



While You Were Streaming:

Tobacco's starring role

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What we know

- Youth and young adults are 3x more likely to start vaping when exposed to tobacco imagery in shows.
- Exposure to tobacco use in movies is associated with 2x greater likelihood of smoking initiation.
- Reducing onscreen tobacco can prevent tobacco use initiation.



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Exposure to tobacco content in episodic programs and tobacco and E-cigarette initiation

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BMJ Journals

Tobacco Control

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Content analysis of tobacco in episodic programming popular among youth and young adults

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Coding for tobacco on screens

Movies, streaming shows and music videos reviewed and coded

- Amount of tobacco depicted
- Who uses tobacco
- Where tobacco is used
- How tobacco use is perceived in each movie
- Products: cigarettes, cigars, pipe tobacco, cannabis, and e-cigarettes

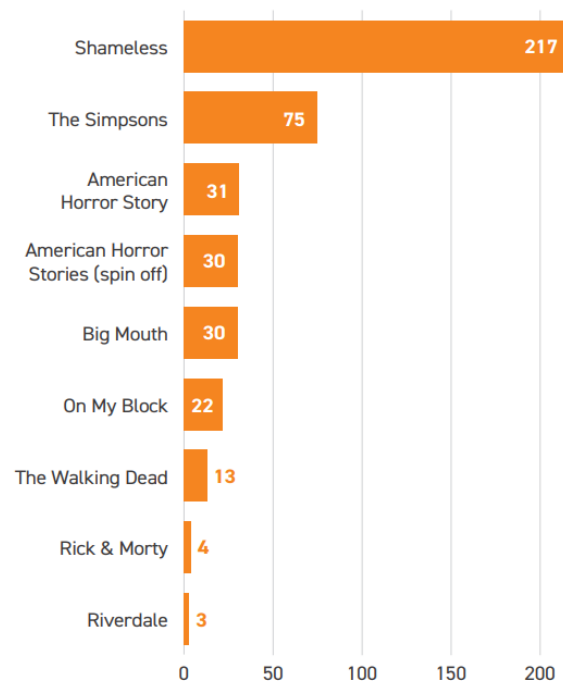


Tobacco exposure in streaming shows

- 60% of favorite shows (15-24) featured images of tobacco.
- 3 of the 9 shows containing tobacco are animated.



Top 2021 Shows with Tobacco Incidents



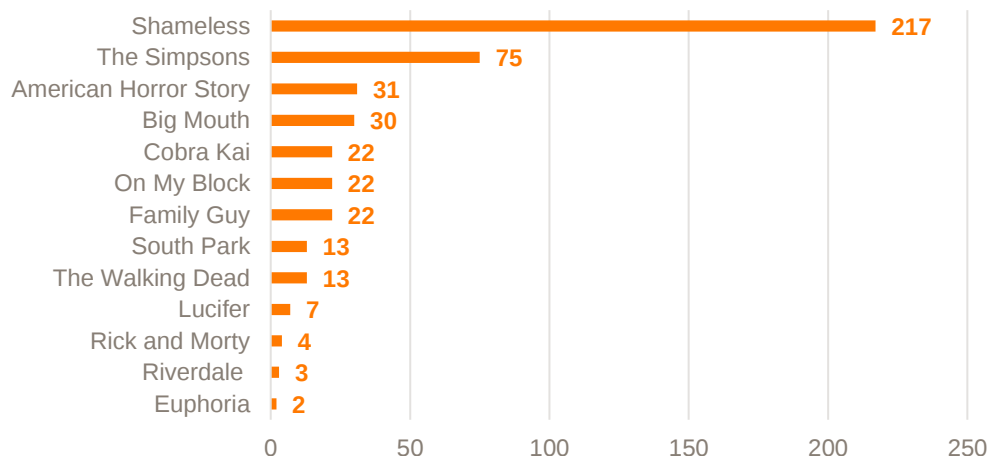
*The remaining top 15 shows "Bob's Burgers," "Johnny Test," "Bunk'd," "Looney Tunes Cartoons," "Grey's Anatomy," and "Curious George" contained zero tobacco incidents.

Tobacco exposure in binge watched streaming shows

2021 Binged Shows

- 52% of the top binge-watched shows among youth included tobacco depictions.
- Young people were binge-watching previous seasons of other high offending shows such as Family Guy, On My Block, and Euphoria.

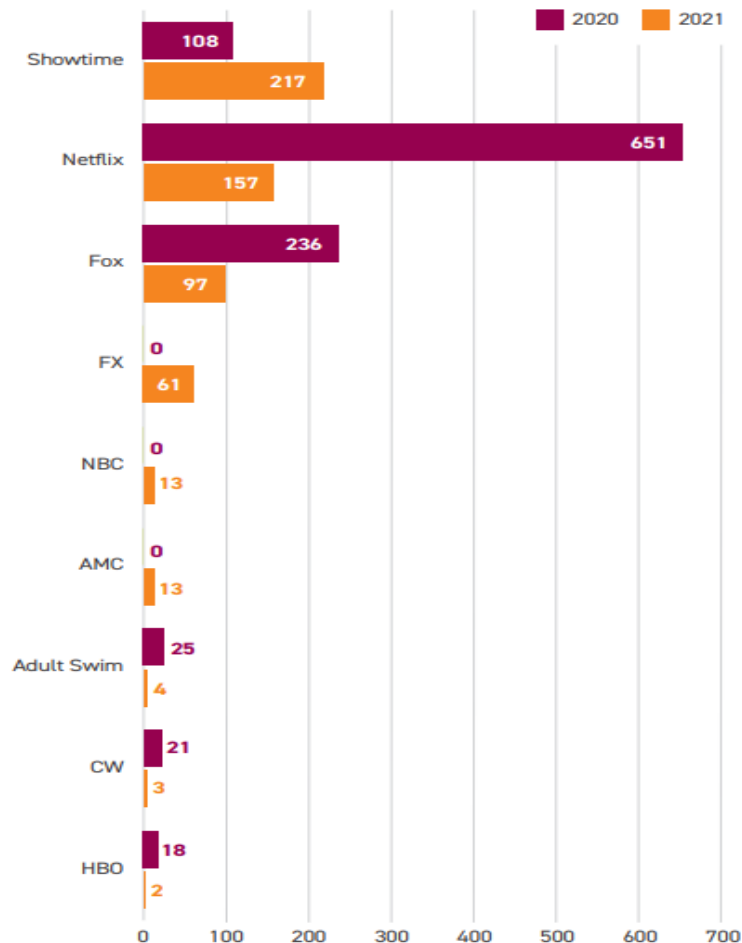
Top 2021 Binge-worthy shows with Tobacco Incidents



Tobacco Depictions by Network

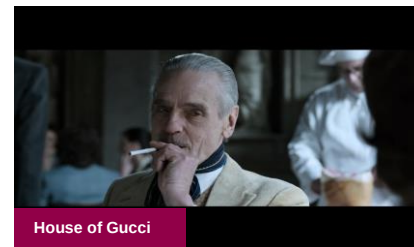
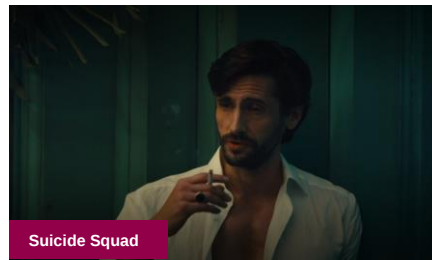
- Shameless made Showtime the streaming platform with the most tobacco imagery.
- Netflix saw a decline in tobacco imagery despite being the #2 offender.
 - Popular youth-appealing shows such as Big Mouth and TV-14 rated show, On My Block continue to include tobacco imagery.

Tobacco Depictions by Network, 2020 and 2021



Tobacco exposure in movies

- 47% of top movies included tobacco depictions
 - **exposing an estimated 24.9 million** youth and young adults to tobacco imagery
- 17 youth-rated films contained tobacco.
 - The PG-13 rated movie “The Marksman” contained 313 tobacco incidents



Music Videos

- 12.8% of the music videos had tobacco depictions. (290 tobacco depictions)
 - Garnered more than 2 billion views on YouTube.

Top Offenders

1. Smokin Out the Window – Andersen .Paak, Bruno Mars, & Silk Sonic (55)
2. El Incomprendido - Farruko (55)
3. Drunk (And I Don't Wanna Go Home) – Elle King and Miranda Lambert (27)
4. Blinding Lights – The Weeknd (11)
5. Paralyzed – Sueco (10)

Content analysis of tobacco imagery in popular music Videos, 2018–2021

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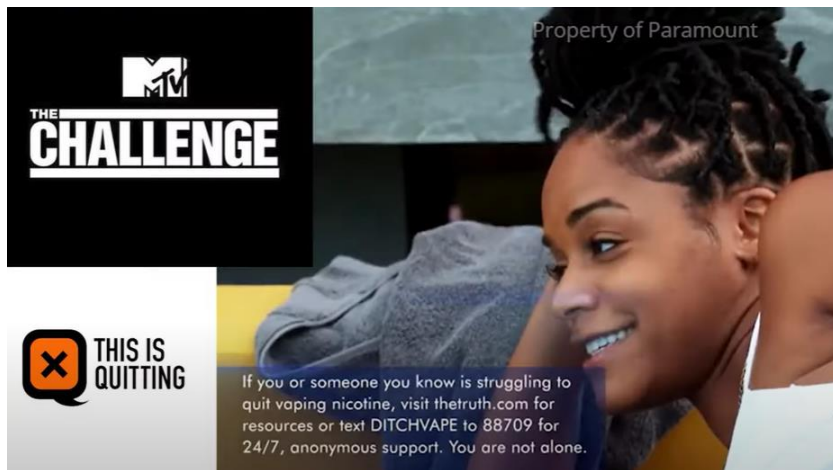


Big Mouth



Call to action

- Onscreen tobacco is directly contributing to the youth e-cigarette epidemic.
- The **entertainment industry** should not be complicit with the tobacco industry in helping addict a new generation of young people to nicotine.
- We want to **engage and educate** networks, show creators, content producers, showrunners and actors on this issue and then collectively call on them for action
- MTV “The Challenge”, 2023



WHILE YOU WERE STREAMING

Truth Initiative's fifth annual report analyzing tobacco use in entertainment finds that tobacco imagery maintained its recurring role in popular on-screen entertainment in 2021 - fueling an ongoing youth e-cigarette crisis - alongside signs of progress.

tobacco imagery appeared in:

60% 
of 15-24 year-olds' top 15 new shows, exposing an estimated **25 million** young people

47% 
of top newly released movies, exposing an estimated **25 million** young people

+2B 
YouTube views of top 2021 Billboard song music videos

Even as peer-reviewed research shows:



Young people are **3x more likely to start vaping** when exposed to tobacco imagery in popular streaming and TV shows

Higher exposure to smoking in movies makes youth **2x more likely to use tobacco**



but there were signs of progress in 2021 compared to 2020, including:

Decreases in tobacco depictions from Netflix (651 to 157) and Fox (236 to 97 depictions)

Top Billboard songs that included tobacco in their music videos dropped from 23% to 12.8%



These signs of progress must continue and become part of permanent policies and other actions to reduce youth exposure.

Thanks



truthinitiative.org

