

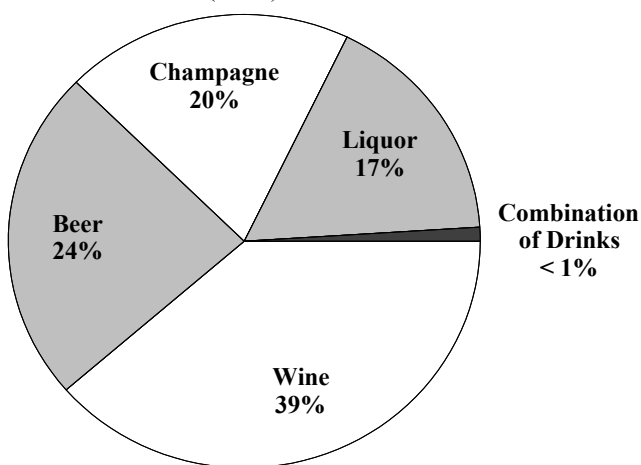
A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

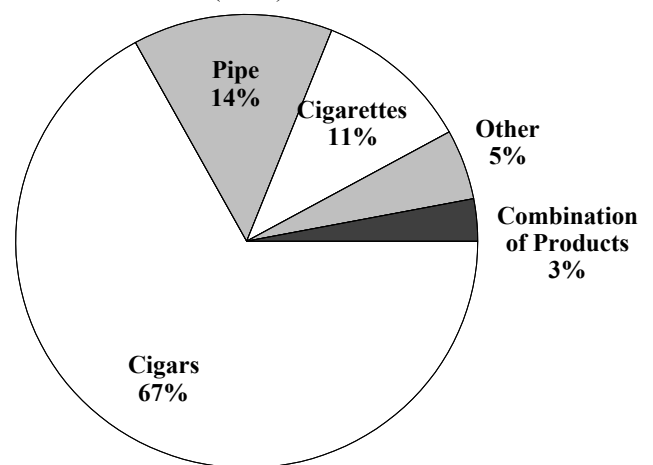
Nearly Half of G-Rated Animated Movies Portray Alcohol Use; 43% Portray Tobacco Use

Nearly half (47%) of G-rated animated movies portray alcohol use and 43% portray tobacco use, according to a study recently published in *Pediatrics*. Of the characters consuming alcohol, 39% were drinking wine, 24% beer, 20% champagne, and 17% liquor. The majority of the characters using tobacco were smoking cigars (67%) (see figures below). None of the films contained a health message about alcohol use, and only three of the films contained a health message about the dangers of tobacco use. According to the authors, "Parents and physicians should be aware that nearly half of the G-rated animated films show alcohol and tobacco use and do not convey the long-term consequences of this use" (p. 1373). The authors recommend that parents review the content of a film before allowing their children to watch it, either by viewing the film or by reading online reviews, such as those provided by the internet site Screen It (www.screenit.com).

**Types of Alcohol Use Portrayed in
G-Rated Animated Films**
(n=38)



**Types of Tobacco Use Portrayed in
G-Rated Animated Films**
(n=35)



NOTES: Movies reviewed were 81 G-rated animated films available on videocassette in the United States. Only movies first released in theaters, recorded in English, available for purchase or rental prior to October 31, 2000, and that were 60 minutes or more in length were analyzed.

SOURCE: Adapted by CESAR from Thompson K., Yokota F., "Depiction of Alcohol, Tobacco, and Other Substances in G-rated Animated Feature Films," *Pediatrics* 107(6):1369-1374, 2001.