

WARNING: FILM PRODUCTION SUBSIDIES ARE HAZARDOUS TO KIDS' HEALTH.

AND CALIFORNIA OUGHT TO KNOW.

“It is **unconscionable** that one state program threatens to undermine our state’s public health achievements and goals, our investment in tobacco prevention, and our savings in health care costs, particularly in a time of declining state revenues.”

— Michael Ong, MD, PhD, Chair, California Tobacco Education and Research Oversight Committee, to the California Film Commission, 2011

“Any benefit that tobacco-related subsidies for films might have for California’s inter-state competitiveness must be balanced against **proven, catastrophic ‘collateral damage’** to young audiences and the long-term health costs to the state.”

— Jonathan Fielding, MD, MPH, Health Officer and Director, Los Angeles County Department of Public Health, to the California Film Commission, 2011

This year, states will give away \$350 million in tax credits to producers of movies with smoking. These films have recruited more than a million current teen smokers. That means film subsidies are undercutting hundreds of millions of dollars states will also spend this year to battle tobacco, the nation’s #1 cause of preventable death. How can states bid for movies without risking kids’ lives? The answer is at bit.ly/fixsubsidy.



**SMOKE
FREE
MOVIES**