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**LEGACY™**



STATE OF NEW YORK  
DEPARTMENT OF HEALTH

The Honorable Kathleen Sebelius  
Secretary, U.S. Department of Health and Human Services  
Hubert H. Humphrey Building  
200 Independence Avenue, SW – Room 120F  
Washington, DC 20201

Thomas R. Frieden, MD MPH  
Director, Centers for Disease Control and Prevention  
U.S. Department of Health and Human Services  
1600 Clifton Road, NE - Room 5127  
Atlanta, GA 30333

September 16, 2010

Dear Secretary Sebelius and Director Frieden:

The organizations below commend the CDC and the authors for the August 20, 2010 *Morbidity and Mortality Weekly Report (MMWR)* “*Smoking in Top-Grossing Movies — United States, 1991-2009.*” We believe that this report will provide an excellent tool to continue to mobilize support for implementation of a comprehensive policy to reduce the potential harmful effects of onscreen smoking.

The four smoke free movies principles will substantially if not permanently reduce adolescent exposure to smoking on screen and mitigate the health impact of tobacco imagery on youth, particularly the R-rating for most films with smoking. As you know these strategies are widely endorsed by leading public health organizations and we are

pleased that the Department of Health and Human Services, through the CDC, is equally supportive.

These policies comprise a cost-effective and strategic public health intervention that will reduce tobacco use and save lives. They will keep the rate of smoking in films falling and avert large numbers of tobacco deaths in years to come, not only in the United States but also in nations around the world whose difficult battles against the tobacco epidemic are undermined by smoking in the movies.

We look forward to working with you and your department to advance these policies and to accelerate adoption by the U.S. film industry.

Respectfully,

American Academy of Pediatrics  
American Heart Association  
American Lung Association  
American Medical Association  
Americans for Nonsmokers' Rights  
American Public Health Association  
Campaign for Tobacco Free Kids  
Los Angeles County Department of Health  
Legacy  
New York Department of Health

cc: Ursula Bauer, CDC