



# The **STOPP** Update

The Smoking & Tobacco Outreach/Prevention Program (STOPP)  
and the STOPP Community Coalition Quarterly Update

**QUARTERLY UPDATE – January through June 2013**

## Tobacco in Entertainment Project Update

During January through June, **Tobacco in Entertainment** (TIE) project participants conducted a Smoke-Free Movies letter writing campaign. Fourteen students from the Friday Night Live Chapter at McNair High School wrote letters to the Motion Picture Association of America’s (MPAA) rating board and studio CEOs that supported the removal of tobacco use or brand imaging in movies for children and youth (i.e., PG rated movies). A total of eight letters were sent to the MPAA and studio CEOs.

For more information on how the exposure to smoking in movies can influence youth smokers, visit: <http://www.smokefreemovies.ucsf.edu/pdf/Millett-44pct.pdf>.

### Movie Reviews

In March through May, ten STOPP volunteers and two community members were trained on UCSF’s Tobacco-Free Movies *Thumbs Up! Thumbs Down!* rating scale. According to the rating scale, movies with more tobacco promotion or use received a higher score and darker lung rating. STOPP volunteers and community participants reviewed a total of six movies.

<b>Tobacco-Free Movies <i>Thumbs Up! Thumbs Down!</i> Rating Scale</b>				
Total Score: 0	Total Score: 1-3	Total Score: 4-6	Total Score: 7-9	Total Score: >9
<b>Light Pink Lung</b>	<b>Dark Pink Lung</b>	<b>Light Gray Lung</b>	<b>Dark Gray Lung</b>	<b>Black Lung</b>
Smoke-Free	Smoking shows tobacco use consequences	Very few smoking characters; does not glorify tobacco use	Minor characters smoke or smoking glamorized	Lots of instances of tobacco use; smoking glamorized

The following movies were reviewed and scored using the *Thumbs Up! Thumbs Down!* rating scale:

**Oz: The Great and Powerful** (DVD) stars James Franco, Mila Kunis, and Rachel Weisz. In this fantasy adventure, a small-time magician is swept away into an enchanted land. This is a smoke-free film that families with children can enjoy. (Reviewed on March 26, 2013)

**Light Pink Lung**, for a Smoke-Free Movie.



**(The) Croods** (News Corp) stars Nicolas Cage, Emma Stone, and Ryan Reynolds. There's no smoking in this animated movie the whole family can enjoy! (Reviewed on April 19, 2013)

**Light Pink Lung**, for a Smoke-Free Movie!

**Lincoln** (DVD) stars Daniel Day-Lewis, Sally Field and Gloria Reuben. This is a biographical film about the nation's 16<sup>th</sup> President. This film features smoking by minor characters, which is accurate to the time period. (Reviewed on April 30, 2013)

**Dark Gray Lung**, for smoking by minor characters and/or smoking glamorized.

**The Jackie Robinson Story** stars Chadwick Boseman, Harrison Ford, and Nicole Beharie. This biographical film about baseball's legendary Jackie Robinson features an abundance of smoking, which is accurate to the time period. (Reviewed on May 3, 2013)

**Dark Gray Lung**, for some tobacco use by some characters in this movie.

**Mission: Impossible- Ghost Protocol** (DVD) stars Tom Cruise and Paula Patton in this perennial favorite from the Mission Impossible series. Quite a few minor characters smoke cigarettes and a pipe in this movie. However, there is a scene where a woman took the unlit cigarette from the mouth of a male character trying to light up in a hospital. Otherwise, this movie promotes tobacco use. (Reviewed on May 11, 2013)

**Dark Gray Lung**, for minor character smoking and/or smoking glamorized.

**Jack the Giant Slayer** stars Nicholas Hoult, Ewan McGregor, and Stanley Tucci. The setting for this fantasy adventure film is an ancient war between humans and a race of giants, based on the Jack and the Beanstalk fairy tale. There is no smoking in this movie; however, the movie is filled with violence and features alcohol and other drug use. (Reviewed on May 13, 2013)

**Light Pink Lung**, for a smoke-free movie.

To learn more about the UCSF Smoke-Free Movies campaign, download **Screen Out: A Parent's Guide to Smoking, Movies and Children's Health** at: <http://www.smokefreemovies.ucsf.edu/actnow/parents.html>.

## **Public Service Announcements**

The STOPP Coalition produced one 30-second Spanish Public Service Announcement (PSA) in support of the Smoke-Free Movies Campaign. The PSA was broadcasted 22 times by LaTricolor Radio (FM 100.9) during May 2013.

The *Mensajes Peligrosos en las Películas* PSA informs parents that some movies send messages that are inappropriate for young viewers, such as PG rated movies that glamorize tobacco use without mentioning related health consequences. This 30-second PSA empowers listeners to get involved, read movie reviews, and make informed decisions about whether or not to watch a movie.

To listen to the PSA visit:

[http://www.sjcphs.org/healthed/health\\_education\\_community\\_resources.aspx](http://www.sjcphs.org/healthed/health_education_community_resources.aspx).

## **Smoke-Free Movies Resolution**

Earlier this year, twenty students from Friday Night Live Chapters at Cesar Chavez and Ronald E. McNair high schools were trained on the Smoke-Free Movies project. They then conducted brief public awareness presentations to community-based organizations about the project and adoption of a resolution.

On March 18, 2013, the STOPP Coalition and two (2) Friday Night Live Chapters (Chavez and Weston Ranch high schools in Stockton) adopted the Smoke-Free Movies resolution.

To review the STOPP Coalition's Smoke-Free Movies Resolution, visit:

[http://www.sjcphs.org/healthed/health\\_education\\_community\\_resources.aspx](http://www.sjcphs.org/healthed/health_education_community_resources.aspx).

## **Photovoice Project**

During April and May, the STOPP Program worked with ten students from Health Careers Academy High School in Stockton to conduct a community-action service project called "Photovoice". Photovoice is a method that combines photography and grassroots social action to bring about community change. Cameras are given to community residents to provide a "people's perspective" on an important issue or community need. Photovoice can also be used to initiate a community dialogue with advocates, elected officials, and others to bring about beneficial change.

The Health Careers Academy students were trained on the photovoice process and divided into small groups to capture tobacco-related problems they felt needed to be addressed to improve the health of local residents. Each student submitted photos and narratives describing their identified issues. Students were also given an opportunity to conduct the photovoice process in their neighborhoods.

**Commonly identified photovoice topics included:**

- Blight: Cigarette butt litter and carelessly discarded packaging;
- Exposure to secondhand smoke, particularly among children;
- Alcohol and tobacco marketing that targets children; and
- Alcohol and other (illegal drugs) substance use and resulting crime/violence.

At the completion of the project, all photos were discussed and were put on display during the May STOPP Coalition meeting. A second showing is planned during the Healthy Retail Environment Data Collection trainings in June and July. The photovoice project will also be used to inform the STOPP community needs assessments and may be used to start a dialogue with local decision-makers on ways to address tobacco-related health disparities and priority community needs.



*STOPP photovoice examples highlight local challenges involving cigarette litter, trash, and the availability and promotion of tobacco products.*