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

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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…
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
- 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

The Social Climate for Tobacco Control

- Family and Friendship Groups
- Education
- Government & Political Order
- Work
- Health & Medical Care
- Mass Culture & Communication
- Recreation, Sports & Leisure
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

Adol are more likely to smoke if they watch actors smoking in movies
Support eliminating tobacco logos from movies
Support a requirement to show anti-smoking ads
Smoking = R rating, unless the film shows the dangers of smoking

(N= 2746, all p<0.001)
Parents Support Measures to Reduce Influences of Movie Smoking

- 75% support eliminating tobacco logos from movies (p=<0.001)
- 59% support a requirement to show anti-smoking ads (p=NS)
- 68% support a requirement to show anti-smoking ads if the film shows the dangers of smoking (p=<0.001)
- 61% support eliminating tobacco logos from movies if the film shows the dangers of smoking (p=0.008)

Adolescents are more likely to smoke if they watch actors smoking in movies (71.6% for nonsmokers, 58.6% for smokers, p=<0.001)

(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)

- Sexual Content: 94.5% (p=NS)
- Illegal Drug Use: 87.1% (p=NS)
- Profanity: 79.5% (p=NS)
- Heavy Drinking: 64.8% (p=NS)
- Smoking: 36.5% (p=0.012)
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

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**Cooperation Rate**: 0.8329184

**CASRO Response Rate**: 0.55456212