



**Pan-Canadian Health Promoter Competencies' Toolkit – Product Example:  
Describe Implications of Policy Options (Competency 4.1)**

**Smoke-Free Movies: Analysis of Policy Recommendations**

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**ISSUE**

Regional Council has endorsed resolution (2013-714 – September 12, 2013) citing six policy and program recommendations to reduce youth exposure to tobacco imagery in movies. Public Health Unit must determine its role in advancing the policy recommendations through an evidence informed approach.

**BACKGROUND**

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There is strong and growing evidence indicating that children and youth who are exposed to tobacco imagery in movies are more likely to initiate and progress to regular smoking.

Despite legislation and policy restrictions on tobacco marketing in entertainment media, tobacco imagery remains pervasive in both youth-rated and adult-rated movies.

The World Health Organization (WHO) recommends five policy actions to reduce the exposure of children and youth to smoking in movies

- Classify films with tobacco use as R-rated
- Require strong anti-smoking ads prior to movies depicting tobacco use
- Certify no payoffs
- Prohibit tobacco brand displays
- Make productions with smoking ineligible for public subsidy

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**Pan-Canadian Health Promoter Competencies' Toolkit – Product Example:  
Describe Implications of Policy Options (Competency 4.1)**

Public Health Unit completed a rapid review in 2013 examining the effectiveness of interventions to reduce the impact of smoking in the movies on the smoking behaviours of youth. Based on recommendations from this review, Regional Council endorsed the following recommendations:

- That Public Health Unit support the implementation of the five policy recommendations from the World Health Organization and the Ontario Coalition for Smoke-Free Movies to reduce youth exposure to tobacco imagery in movies.
- That Public Health Unit develop and implement a strategy to increase knowledge among Region's parents and youth on the effects of child and youth exposure to tobacco imagery in movies.

Public Health Unit must now determine the most appropriate actions to take in advancing these six policy and program recommendations.

## CONTEXT

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### *Evidence*

The entertainment industry has a large impact on the attitudes and behaviours of young people<sup>3</sup>. Tobacco companies have long used movies as a platform for advertising<sup>4</sup> using product placement and false imagery to establish the prototype of the rebellious smoker, which continues to attract adolescents to smoking today.<sup>3</sup> Adolescents are the most frequent movie-goers. In 2010 in the US and Canada, adolescents aged 12 to 17 years saw an average of eight movies per year in theatres and those aged 18 to 24 years saw an average of seven movies per year.<sup>2</sup>

The 2012 U.S. Surgeon General's Report found that adolescents exposed to smoking in movies were 1.93 times more likely to smoke. Based on population studies conducted between 2003 to 2009, exposures to on-screen smoking accounts for 44% of new adolescent smokers in the U.S. It is also estimated that reducing in-theatre smoking imagery from the current level of 275 annual exposures in PG-13 movies per adolescent down to approximately 10 or less would reduce the prevalence of smoking by 18%.<sup>4</sup>

### *Action to Address the Issue*

Internationally, country-specific responses have been taken in the United States, China, India, the United Kingdom, and Africa. Research on the impact of these intervention policies is required.<sup>2</sup>

In Canada, national and provincial level non-governmental organizations, often with participation from local health units, in Ontario, British Columbia, and Quebec have forwarded their endorsement to policy makers concerned with film classification and tax policy. They have also embarked on public opinion polling and public education campaigns to support policy change to reduce smoking in the movies.<sup>2</sup>

Governments and industries both have a role in limiting the amount of tobacco imagery in movies in Canada:

### *Federal Government*

- Canada is a signing party of the WHO Framework Convention on Tobacco Control (FCTC). Parties to the WHO FCTC are required to implement a comprehensive ban on tobacco advertising, promotion, and sponsorship according to Article 13 of the treaty. This includes all media platforms.
- The majority of WHO smoke-free movies policy recommendations are addressed through the guidelines for implementation of FCTC Article 13, however the majority of recommendations must be implemented by the major motion picture companies in the United States.

- No federal political parties have a platform statement specific to smoke-free movies.
- The Tobacco Act does not address these policy recommendations.

#### *Ontario Film Review Board (OFRB)*

- The OFRB is an agency of the Ontario government and works closely with the Ministry of Consumer Services.
- The agency is responsible for assigning movie ratings in Ontario.
- Tobacco use is currently included as a content advisory, but is not a criterion when rating movies. The OFRB has the authority to add tobacco as a criterion to assign an R-rating to a movie.

#### *Ministry of Health and Long-Term Care*

- The Smoke-Free Ontario (SFO) Strategy falls within this ministry
- In 2010, the Tobacco Strategy Advisory Group provided recommendations to be implemented under the renewal of the SFO Strategy.<sup>6</sup> The following recommendations are directly linked to smoke-free movies:
  - Introduce legislation to further restrict marketing via tobacco product packaging, tobacco product accessories, movies, and other forms of media
  - Assign adult ratings for movies and video games with tobacco imagery
  - Show anti-smoking ads before movies and video games that contain tobacco imagery
  - Counter the promotional impact of product placement in movies and video games aimed at young people using media and social marketing strategies
- No provincial political parties have a platform statement specific to smoke-free movies.

#### *Movie Studios/Production Companies*

- Almost all movie studios, cable channels, TV networks, or video chains are owned by six companies in the United States. The CEOs of these companies are primarily responsible for the movie content produced.
- Many of the major studios have organizational policies aimed at reducing smoking imagery in youth-rated movies (e.g., anti-smoking ads and certifying no payoffs). However, none of the studios have blanket policies against including smoking or other tobacco imagery in youth-rated films that they produce or distribute.
- Movie studios, which make up the Motion Picture Association of America, have the ability to assign an R-rating to movies that contain tobacco imagery. This would affect the amount of tobacco imagery in the majority of movies seen in Canada, as many studios would remove tobacco imagery in order to avoid receiving an R-rating.

#### *Tobacco Industry*

- In the United States, where the majority of movies seen by Canadians are produced, the tobacco industry must follow provisions placed upon them under the Master Settlement Agreement (MSA). The provisions prohibit brand placement in movies and marketing strategies that target youth. However, the MSA does not apply to international subsidiaries or non-participating domestic companies, although the participating parties control the large majority of the domestic cigarette market. In addition, it is not clear whether the ban applies to brand placement only or all tobacco product placements.
- The tobacco industry is also required to report annual marketing and sales to the Federal Trade Commission in the United States. They claim to have not provided any form of compensation to have brand names or products appear in movies or television shows. However there are reports of “under-the-table” payments that are difficult to track.

*Community Stakeholders*

- An environmental scan was conducted by Public Health Unit to understand the role and actions of regional, provincial, and national stakeholders to address this issue.
- Below are key stakeholders that Public Health Unit should consider partnering with in order to address the policy recommendations:

Organization	Role/Function	Membership	Potential Strength of Partnership
Ontario Coalition for Smoke-Free Movies	<ul style="list-style-type: none"> <li>• Formed in 2010 to take collective action on the issue of child and youth exposure to tobacco imagery in movies.</li> <li>• Advocates for the five policy options recommended by the WHO</li> <li>• Main focus has been on an R-rating for movies that contain tobacco imagery</li> <li>• Public Health Unit is already an active member</li> </ul>	<ul style="list-style-type: none"> <li>• Tobacco Control Area Networks (TCANs)</li> <li>• Non-Smokers’ Rights Association</li> <li>• Smoking and Health Action Foundation</li> <li>• Heart and Stroke Foundation</li> <li>• Ontario Lung Association and Youth Advocacy Training Institute (YATI)</li> <li>• The Ontario Tobacco Research Unit</li> <li>• The Program Training and Consultation Centre-Media Network</li> <li>• The Canadian Cancer Society</li> </ul>	<ul style="list-style-type: none"> <li>• OCSFM is a key partner for Public Health Unit in order to engage in advocacy activities</li> <li>• Public Health Unit is currently an active member within the coalition</li> <li>• OCSFM is dedicated to the issue and is currently engaged in advocacy activities</li> </ul>

<p>Tobacco Control Systems Workgroup</p>	<ul style="list-style-type: none"> <li>• Provincial workgroup that is part of the SFO Coordination structure</li> <li>• Various task forces fall under this committee, including the Youth Prevention Task Force</li> </ul>	<ul style="list-style-type: none"> <li>• ** (MOHLTC)</li> <li>• ** (York PHU)</li> <li>• ** (CAMH)</li> <li>• ** (OMA)</li> <li>• ** (OTRU)</li> <li>• ** (Middlesex-London PHU)</li> <li>• ** (Ontario Federation of Indian Friendship Centres)</li> <li>• ** (Ontario Lung Association)</li> <li>• ** (Smoking and Health Action Foundation)</li> <li>• ** (University of Waterloo)</li> <li>• ** (Simcoe-Muskoka PHU)</li> <li>• ** (Heart and Stroke Foundation)</li> <li>• ** (PHO)</li> <li>• ** (Hamilton PHU)</li> <li>• ** (Ontario Campaign for Action on Tobacco)</li> <li>• ** (Canadian Cancer Society)</li> <li>• ** (Office of the CMOH of Ontario)</li> </ul>	<ul style="list-style-type: none"> <li>• Work group has expressed interest in addressing this issue and has an Medical Officer of Health (**) that is known to be active in the area</li> </ul>
<p>Central East Tobacco Control Area Networks (TCANs)</p>	<ul style="list-style-type: none"> <li>• Networks of health units based on geographical location as part of the overall SFO Strategy</li> <li>• Public Health Unit is the lead of the Smoke-Free Movies Working Group within the</li> </ul>	<ul style="list-style-type: none"> <li>• Public Health Units part of the CE TCAN</li> </ul>	<ul style="list-style-type: none"> <li>• CE TCAN has made SFM a priority area within their action plan</li> <li>• Members have dedicated staff to participate in the SFM workgroup that is led by Public Health Unit</li> </ul>

	Central East TCAN		<ul style="list-style-type: none"> <li>Public Health Unit will need to play a leadership role to guide this strategy within the CE TCAN</li> </ul>
Region's School Boards	<ul style="list-style-type: none"> <li>The two school boards within Region provide an access point to both parents and youth</li> <li>School boards have older/outdated policies on tobacco use; however smoking in the movies is not currently addressed in the policies</li> <li>Current interest in the issue among some secondary schools, particularly those who have received Tobacco High School Grants</li> </ul>	<ul style="list-style-type: none"> <li>School Board A</li> <li>School Board B</li> </ul>	<ul style="list-style-type: none"> <li>SFM does not appear to be a priority issue within the school boards</li> <li>Select individual schools have engaged in youth awareness raising activities related to SFM</li> <li>Opportunity to capitalize on current policies in schools related to youth tobacco prevention</li> </ul>
Region's Parenting Groups	<ul style="list-style-type: none"> <li>Parenting groups (e.g., Ontario Early Years Centres) provide a venue to increase knowledge of the issue among parents of young children</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Parenting groups are not known to be active in this issue</li> <li>Public Health Unit will need to raise knowledge of the issue in order to engage parenting groups to take action on the issue</li> </ul>
Academics/Researchers	<ul style="list-style-type: none"> <li>Questions related to smoke-free movies have been added to the Ontario Student Drug Use and Health Survey (OSDUHS) and the Centre for Addiction and Mental Health (CAMH) Monitor.</li> <li>Public Health Unit must keep abreast of research being done in this area and perhaps</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>SFM is an emerging issue among researchers, which is evident in the questions related to SFM that are being added to monitoring surveys</li> <li>Public Health Unit will need to be active in engaging researchers to conduct further work in this area</li> </ul>

	partner with academics to conduct further research on the effectiveness of the proposed policy interventions		
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## **RELEVANCE TO PUBLIC HEALTH UNIT**

The five policies recommended by the WHO are addressed at the federal and provincial levels of government and are largely influenced by six movie studios in the US. Although Public Health Unit does not have regulatory authority of the policy recommendations, it is within the role of a local health unit to advocate for policies that will reduce the impact of smoking in the movies on the smoking behaviours of youth. Public Health Unit can also implement strong anti-smoking ads in regional theatres and implement a rigorous evaluation of outcomes in order to contribute to the knowledge base.

It is also within Public Health Unit's scope to develop and implement a strategy to increase knowledge among Region's parents and youth on the effect of child and youth exposure to tobacco imagery in movies.

Based on a consideration of the interests and institutions involved, the following is a description of the regulatory bodies that have the greatest influence over each policy recommendation and the proposed actions for Public Health Unit to address each recommendation.

<b>Policy Recommendation Endorsed by Council</b>	<b>Who's (Potential) Role to Regulate</b>	<b>Proposed Actions for Public Health Unit</b>
Classify films with tobacco use as R-rated	<ul style="list-style-type: none"> <li>• Ontario Film Review Board</li> <li>• Federal government - Obligation under WHO Framework Convention on Tobacco Control Article 13</li> <li>• Movie studios in the U.S. have a large influence on this policy</li> </ul>	<ul style="list-style-type: none"> <li>• Through the OCSFM, advocate to the Ontario Film Review Board to add tobacco as a criterion to assign an R-rating</li> </ul>

Require all distribution channels to show a strong anti-smoking ad prior to movies depicting tobacco use	<ul style="list-style-type: none"> <li>Federal government - Obligation under WHO Framework Convention on Tobacco Control Article 13</li> <li>Movie studios in the U.S. have a large influence on this policy</li> </ul>	<ul style="list-style-type: none"> <li>Develop strong anti-smoking ads to play in regional theatres</li> <li>Through the OCSFM, advocate to the federal government to meet obligations under FCTC Article 13</li> <li>Through the OCSFM, advocate to the Ministry of Health and Long Term Care to adopt this recommendation from the 2010 Tobacco Strategy Advisory Group</li> </ul>
Certify no payment for displaying tobacco	<ul style="list-style-type: none"> <li>Federal government - Obligation under WHO Framework Convention on Tobacco Control Article 13</li> </ul>	<ul style="list-style-type: none"> <li>Through the OCSFM, advocate to the federal government to meet obligations under FCTC Article 13</li> </ul>
Prohibit tobacco brand displays	<ul style="list-style-type: none"> <li>Federal government - Obligation under WHO Framework Convention on Tobacco Control Article 13</li> <li>Movie studios in the U.S. have a large influence on this policy</li> </ul>	<ul style="list-style-type: none"> <li>Through the OCSFM, advocate to the federal government</li> <li>Through the OCSFM advocate to the federal government to meet obligations under FCTC Article 13</li> </ul>
Make youth-rated films that show tobacco imagery ineligible for government film subsidies	<ul style="list-style-type: none"> <li>Federal and provincial (Ministry of Finance) governments offer film subsidy programs for film productions made in Canada</li> </ul>	<ul style="list-style-type: none"> <li>Through the OCSFM, advocate to the federal and provincial governments to make films that include tobacco imagery ineligible for subsidies</li> </ul>
Increase knowledge among Region's parents and youth on the efforts of child and youth exposure to tobacco imagery in movies	<ul style="list-style-type: none"> <li>School boards to implement policies that limit the amount of exposure to tobacco imagery in schools (e.g., movies shown in the classroom)</li> </ul>	<ul style="list-style-type: none"> <li>Partner with Region's school boards to develop policies to limit exposure to tobacco imagery in schools</li> <li>Collaborate with Central East TCAN to develop and implement a strategy to raise knowledge among parents and youth at the regional level</li> <li>Collaborate with OCSFM to develop and implement a provincial-wide strategy to raise knowledge of the issue</li> </ul>

Refer to Appendix A for a complete analysis of the six policy and program recommendations.

## **RECOMMENDATIONS**

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It is recommended that Public Health Unit:

- Continue as an active member on the OCSFM in order to advocate at the provincial and federal levels for implementation of the five policies recommended by the WHO.
- Lead the Central East TCAN working group to develop, implement, and evaluate a strategy to increase knowledge among Region's parents and youth on the effect of child and youth exposure to tobacco imagery in movies
- Partner with school boards and parents to develop policies that reduce the amount of youth exposure to tobacco imagery in schools
- Develop and evaluate strong anti-smoking ads to air prior to movies that contain tobacco imagery in regional theatres

## References

- 1) Peel Public Health (2012). Interventions to reduce the impact of smoking in the movies on the smoking behaviours of youth: A rapid review. Mississauga, ON.
- 2) World Health Organization (2011). Smoke-free movies: from evidence to action – 2<sup>nd</sup> edition. Geneva, Switzerland: World Health Organization Press.
- 3) National Cancer Institute (2008). *The Role of the Media in Promoting and Reducing Tobacco Use*. Tobacco Control Monograph No. 19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH Pub. No. 07-6242.
- 4) U.S. Department of Health and Human Services (2012). Preventing tobacco use among youth and young adults: A report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centres for Disease Control and Prevention, National Centre for Chronic Disease and Health Promotion, Office of Smoking and Health.
- 5) U.S. Department of Health and Human Services (2014). 2014 Surgeon General's report: The health consequences of smoking – 50 years of progress. Atlanta, GA: U.S. Department of Health and Human Services, Centres for Disease Control and Prevention, National Centre for Chronic Disease and Health Promotion, Office of Smoking and Health.
- 6) Tobacco Strategy Advisory Group (2010). Building on our gains, taking action now: Ontario's tobacco control strategy for 2011-2016. Toronto, ON: Ministry of Health Promotion and Sport.

## Policy Options

Below is an analysis of the policy and program recommendations endorsed by Regional Council:

Policy Recommendation 1: Classify films with tobacco use as R-rated					
Effectiveness	Potential Unintended Effects	Equity	Cost	Feasibility	Acceptability
<ul style="list-style-type: none"> <li>• Dose-response relationship between exposure to on-screen smoking and youth smoking initiation<sup>2</sup></li> <li>• Most youth exposure to on-screen smoking comes from smoking incidents in youth-rated films<sup>2</sup></li> <li>• Public Health Unit completed a Rapid Review that found high quality evidence that an R-rating for movies with smoking could reduce the risk of children and adolescents starting to smoke<sup>1</sup></li> <li>• Movie studios would likely remove tobacco imagery rather than receive an R-rating. R-rated movies make less money than PG-13 rated movies</li> </ul>	<ul style="list-style-type: none"> <li>• Rating change would not prevent youth from downloading R-rated movies or playing video games that contain tobacco imagery</li> <li>• The use of e-cigarettes must be included in this policy. If not, the use of e-cigarettes in movies may increase dramatically, as has already started to happen</li> </ul>	<ul style="list-style-type: none"> <li>• Policy is most effective for those who attend movies in theatres or purchase movies, rather than those who download from home</li> </ul>	<ul style="list-style-type: none"> <li>• No additional cost to the OFRB to implement this policy, as the policy does not suggest re-rating old movies</li> </ul>	<ul style="list-style-type: none"> <li>• Likely simple for the OFRB to add tobacco imagery as a criteria when rating movies</li> </ul>	<ul style="list-style-type: none"> <li>• Parents and the general public will likely be supportive.</li> <li>• The movie industry may argue that this interferes with their creative expression.</li> <li>• Youth may feel that this is an intrusive policy that takes away their choice of what to watch</li> </ul>

## Policy Recommendation 2: Require strong anti-smoking ads prior to movies depicting tobacco use

Effectiveness	Potential Unintended Effects	Equity	Cost	Feasibility	Acceptability
<ul style="list-style-type: none"> <li>• Literature Review completed by Public Health Unit found moderate quality evidence that placing anti-smoking ads before movies depicting smoking reduces the persuasive effect movie smoking can have on the attitudes towards smoking and intentions to smoke of children, adolescents, and adults<sup>1</sup></li> <li>• Anti-smoking ads are particularly important because even if tobacco images are removed from youth-rated movies, many youth can easily access adult-rated movies</li> </ul>	<ul style="list-style-type: none"> <li>• Important to have a process in place for who will develop the ads. It would be ineffective, and potentially harmful, if tobacco companies developed the ads<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Important that ads be culturally appropriate and targeted to specific audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Need to determine who would be responsible for paying to develop the ads<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Rules for distribution and monitoring are needed<sup>2</sup></li> <li>• The ads should also be added to videos and other distribution channels such as cable, satellite, video-on-demand, and Internet downloads<sup>2</sup></li> <li>• Some ads have already been developed and have been selected for their potential applicability around the world. These include ads from the World Lung Foundation, American Legacy's "truth" campaign, and advertisements developed by the State of California<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Movie industry could be supportive as it provides them with an opportunity to demonstrate corporate social responsibility<sup>2</sup></li> <li>• Movie industry could also be opposed to the policy, as they would not want to give up ad-space</li> <li>• Research has shown that anti-smoking ads do not lower audience opinion of the film<sup>2</sup></li> <li>• General public will likely not object, as they ads will not be intrusive to audiences</li> <li>• Tobacco industry will likely oppose the policy</li> </ul>

### Policy Recommendation 3: Certify no pay-offs

Effectiveness	Potential Unintended Effects	Equity	Cost	Feasibility	Acceptability
<ul style="list-style-type: none"> <li>Policy would ensure that tobacco companies are not marketing their products through product placement in movies</li> </ul>	<ul style="list-style-type: none"> <li>Movie industry may stop including tobacco imagery in their movies in order to avoid the legal costs associated with certifying movies that do contain tobacco imagery</li> </ul>	<ul style="list-style-type: none"> <li>No issues identified</li> </ul>	<ul style="list-style-type: none"> <li>Policy would not be a large additional cost for provincial/federal governments, as it could be added to existing mechanisms (e.g., the Ontario Film Review Board) that are responsible for registering films, rating them, and approving them before local distribution</li> <li>Movie and/or tobacco industries would be responsible for the costs of legal advice for the actual certification, which would be longer and more technical than the notice required to be</li> </ul>	<ul style="list-style-type: none"> <li>It is often difficult to determine if there have been “under-the-table” deals between the movie and tobacco industries</li> <li>The responsibility of determining whether or not a film includes tobacco imagery and needs to be certified could be incorporated with existing mechanisms (e.g., OFRB)</li> </ul>	<ul style="list-style-type: none"> <li>Likely an acceptable policy among the general public, as it does not interfere with the movie</li> <li>Movie companies may dispute the policy due to the cost for legal advice to certify movies that contain tobacco imagery</li> <li>Tobacco industry will likely oppose the policy</li> </ul>

			shown on screen		
Policy Recommendation 4: Prohibit tobacco brand displays					
Effectiveness	Potential Unintended Effects	Equity	Cost	Feasibility	Acceptability
<ul style="list-style-type: none"> <li>Tobacco companies are prohibited to pay for their tobacco brands to appear in movies in the United States under the Master Settlement Agreement</li> <li>A policy that prohibits all tobacco brand displays would solve the problem of who is responsible for the tobacco brand displays, as the tobacco and movie industries both dispute being responsible<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>Potential increase of tobacco imagery in other forms of media such as television shows and video games that are not covered under the prohibition</li> </ul>	<ul style="list-style-type: none"> <li>No issues identified, as the ban would apply to all movies</li> </ul>	<ul style="list-style-type: none"> <li>Adequate enforcement resources would be required to implement this policy</li> </ul>	<ul style="list-style-type: none"> <li>The current ban in the United States under the MSA only bans tobacco companies from paying studios to include their brands</li> <li>It is difficult to determine whether or not a form of payment was made</li> <li>This policy would be a straightforward ban on all tobacco imagery, and therefore would be simpler to enforce</li> </ul>	<ul style="list-style-type: none"> <li>Policy would likely be accepted among the general public</li> <li>Tobacco industry will likely oppose the policy</li> </ul>
Policy Recommendation 5: Make productions with smoking ineligible for public subsidy					
Effectiveness	Potential Unintended Effects	Equity	Cost	Feasibility	Acceptability
<ul style="list-style-type: none"> <li>Canada extends federal and provincial film production tax credits to attract</li> </ul>	<ul style="list-style-type: none"> <li>British Columbia and Ontario grant the largest amount of subsidies in Canada. There</li> </ul>	<ul style="list-style-type: none"> <li>This policy may impact smaller, independent producers who may rely more</li> </ul>	<ul style="list-style-type: none"> <li>This would be a low cost policy for the government to implement</li> </ul>	<ul style="list-style-type: none"> <li>A clear definition of tobacco imagery required</li> <li>Amendments required to existing</li> </ul>	<ul style="list-style-type: none"> <li>Policy may be contested by regions that attract a large number of film producers and</li> </ul>

<p>American film producers</p> <ul style="list-style-type: none"> <li>• Many of these films contain tobacco imagery in youth-rated movies</li> <li>• Policy would encourage producers not to include tobacco imagery in their movies in order to qualify for a film subsidy</li> </ul>	<p>may be economic consequences, particularly for these provinces, if film producers choose to film in jurisdictions that provide a subsidy and allow smoking imagery</p>	<p>on the subsidy than large studio companies</p>		<p>federal and provincial tax credit program specifications</p>	<p>are concerned about the economic impact this may have</p>
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**Program Recommendation 6: Increase knowledge among Region’s parents and youth on the effects of youth exposure to tobacco imagery in movies**

<b>Effectiveness</b>	<b>Potential Unintended Effects</b>	<b>Equity</b>	<b>Cost</b>	<b>Feasibility</b>	<b>Acceptability</b>
<ul style="list-style-type: none"> <li>• A literature review completed by Public Health Unit found high quality evidence that parental restrictions on the viewing of R-rated movies translates into lower risk for children and adolescent smoking<sup>1</sup></li> <li>• Parents will be more likely to implement the restrictions if they</li> </ul>	<ul style="list-style-type: none"> <li>• Increased knowledge of the issue among parents and youth may lead to greater advocacy to the provincial and federal governments regarding the WHO policy recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-faceted communication strategy must be designed to reach all target populations</li> <li>• Important to reach parents that do not already place parental restrictions on what their children watch, rather than only those parents who already</li> </ul>	<ul style="list-style-type: none"> <li>• Costs associated with developing and implementing communication materials</li> <li>• Staff time associated with consulting with school boards to update policies</li> </ul>	<ul style="list-style-type: none"> <li>• Resources in place for Public Health Unit to implement a strategy at the local and/or regional level along with the Central East TCAN</li> <li>• Region’s School Boards have existing policies related to tobacco control that must be updated. Public</li> </ul>	<ul style="list-style-type: none"> <li>• Parents and the general public will likely be receptive towards the message, as it is based on individual choice rather than a population-level policy<sup>1</sup></li> <li>• Youth may feel that they will lose the right to make their own decisions over what movies they watch<sup>1</sup></li> <li>• Parents and youth will likely be supportive of updated</li> </ul>

<p>have greater knowledge of the issue</p> <ul style="list-style-type: none"> <li>• Parents will be more likely to work with school boards to implement policies to reduce youth exposure to tobacco imagery in schools if they have greater knowledge of the issue</li> </ul>		<p>place restrictions on what their children watch</p>		<p>Health Unit can work with school boards to update their existing policies and add in components that address tobacco imagery in movies at the same time</p>	<p>policies in schools</p> <ul style="list-style-type: none"> <li>• School boards may be concerned if additional time is required to screen movies for tobacco imagery. However, several websites maintain a listing of tobacco imagery in box office movies.</li> </ul>
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