



Empowering healthy behaviors through education and advocacy to sustain a tobacco free life.

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Should All Films Featuring Cigarette Smoking be Rated R?



Nearly half (46 percent) of top-grossing films with smoking were youth-rated between 2010 and 2016. In PG-13 rated movies, incidents of smoking surged 43 percent from 2010 to 2016.

There's an established relationship between youth's casual exposure to smoking, and picking up the habit, which is why [smokefree movies](#) is fighting for all movies featuring tobacco smoking to be rated R.



In 1996, a major tobacco company planned to boost sales by targeting homeless people. Even worse, they called it project scum.



Call or visit their [Website](#) for free quitting resources and support.

Terms Big Tobacco has Used to Describe their Target Customer:



- Insecure Follower
- Have problems with their self esteem
- Boring
- Probably leads dull existence

[Read their Marketing Research Report](#)



www.tobwis.org
Information on tobacco efforts in Wisconsin



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Cancer Survivors and Tobacco Cessation



Approximately 23% of cancer survivors continue to use tobacco during the first year after diagnosis.

[This guide](#) can help advise communities on helping them quit.



FACT is Wisconsin's youth-led tobacco prevention movement, empowering young leaders to spread the truth about tobacco. www.factmovement.org

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