factors and social influences† (n=4815)	Sociodemographic factors, social influences, and characteristics of child and parenting‡ (n=4569)
0-50	1	1	1	1
51-100	3.1 (2.3 to 4.1)	2.4 (1.8 to 3.3)	1.7 (1.2 to 2.4)	1.9 (1.3 to 2.7)
101-150	5.5 (4.1 to 7.3)	4.0 (2.9 to 5.4)	2.4 (1.7 to 3.4)	2.6 (1.8 to 3.7)
>150	8.8 (6.6 to 11.6)	6.1 (4.5 to 8.1)	2.7 (2.0 to 3.8)	2.5 (1.7 to 3.5)

*Age, sex, parents' education, and school.

†Friend smoking, sibling smoking, parent smoking, receptivity to tobacco promotions.

‡School performance, propensity to sensation seeking, rebelliousness, self esteem, two measures of authoritative parenting, and perception of parental disapproval of smoking.

Another possibility is that other aspects of R rated films (besides the tobacco content) are associated with smoking. The occurrence of smoking in R rated films is so common that it may not be possible to separate out the independent effects of tobacco use (almost all R rated films distributed over the past decade contain smoking).⁷ None the less, we believe that the most theoretically reasonable explanation for the association is exposure to smoking in films.

Our study has other limitations. Its generalisability is limited, as adolescents from urban areas and minority ethnic groups were not included. The findings need to be confirmed in other adolescents in the United States and in other countries (as films are distributed internationally).²⁸ As cross sectional studies cannot determine the temporal sequence of events, prospective studies are needed to show whether seeing tobacco use in films precedes smoking. This study should not be interpreted by itself as evidence that watching tobacco use in films causes smoking—the results are the first step towards determining causation.

Conclusions

We developed a survey method that allowed us to obtain population based estimates of exposure to smoking in films and tested it in a sample of rural American adolescents. The results indicate that exposure to tobacco use in films is pervasive. More importantly, such exposure is associated with trying smoking, which supports the hypothesis that films have a role in the initiation of smoking.

What is already known on this topic

Smoking is often depicted in films, and watching films is a favourite activity of adolescents

Adolescents whose favourite actors smoke in films are more likely to have tried smoking

What this study adds

Adolescents' exposure to smoking in films varies widely

Adolescents with higher exposure are significantly more likely to have tried smoking, even when other factors linked with adolescent smoking have been taken into account

This study supports the hypothesis that depictions of smoking in films influence adolescents to smoke

We thank Dan Nassau and Ezra Hays for coding the films, Susan Martin for her assistance in conducting the surveys and preparing the manuscript, and Lisa Schwartz and Steve Woloshin for their editorial comments.

Contributors: JDS developed the idea for the study, led the investigative team, and is primary author of the paper. MLB had the idea for the survey method and directed the statistical analysis. MAD provided critical input for all aspects of the study and was responsible for survey development and data management. LAM developed the presentation of the data and conducted the analysis. MBA developed the personality trait and parenting measures, carried out the survey work, and directed data entry. TFH developed the behaviour theory underlying the study and supervised the analysis of movie content. JJT managed the content analysis and gave careful thought to measurement of tobacco use exposure. The paper was written jointly by all authors. JDS will act guarantor.

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Ad Analysis Activity

Time: 1-2 class periods

Materials: Print the ads on www.tobaccofreekids.org/adgallery or use Fact Sheet 5.1 “Ad Gallery.” Photocopy attached student worksheet, **Ad Analysis**

Step One: Teach the following vocabulary:

Normalization:

Presentations of tobacco and alcohol in media as routine parts of everyday life or social settings.

Glamorization:

Presentations of tobacco and alcohol use in media as sexy, popular, cool, and romantic.

Step Two: Pass out attached student worksheet and go over answers in class.

- A. Who is the target audience? To whom would this ad appeal? Why?
- B. In this ad, what appeals are being used to get the viewer’s attention?

(Use the Glamorization Codes given on the worksheet to label each ad. Keep in mind that many ads use more than one appeal).

- C. Who profits from, and pays for this ad?
- D. Does this ad make tobacco use seem normal? Seem safe? Can you create a message that would “counter” the message given by this ad and show the truth behind the product? Create a message that would make this cigarette product unappealing to the target audience.
- E. What percent of new cigarette experimentation do you think occurs because of advertising and promotion? (Answer: About 34%)

Name: _____

AD ANALYSIS: Student Worksheet

- A. Who is the target audience? To whom would this ad appeal? Why?
- B. In this ad, what appeals are being used to get the viewer's attention? (Use the Glamorization Codes below to label each ad. Keep in mind that many ads use more than one appeal).

GLAMORIZATION CODES

SUCCESSFUL	elegant, sophisticated, exclusive, mature, adult	SUC
POPULAR	well-liked, center of attention, socially successful	POP
ROMANTIC	sexually appealing, sensual pleasure, physically attractive, desirable	ROM
INDEPENDENT	rebellious, adventurous, mature, self-assured, distant, aloof	IND
HEALTHY	clean, active, refreshing, strong, athletic	HLTH
HAPPY	joyful, exhilarated, ecstatic, playful	HAP
FUNNY	humorous, witty, clever, amusing, carefree	FUN

- C. Who profits from, and pays for this ad?
- D. Does this ad make tobacco use seem normal? Seem safe? Can you create a message that would "counter" the message given by this ad and show the truth behind the product? Create a message that would make this cigarette product unappealing to the target audience.
- E. What percent of new cigarette experimentation do you think occurs because of advertising and promotion?

BADvertise Activity

Time: 2 class periods

Materials Discarded magazines, movie posters, CD and DVD covers, scissors and a matte knife, glue sticks, background paper.

Objective: Students will create their own tobacco advertisements, portraying the honest health effects and honest truth about smoking.

BADvertising is a way of seeing, a way of thinking about what is true and what is false about an ad. Anyone can can BADvertise by looking for the truth behind an advertisement.

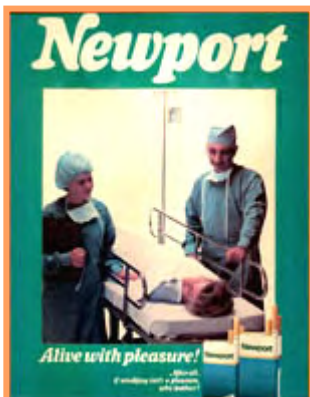
Welcome to BADvertising Country HOME OF HONEST TOBACCO ADS!

"People believe what they see. If what they're seeing is seducing them into deadly addiction, then we need to counter the seduction and reverse what they see. In other words, fire with fire, images with images."
Bonnie Vierthaler, founder of Badvertising Institute



Procedure:

- Round up a heap of popular magazines, CDs, and DVDs. Take a look! Which ones have tobacco ads or encourage smoking? Who are they targeting?
- What is their message? And what methods do they use to communicate that message?
- What do the ads really want you to do?
- Tear out all of the tobacco ads and images promoting smoking. (While you're at it, tear out the alcohol ads or any other ads that deceive the viewer)
- Have the students create their own honest advertisement for tobacco.
- Look at the following examples or visit <http://www.badvertising.org> for more ideas!



120,000 Lives A Year: A Film

Time: 25 minutes

Summary: This 10 minute film (you have been provided a CD Rom) is about movies influencing teenage smoking. Watch the movie with the students and pass out the student worksheet. Fact sheets 5.3, 5.4, 5.5 will enhance the lesson and discussions from the film. The answer key is shown below.

120,000 LIVES A YEAR: Answer sheet

1. What ban did Hollywood agree to in 1989?

In 1989, Hollywood agreed to a voluntarily use no more paid tobacco product placement in movies.

2. What happened regarding the tobacco industry and youth in 1998 with the Master Settlement Agreement?

With the Master Settlement Agreement, Big Tobacco agreed to ban marketing towards youth.

3. Why do you think movies are such a powerful selling tool for tobacco products?

I think Philip Morris said it best,

"Smoking is being positioned as an unfashionable, as well as unhealthy, custom. We must use every creative means at our disposal to reverse this destructive trend. I do feel heartened at the increasing number of occasions when I go to a movie and see a pack of cigarettes in the hands of the leading lady. This is in sharp contrast to the state of affairs just a few years ago when cigarettes rarely showed up on camera. We must continue to exploit new opportunities to get cigarettes on screen and into the hands of smokers."

4. What are the four solutions put forth by SmokeFree Movies to save 120,000 lives each year? Do you think they are good/fair suggestions?

-Give any movie an R-rating that shows tobacco use.

-Use a certification stamp that shows no one got paid to use tobacco products in movies.

- Ban all brand identification of tobacco products in films.

-Show an anti-smoking advertisement before any movie displaying tobacco use.

5. Can you think of other ways Hollywood could stop youth from initiating smoking?

6. How many movies can you think of that show smoking? How is it being portrayed? Sexy? Tough? Stress-release? Social?

“120,000 LIVES A YEAR” Student Worksheet

This 10 minute film puts forth the case against actors and actresses smoking in movies and proposes a solution to save hundreds of thousands of adolescents from initiating smoking each year.

1. What ban did Hollywood agree to in 1989?
2. What happened regarding the tobacco industry and youth in 1998 with the Master Settlement Agreement?
3. Why do you think movies are such a powerful selling tool for tobacco products?
4. What are the 4 solutions put forth by Smoke Free Movies to save 120,000 lives each year? Do you think they are good/fair suggestions?
5. Can you think of other ways Hollywood could stop youth from initiating smoking?
6. How many movies can you think of that show smoking? How is it being portrayed? Sexy? Tough? Stress-release? Social?



Wall of Shame

Time: Three weeks

Summary: Students and their friends will collect tobacco ads from magazines, write facts across the ads to show how the tobacco industry is targeting teens and then tape these ads to a hallway so students school-wide can learn.

ACTION OVERVIEW: Here's an activism activity that will open your classmates' eyes to the seedy tobacco industry. It's also a great way to get some more friends involved in the fight. Try creating a Wall of Shame in your school. What's a Wall of Shame, you ask?

Well, its simple. Its a hallway plastered with tobacco ads. When your classmates walk through the hallway and see all the tobacco ads with their lies they'll see how the tobacco industry has been targeting them and then want to find out more information.

Three Weeks Before:

- * Get permission from your school to do the Wall of Shame.
- * Work with the school to select the right hallway, keeping in mind traffic. You dont want to choose a hallway that leads to the janitors closet or a wall that's all lockers- then you won't have much space to put up the ads.
- * Assure the school that you will clean up all of the ads at the end of the event and only use tape that does not ruin the school's paint. Scotch tape or masking tape are your best bets.

Two Weeks Before:

- * Collect the ads:
- * Organize a search party to collect ads and write the one-liners.
 - If you want to collect even more ads, try having a Rip It Out Contest at your school. Give away cool prizes like gift certificates to a music store for the person, class, homeroom, that brings in the most tobacco ads.
- * Use the school paper, clubs and morning announcements to promote the contest.
- * Set up a tobacco ad collection table. To make this easier on everyone, you may want to set up a table in a visible area before and after school. Be sure that you've told everyone when and where you'll be collecting.
- * And if you're giving them stickers or anything else in exchange for a certain number of ads, be sure to have those on hand.
- * You can also have a contest to find the best one-liners about the tobacco industry to plaster on the ads.
- * Here are some to get you started:

The Tobacco Industry says that they aren't targeting teens with their deadly product so, why did we find so many of their ads in the magazines that we read?

How many tobacco advertising executives does it take to sell a deadly product?

What are they selling here? A product or the promise of popularity and success? Be honest Big Tobacco.



One week before:

- * Keep collecting the ads.
- * Design a palm card or flyer to pass out in the Wall of Shame the day of the event.. Try something like, "If you don't think that a big target on your back goes with the rest of your outfit, then check out www.fightwithfact.com to see how you can quit being a target for the tobacco industry".
- * Make a Wall of Shame banner to spread the word about your action.
- * But don't stop there! Shake your classmates out of their school daze by parodying tobacco ads in the wall of Shame hallway.
- * Get a group of friends together who are into theater and create a tobacco parody skit they can do in the Wall of Shame; this is a great way to show how ridiculous the ads can be.

Day before and day of:

Be sure that you have all the supplies you need. Here is a list to get you started:

- *Tape (that wont ruin the paint) Poster board (for those thought provoking statements)
- * Markers
- * Palm cards
- * Wall of Shame Banner
- * Friends to help hang the ads
- * School permission for the Wall of Shame

Day of:

- * Get to school as early as the doors are unlocked to set up the wall of Shame the night before.
- * Promote the Wall of Shame on the morning announcements.
- * Enjoy a successful event that's sure to make a lot of people think twice next time they see a tobacco ad.
- * A quick idea to add to the Wall of Shame:
Have a section of the Wall of Shame designated for your classmates to write their thoughts about the ads and the tobacco industry. You can use plain white poster board or banner paper.



Time: 1 month

Materials: Banner paper and tobacco ads collected from magazines

Summary: Educate children about tobacco advertisements in a creative fun way! A great time to do this activity is on a tobacco holiday or during a school-wide activity outdoors.

Essential Information:

The tobacco companies target youth in many of their advertisements. This activity is a fun and creative way for students to stand up against these companies! Have the students collect as many tobacco advertisements as they can and then glue them to a soccer goal. This can be done outside on a real goal, or inside against a gym wall. The students will line up and have a chance to make a goal and destroy these misleading ads.

1 month before the event:

- Come up with key messages, media materials and a title for your event.
- Begin to think about how to attract media to your event.
- Invite an older sports team, local elected officials, a tobacco control leader or someone important to appear at your event.



3 weeks before the event:

Students collect as many individual magazine ads as they can and bring them to school for the construction of murals. If you have a hard time finding enough ads in magazines at home, go to your local library and/or doctor's offices to see if they will let you use their old magazines.

2 weeks before the event:

- Start building the tobacco murals.
- Make sure your mural is big enough to cover your entire soccer goal. A soccer goal net is usually 22'x8'.
- If a lot of students are participating, think about multiple murals.

Event day:

- Set up the mural(s)
- Organize the event location with the media in mind.
- Use your key messages when you speak to the crowd.
- With encouraging cheers from the students have the players kick soccer balls through the mural, destroying the ads and freeing the goal for play.

Use with Fact Sheet 5.1 'Tobacco Ad Gallery.'