

Tobacco Related Disparities and Communications Research

Smoking in the Movies and Diverse Audiences

Summary of Meeting in Boston

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Presentations on Tobacco Disparities in Movies

- **Data associating smoking exposure in movies with tobacco use among youth by race/ethnicity**
- **Transport into a narrative construct**
- **Hong Kong, Mexico, and India**
- **New communication methods/tools**
- **Smoke Free Movies**

Exposure to Smoking in Movies

- Meticulous methods to quantify and categorize > 2000 films
- Number of smoking occurrences
- Compelling cohort and experimental data supports causal effect
- Data by race/ethnicity are limited
- 95% have been to the cinema < 6 mo

Movies Smoking Exposure by Race/Ethnicity, Adolescents

- **Blacks have OR = 5.6 and Latinos OR=1.7 of seeing R movie**
- **Minorities have increased exposure to smoking in movies**
- **Smoking prevalence increased among all groups in top quartile of exposure**
- **No data on Asian or Pacific Islanders**

Movies Smoking Exposure by Race/Ethnicity, Adolescents

- **Global youth culture dominates but differences present**
- **Longitudinal effect of exposure on smoking among Whites and Latinos, but not consistently for African Americans**
- **Effects of exposure to race concordant actors among Af Ams - more smoking among Black actors**
- **Black youth were not responsive to White actors smoking**

Adolescent Smoking: What Do Movies Exposure Contribute?

- Density of tobacco retail stores – modest
- Social class measures: parental education and household income
- Gradient clear in Whites, weak in Blacks and absent in Latinos
- Sensation seeking, parental smoking, friends, school performance

Movies Smoking Exposure by Race/Ethnicity, Young Adults

- **Survey 1504 via Internet**
- **Top quartile of exposure: 22% Whites, 27% Blacks, 40% Latinos**
- **Latinos and Af Ams were significantly less likely to be established smokers**

Effects of Movies Smoking Exposure in Mexico

- Risk increased for current smoking with $OR=2.65$, but not significant for ever trying
- More positive attitudes towards smoking
- Attenuated effect compared to US
- Fewer public restrictions on tobacco marketing, parenting rules
- More liberal movie rating system
- Friends who smoke and DVD in room assoc with movies exposure

Cognitive psychology

Transportation into a Narrative World

- Experience while reading, watching video or other activity
- Integrative melding of attention, affect and imagery and transported some distance from world of origin
- Mechanism how exposure to movies smoking may have effect
- Little data by race/ethnicity, education, SES, or language

Mobile Devices, New Media

- Transformation of use in a decade among youth
- TV was 50% in 2000 and now is 32%
- Mobile devices (77% of youth have) and computers increased
- Radio, DVD decrease
- Video games, U Tube, social networks

Entertainment Media Diversification

- **Minorities and lower SES adults and youth more likely to watch TV**
- **Exposure to smoking on TV?**
- **Content analysis of 163 brand-related You Tube videos: 71% pro-tobacco**
- **Advertising placed in Video Games, social networks, mobile devices**
- **Measuring exposure, monitoring**

International Experiences

- **Marketing to women in Hong Kong with tobacco industry developed imagery content in movies**
- **India: Portrayal of movie stars smoking in the media**

Smoke Free Movies Campaign

Four Proposals

- **No brand displays or recognition in movies**
- **R rating if smoking is shown**
- **Certify lack of tobacco industry funding for all involved in the credits**
- **Strong anti-smoking ad to precede movies that show smoking**

Advocacy for Smoke Free Movies

- **Experimental evidence that exposure to movies leads young adults to smoke more**
- **Effects on 6 major studios with decreases from 2005-2009**
- **Marked increase in smoking among independent films**
- **No work targeting minority studios**

Future Directions

- **Research to identify mechanisms of how different components affect race and ethnic minorities**
- **Data on young adults - to age 30; similar effects?**
- **International validation and lessons**
- **New devices: Changes**

Concluding Comments

- Exposure to smoking in movies causes smoking among adolescents and probably young adults
- Differential effects by race/ethnicity poorly understood
- Role of new media tools
- Will advocacy and policy change address the issue?