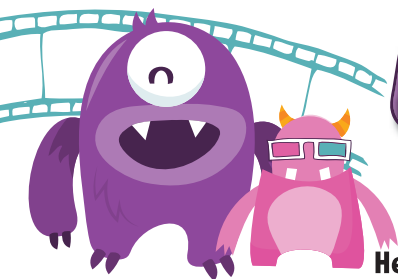


Smoking in youth-rated movies makes kids want to smoke.



Helpful Tips for Parents

The Scary Truth

In Ontario, movies are one of the last ways tobacco can be promoted. Kids look up to the stars and characters they see in movies and often copy what they see.

The truth is, the more kids see smoking in movies, the more likely they are to start.



Get Out of the Dark

Tips for Parents



Be in the Know

In the past 10 years in Ontario, 86% of movies that featured tobacco received a youth-rating (G,PG,14A). Get the facts about smoking in movies and check which new releases are smoke-free at hookedbyhollywood.ca.



Talk It Out

Talk to your kids about the way tobacco is shown in movies and teach them to be aware of the messages and images they see. Use social media to “Scream the Truth”. [#screamthetruth](https://twitter.com/screamthetruth) and [#smokefreemovies](https://twitter.com/smokefreemovies)



Take Action

Show your support by visiting takeaction.cancer.ca/smokefreemovies and challenge your MPP to make kids movies smoke-free. Join the growing number of parents taking action to protect their kids.





Tobacco is a deadly prop in youth-rated movies.

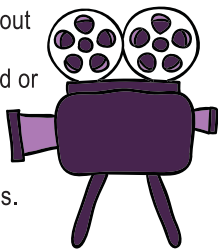
Don't Be Afraid

The best way to teach kids about what they see on-screen is to prepare yourself and be ready to discuss. Have on-going talks with your kids about what they think and how they feel when they see tobacco being used in movies.

Prepare Yourself

Smoking in youth-rated movies is scary.

Watch any movie and be on the lookout for product placements. This means watching for and noting when a brand or logo is being promoted. Spot tobacco products and use, which includes cigarettes, cigars, packaging and common brand names.



Prepare Your Kids



Movies are a great tool for starting serious talks. Framing questions in a fun way will help your child build skills and can help prevent them from smoking. Use these questions as a guide:

- Did you notice any tobacco products or brands in the movie?
- Did you notice any smoking?
- How did the character make it look (cool, macho, fun, evil)?
- Does this movie show the dangers of tobacco use?

Pass it On!

Talk to family, friends and community leaders about this important issue. Let people know that you support smoke-free youth-rated movies to protect kids.



www.hookedbyhollywood.ca