

## Smoke-Free Movie Night

**Age Group:** any age

**Number of Participants:** any

**Preparation Time:** 2-4 weeks

**Resources:** DVD player, projector, DVDs, pens and paper

**Cost:** \$20-\$80

This is a great opportunity to show your peers how often smoking scenes are sneaked into movies. Often, you do not realize characters are smoking unless you are looking for it!

Before the event, research movies both with and without smoking. Decide which movies are best for your age group, and appropriate for your setting. Some useful resources are:

**Scene Smoking:** Has a database of movies from previous years and ranks them on smoking occurrences, also shows the top 10 movie releases on DVD and in theater, and their smoking occurrences. <http://www.scenesmoking.org/>

**UCSF:** Lots of articles, research, and other relevant information about Smoking in the Movies. You may want to hand out some of the more recent articles, or distribute them out in your “movie theater” on the day of your event: <http://www.smokefreemovies.ucsf.edu/>

### Day of the event:

- Show movies that don't have any smoking in them.
- But, be sure to bring to your audiences' attention all of the movies that are geared towards kids that *do* have smoking in them.
- Prior to starting the feature presentation, perhaps show clips of the many children's movies that include smoking, examples include *101 Dalmatians; Avatar; Fantastic Mr. Fox; Indiana Jones and the Kingdom of the Crystal Skull; Iron Man; Iron Man 2; Remember Me; The Incredible Hulk*, and *X-Men Origins: Wolverine*.
- Discuss how smoking in movies can influence kids in their decision to smoke.

Have a petition or letters available for participants to sign and send to Hollywood, demanding that smoking be banned from children's movies. You can either send these to studio heads, actors, or directors of recent movies that featured smoking in PG or PG-13 movies.

Studio heads include:

Robert Iger, CEO  
THE DISNEY COMPANY  
500 S. Buena Vista St.

Burbank, CA 91521-9722  
Fax:818-560-1930

Jeffrey Bewkes, CEO  
TIME WARNER  
1 Time Warner Center  
New York, NY 10019  
Fax: 212-489-6183

Sir Howard Stringer, CEO  
SONY CORPORATION  
500 Madison Ave.  
New York, NY 10022  
Fax: 212-833-6956

You can easily combine this event with the “SEND A MESSAGE TO (\_\_\_\_\_)!” activity, featured in the 2011 Kick Butts Day guide!