

Dear Parent,

Thank you for taking the time to visit our website. Because you're here, it's clear that you are concerned about the impact of smoking in movies on your children. While the research is disturbing – 52% of youth initiation can be attributed to viewing smoking scenes in movies – you can make a difference. We'd like to offer some suggestions:

- Monitor what your children watch. Not just in the theater, but on videos and DVDs, on cable and at their friends' houses. There are a number of ways to do this:
 - Visit this website before you give the OK for your child to view a film. There is an extensive database that covers movies currently in the theater and recent release video/DVDs. Don't let your children view movies rated with a black lung and seriously consider it before you let them view light or dark grey rated movies.
 - Screen any R and PG-13 rated movies carefully before you let your children view them. The research on this point is on your side. According to Dartmouth research published in *Pediatrics* in July of 2004, children whose parents prevent them from watching R-rated movies have a much lower risk of taking up smoking. To learn more about this research, click [here](#).
- Get involved – and get your children involved – in making a change. Let the MPAA, and all of Hollywood, know that there is no room for tobacco in movies geared toward young people. Visit our “Action!” page for samples of letters, addresses for decision makers, and other ideas to get involved in the process.
- Talk to your children about the glamorous images of tobacco they see, particularly if you don't smoke. The Dartmouth research found that the impact of tobacco use in films was strongest on children of parents who don't smoke, as they weren't exposed to the negative realities of smoking.

Thank you again for your concern about this issue.