

# DATA COLLECTION OPPORTUNITIES

## MOVIES



- Ages 14-22
- Volunteer
- Initial Training Session
- Remote Monthly Meeting
- In-theater Movie Screening
- Community Service Hours

## TV/STREAMING



- Ages 18-24
- Paid College Internship
- Training Session
- Remote streaming of popular shows
- Opportunities to review Instagram content, music videos, and more



## 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



GO TO THE MOVIES FOR FREE!



## CONTACT US



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## TOBACCO-FREE SCREENS



A project from Breathe California Sacramento Region and Truth Initiative to analyze and reduce tobacco depictions in media.



BREATHE CALIFORNIA  
Sacramento Region



truth initiative

# YOUTH OPPORTUNITIES

## MOVIE REVIEWERS WILL

GO TO THEATERS FREE

- Meet and collaborate with like-minded peers
- Be trained to analyze media for tobacco depictions
- Gain experience in data collection
- Earn community service hours, incentives, and opportunities for letters of recommendation

## TV/STREAMING REVIEWERS WILL

STREAM FROM HOME

- Be paid to be part of research projects focused on TV/streaming, music videos, and YouTube
- Be trained to analyze media for tobacco depictions
- Gain experience in data collection
- contribute to tobacco onscreen data to public health database

\*Prior experience as a movie reviewer is encouraged for all college internship positions



**3X** Young people are more likely to start vaping when exposed to smoking imagery in shows

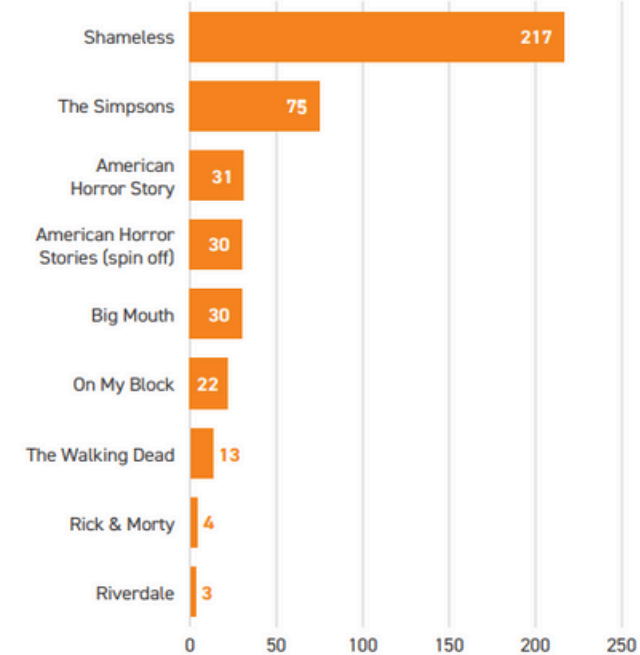
## SMOKE-FREE SCREENS

Breathe California Sacramento Region is funded by Truth Initiative for data collection projects examining the presence of commercial tobacco products across different media platforms, which include top grossing movies, popular television and streaming shows, music videos, and Instagram posts. These projects are designed to raise awareness about the impact tobacco use in media has on youth and young adults in order to eliminate the impact that the glamorization of tobacco use has on encouraging young people to start smoking or vaping.

## WHO ARE WE?

Breathe California Sacramento Region is dedicated to healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public.

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.

GET INVOLVED!

