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Parents Support Measures to Reduce Influences of Movie Smoking: Survey Results from a US National Sample

Susanne E. Tanski MD,¹ Robert C. McMillen PhD,²
Jonathan P. Winickoff MD,³ James D. Sargent MD⁴

¹AAP Center for Child Research and Strong Children's Research Center, University of Rochester

²Social Science Research Center, Mississippi State University,

³MGH Center for Child and Adolescent Health Policy, MassGeneral Hospital for Children & MGH Tobacco Research and Treatment Center, and

⁴Children's Hospital at Dartmouth, Dartmouth Medical School and the Norris Cotton Cancer Center Cancer Prevention Group

Movies and Smoking

- Adolescents who watched more smoking in movies were nearly three times more likely to initiate smoking
- 52.2% of smoking initiation among 10-14 year olds could be attributed to viewing smoking in movies
- From 1999-2003, 80% of all US films included smoking, including 90% of R rated films, and 50% of G/PG films
- In 2002, the tobacco industry spent \$12.5 billion on advertising and promotions: This is \$43 PER CAPITA, or \$58 per capita >18 yrs – but they say they didn't pay for movie ads...



**SMOKE
FREE
MOVIES**

Endorsed by:

American Academy of Pediatrics
Society for Adolescent Medicine
American Medical Association
The World Health Organization
American Legacy Foundation
American Heart Association
American Academy of Allergy, Asthma,
and Immunology



SMOKE FREE MOVIES

- Stop identifying tobacco brands
- Require strong anti-smoking ads
- Rate new smoking movies “R”
- Certify no payoffs

Objectives

- To assess adult and parent attitudes regarding movie exposure and adolescent smoking
- To assess attitudes regarding the solutions proposed by the Smoke Free Movies Campaign

Social Climate Survey for Tobacco Control

- Provides timely, comprehensive data about tobacco control attitudes and practices
- Objectively measures and monitors progress towards intermediate objectives
- Annual cross-sectional assessments including physician screening, counseling and tobacco cessation practices

An Institutional Approach



Social Climate Survey - Tobacco Control

- Previously validated questions drawn from state and national tobacco control surveys
 - Behavioral Risk Factor Surveillance System
 - Tobacco Use Supplement – Current Population Survey
 - California Adult Tobacco Survey
- Attitudes regarding advertising, promotion, and this year, movie smoking

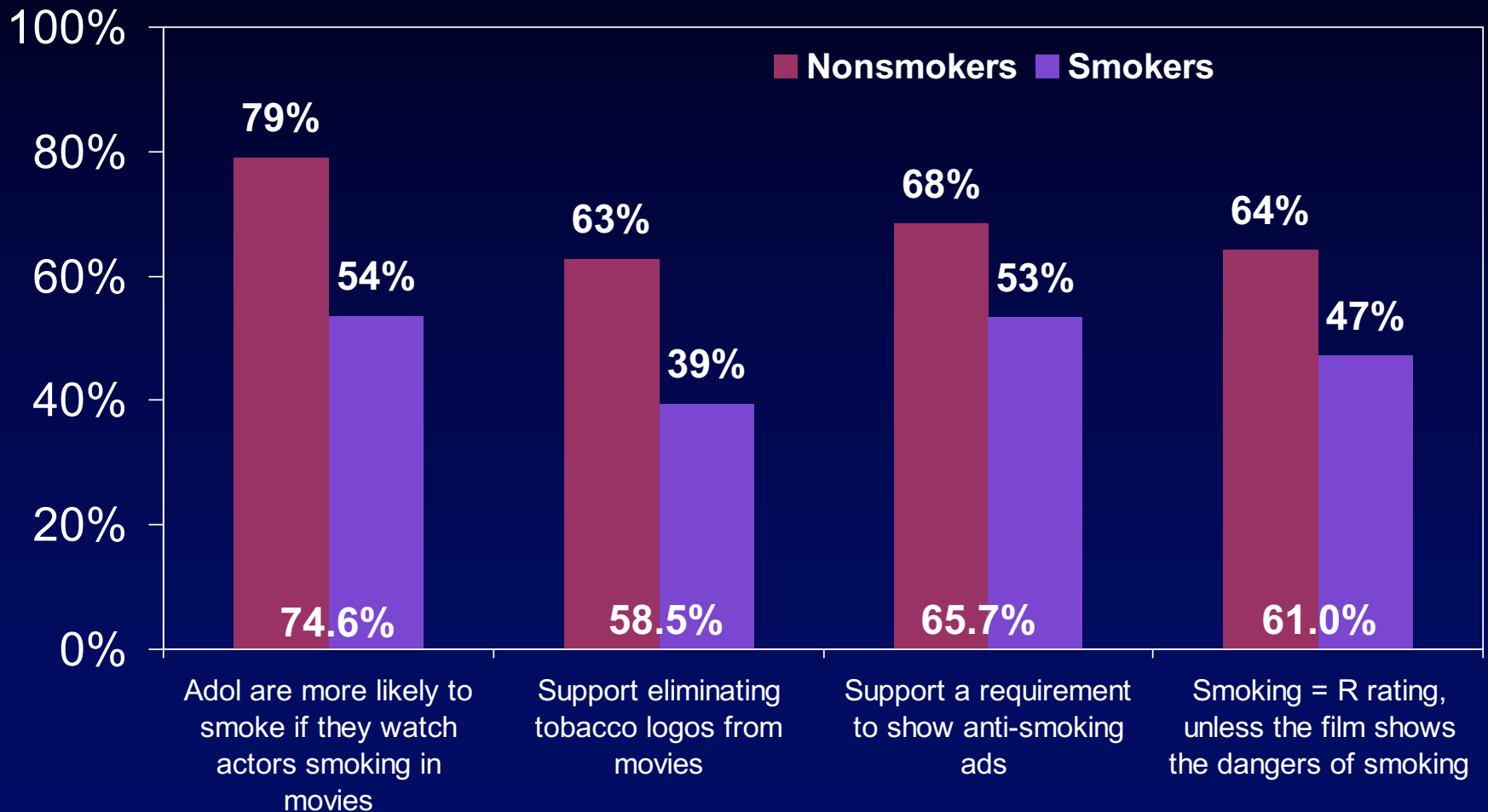
Questions

- Adolescents are more likely to smoke if they watch actors smoking in movies
- Smoke Free Movies Campaign
 1. Tobacco logos should not be allowed in any movie scene
 2. Theaters should be required to show anti-smoking ads before any film with smoking in it
 3. Any film that shows cigarette smoking should be rated "R," unless the film clearly demonstrates the dangers of smoking or it is necessary to represent smoking of a real historical figure

Sample Characteristics

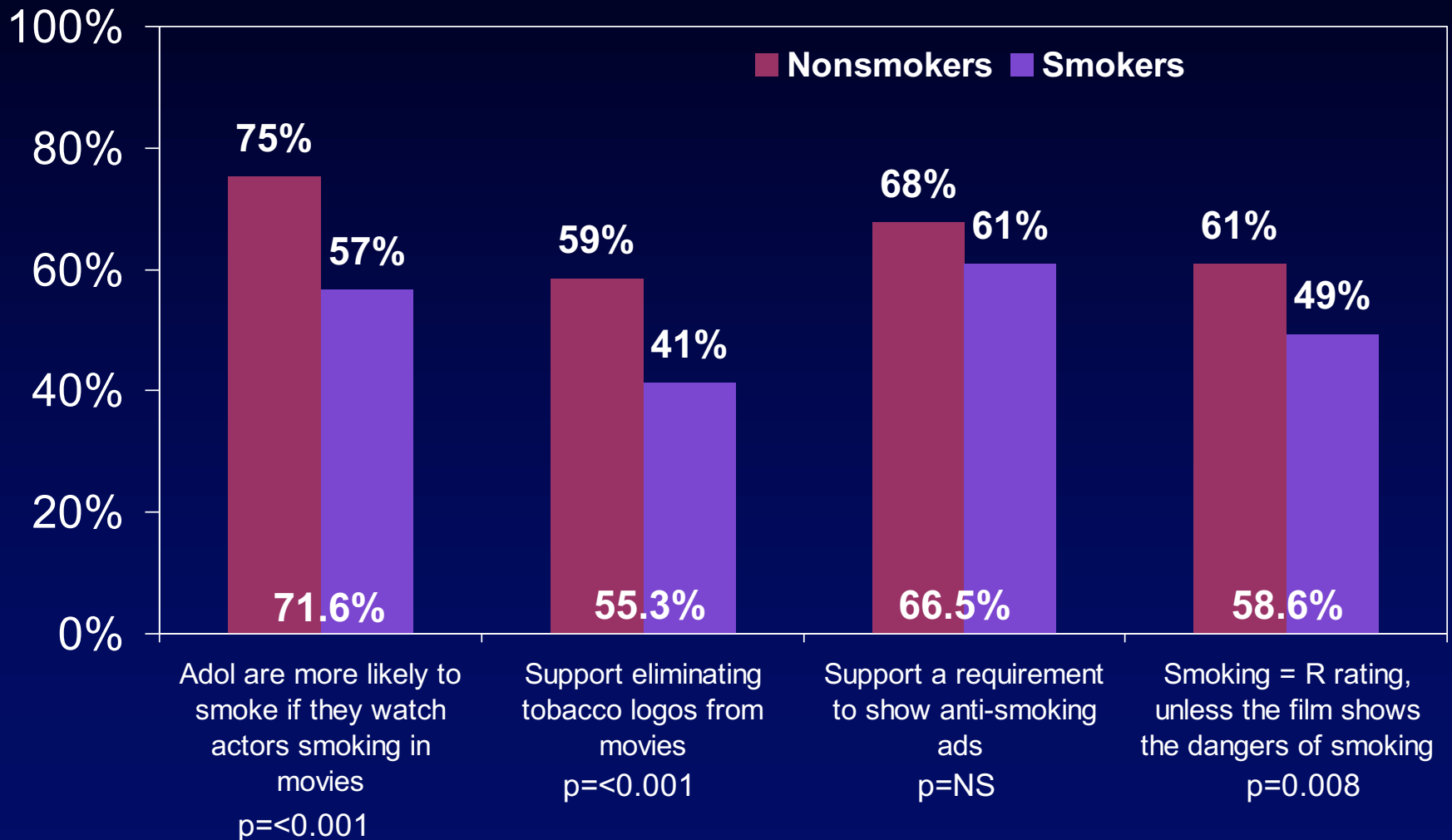
- 2923 adult respondents
- 931 parents of children under 18
 - 179 (19%) of these parents currently smoke

Adults Support Measures to Reduce Influences of Movie Smoking



(N= 2746, all p<0.001)

Parents Support Measures to Reduce Influences of Movie Smoking



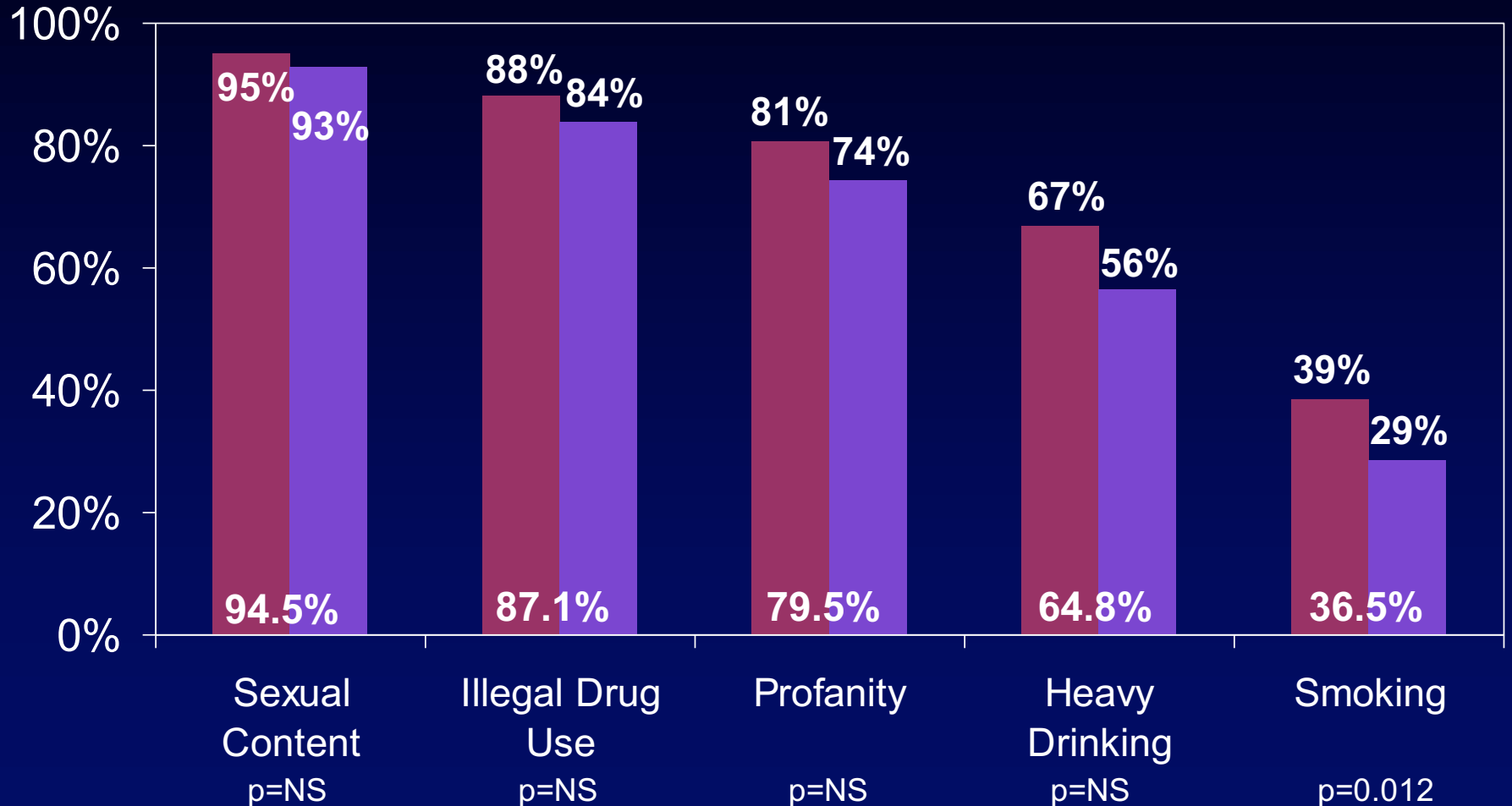
(N= 937)

Parent Attitudes Regarding R Ratings

Which of the following activities should result in an R rating for movies? (Note: presentation order is random)

- Sexual content
- Illegal drug use
- Profanity
- Heavy drinking
- Cigarette smoking

Parents Attitudes Regarding R Ratings



(N= 937)

Conclusions

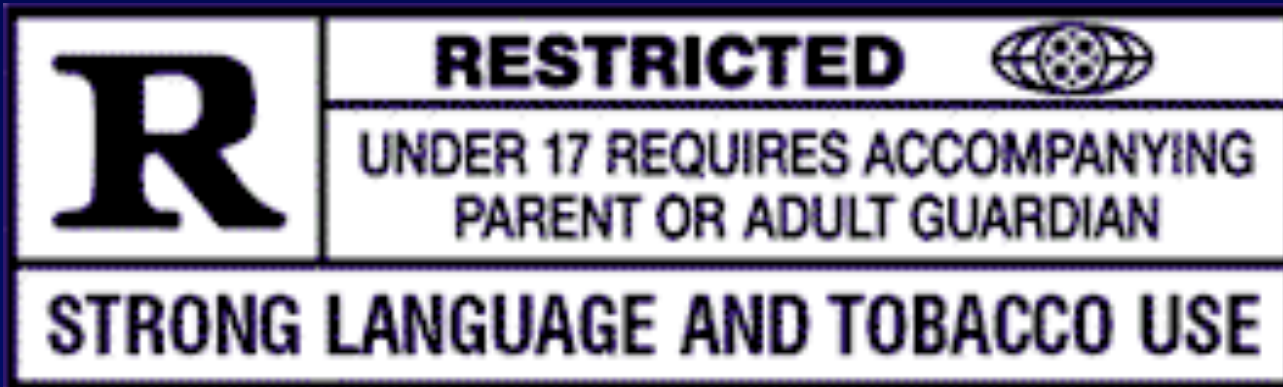
- Adults and parents agree that viewing smoking in the movies increases adolescent smoking: 74.6%
- A majority of adults and parents agree with the solutions proposed by Smoke Free Movies:
 - Require strong anti-smoking ads: 58.5%
 - Stop identifying tobacco brands: 65.7%
 - Rate new smoking movies “R”: 61%

Conclusions

- In the context of other, *already* “R-rated” objectionable material such as sexual content, profanity and drug use, there is less support for smoking warranting an “R rating”
 - This may be due to existing social norms
- Current smoking modifies attitudes about movies and smoking

Implications

Given the national support for the AAP-endorsed Smoke Free Movies solutions, the MPAA should change its policies to be responsive to the desires of the American public.



CASRO Response Rate 2004

response rate=completed/(eligible+ eligible/(eligible+ineligible)*unknown)

<http://home.clara.net/sisa/casro.htm>

Total	22470
Completed	3011
Refused	604
Bad Numbers	8780
Unknown	6731
Incomplete Callbacks	2329
Communication Problem	1015
Total	22470
Total Eligible	3615
Total Ineligible	9795
Cooperation Rate	0.8329184
CASRO Response Rate	0.55456212