

DEPARTMENT OF PUBLIC HEALTH



COUNTY OF SAN BERNARDINO

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FOR IMMEDIATE RELEASE

KICK BUTTS IN HOLLYWOOD TALENT DAY SEARCH

March 25, 2009 is Kick Butts Day, a national call for smokers to kick the habit. The San Bernardino County Department of Public Health, Tobacco Use Reduction Now (TURN) program is taking this a step further by launching its "Kick Butts in Hollywood" recruitment campaign. The campaign encourages major U.S. studios to keep smoking out of youth movies.

Movies are a powerful factor in teen tobacco use, according to the U.S. Centers for Disease Control and Prevention. Smoking in movies is estimated to influence 52% of all new teen smokers to start, giving the tobacco industry about 390,000 new smokers each year. Between 1999-2006, tobacco was used in 75% of PG-13 and 36% of G and PG films according to the California Youth Advocacy Network.

One of the simplest and most effective anti-tobacco actions is to become an advocate for tobacco-free movies. Through the use of creativity and talent, the public can expose the tobacco industry's lucrative business. The TURN program is conducting a talent search for 20 young people, and community individuals who have a talent in acting, poetry and/or song. In partnership with CA State University San Bernardino, Coyote Conservatory for the Arts, TURN will provide a 3-hour training on tobacco prevention advocacy skills and how to develop theater skits, poems and musical performances. The purpose is to help adopt local policy solutions that convey a message to Hollywood to keep smoking out of future youth-rated movies (G, PG, PG-13).

For more information and to register, please contact TURN at (909) 387-6282.

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