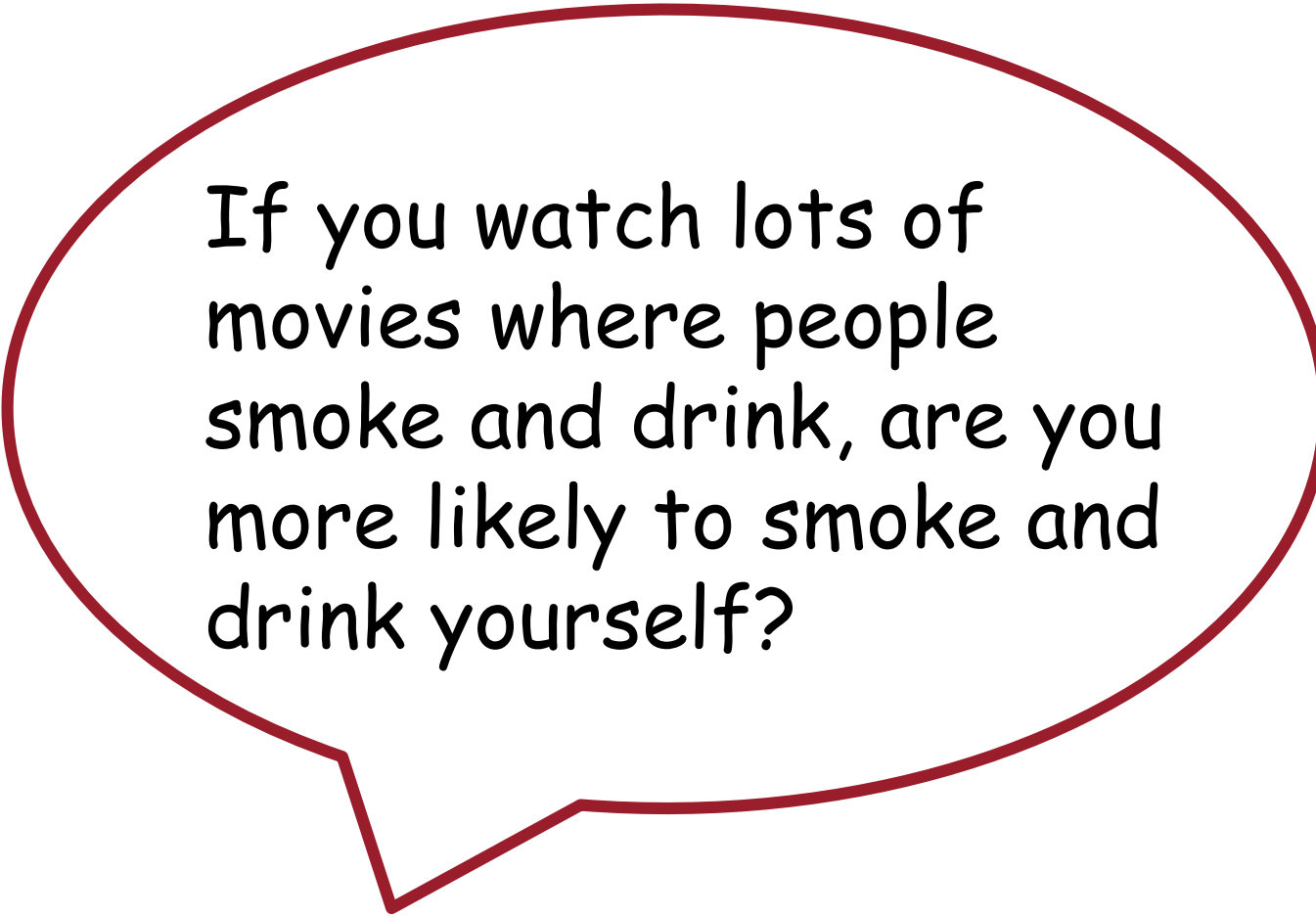


Does going to the cinema make you smoke and drink?

Andrea Waylen







If you watch lots of movies where people smoke and drink, are you more likely to smoke and drink yourself?

Why do we want to know?

- Poor health is associated with both cigarette and alcohol use
- Do movies have a role to play?

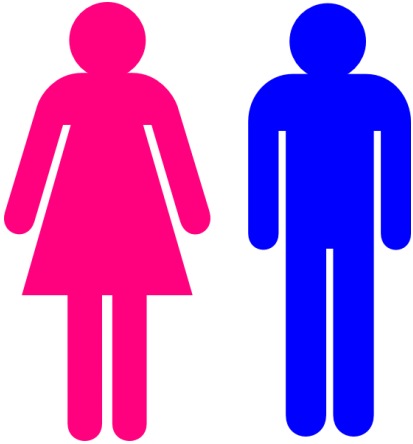
What we wanted to know.....



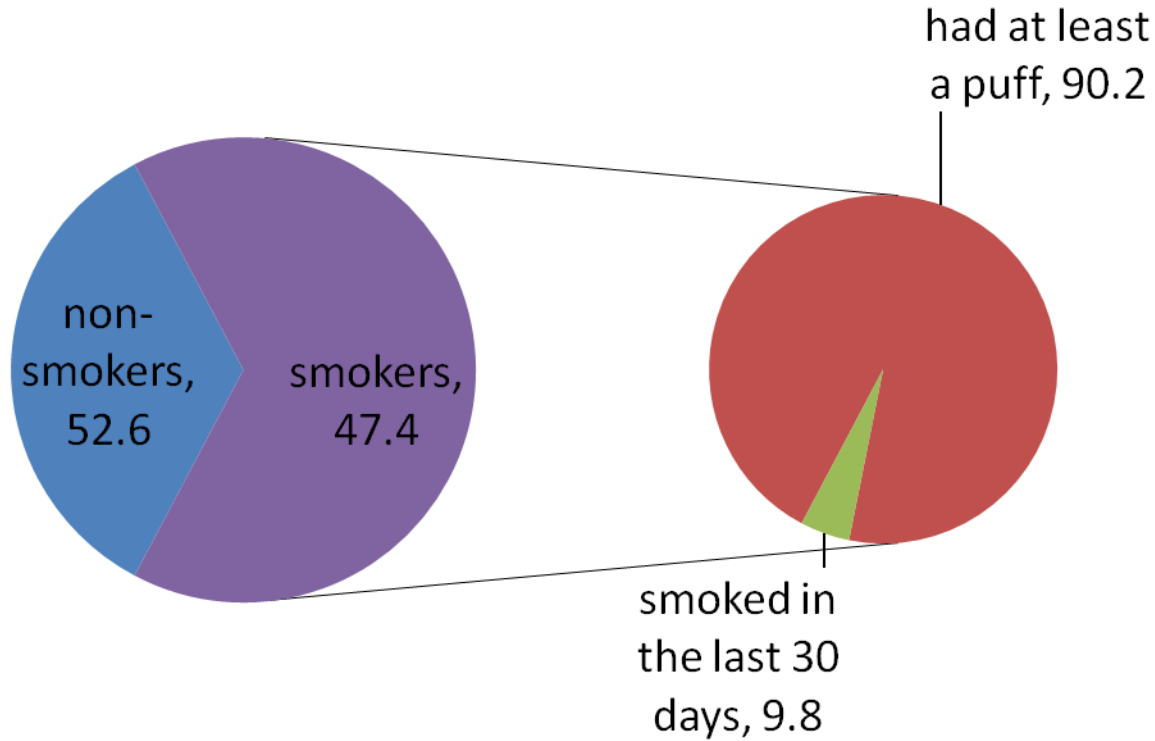
© Can Stock Photo - csp2358835



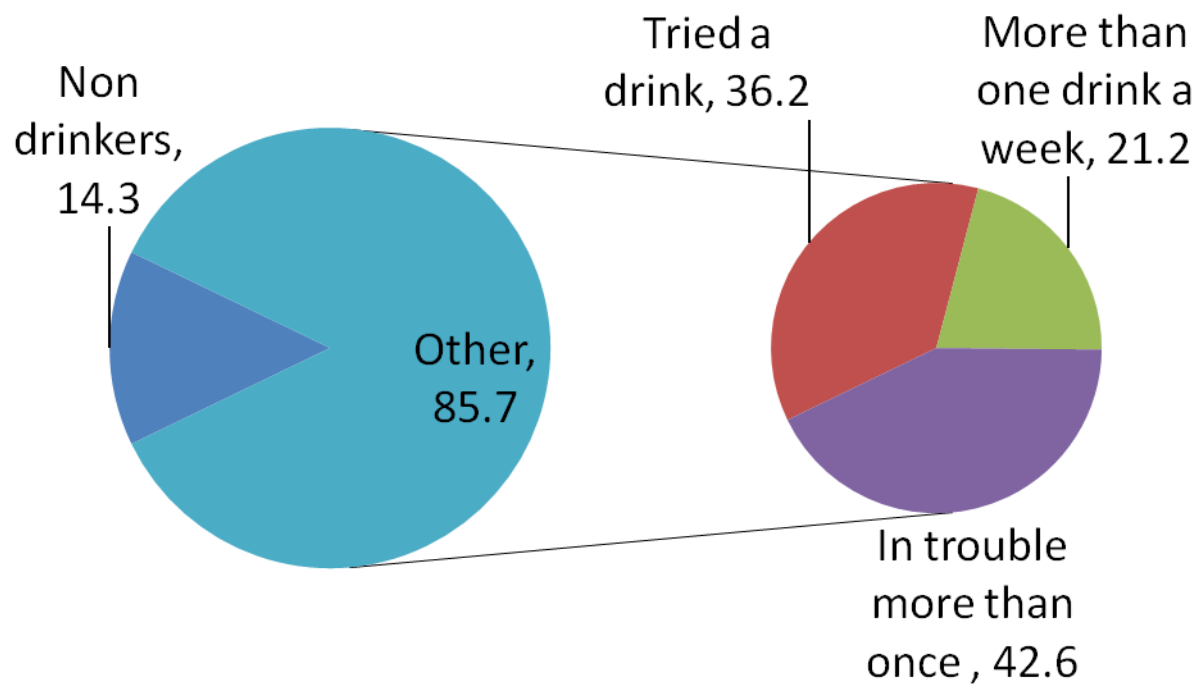
© Can Stock Photo - csp16224274



Did you and your friends smoke at 15?



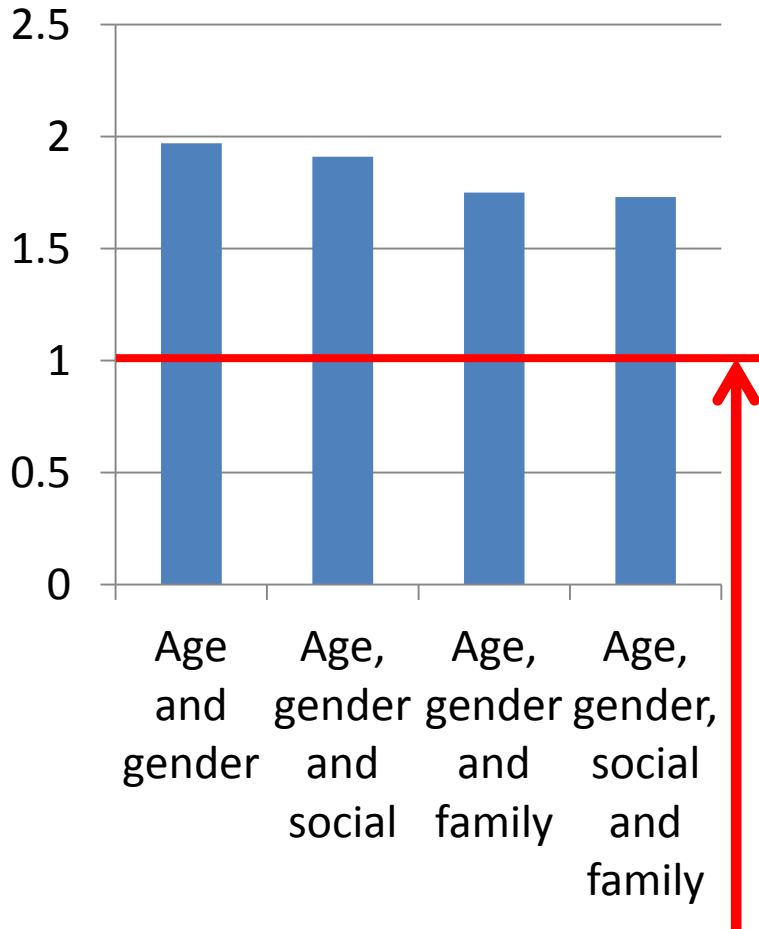
Did you drink when you were 15?



47% binge
drink: more
than 5 drinks
in one go

Starting to smoke....

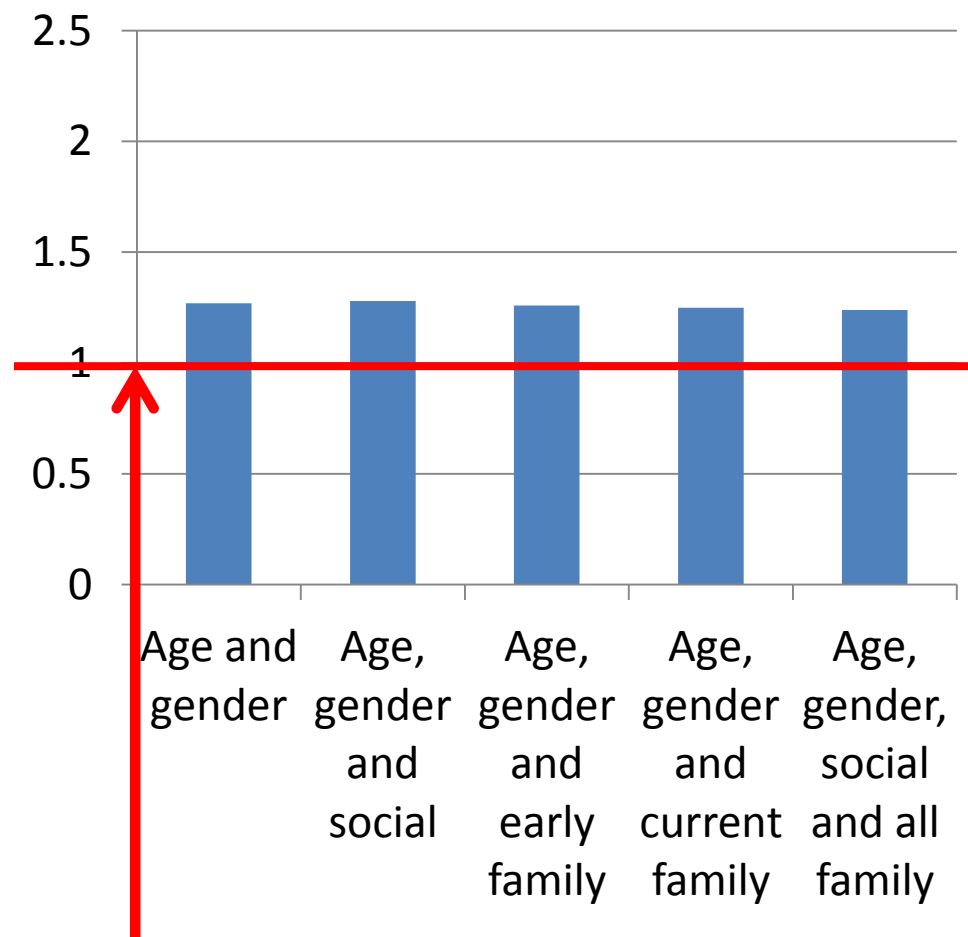
Cigarettes



“Light” viewers (Lowest exposure)

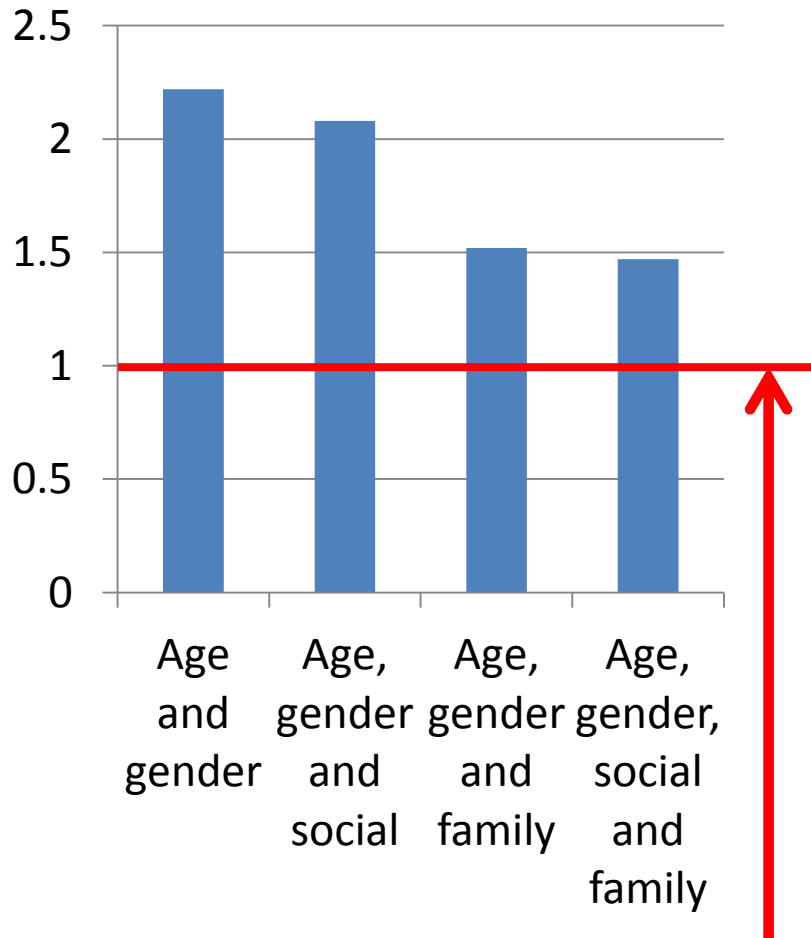
Starting to drink....

Alcohol



“Light” viewers (Lowest exposure)

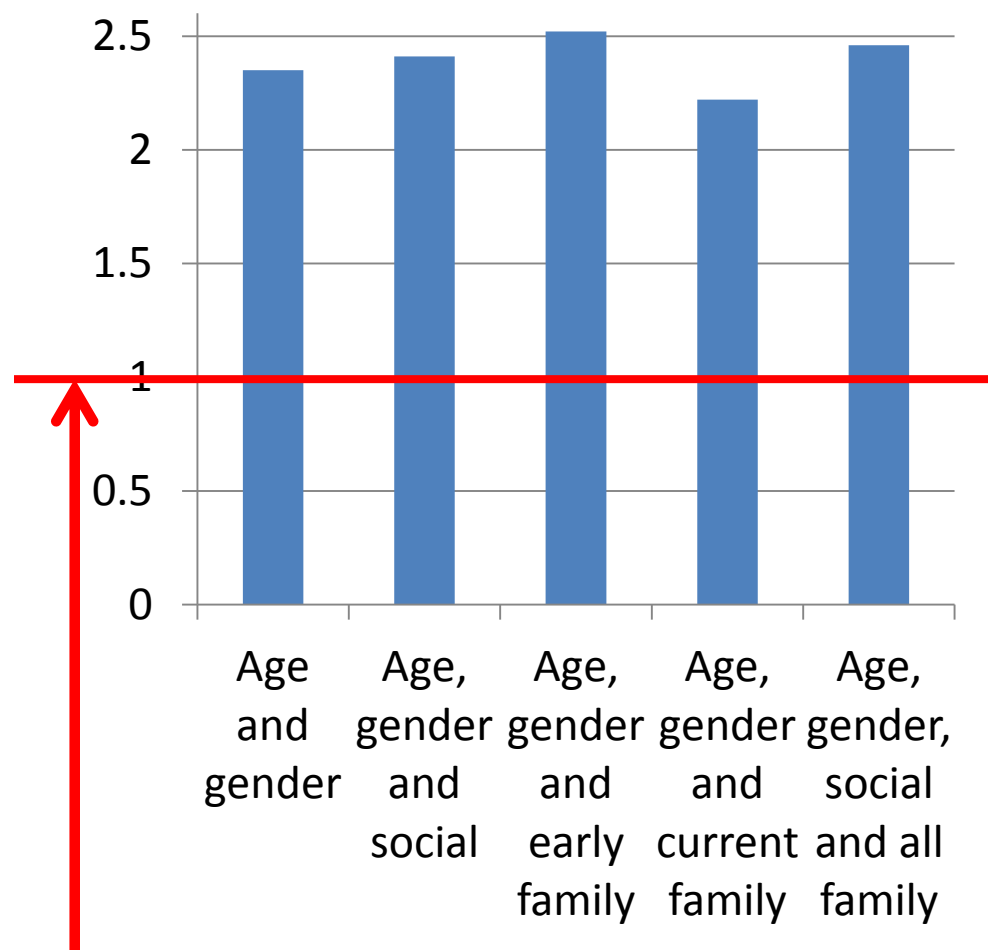
Cigarettes



“Light” viewers (Lowest exposure)

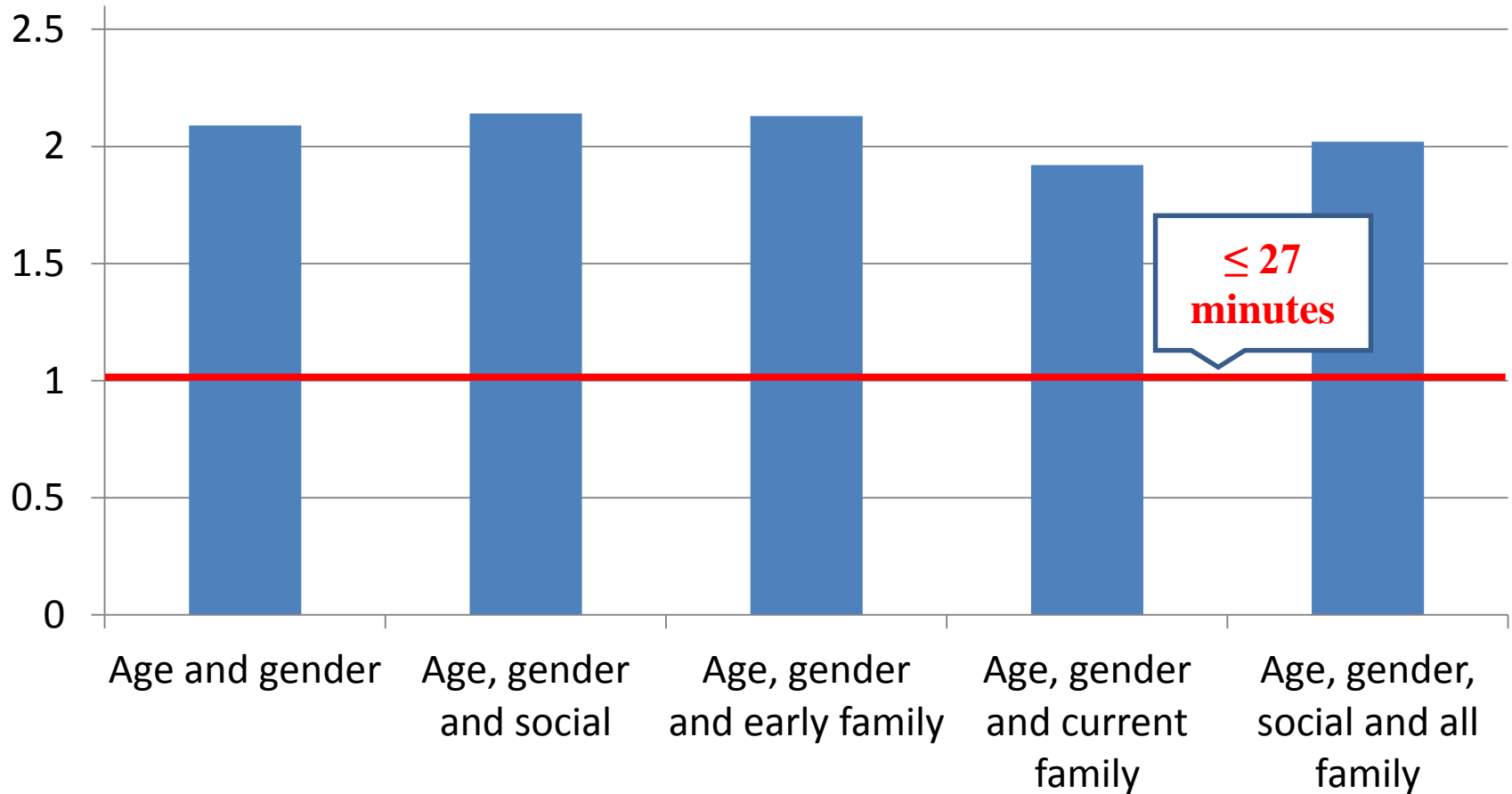
Current drinker....

Alcohol

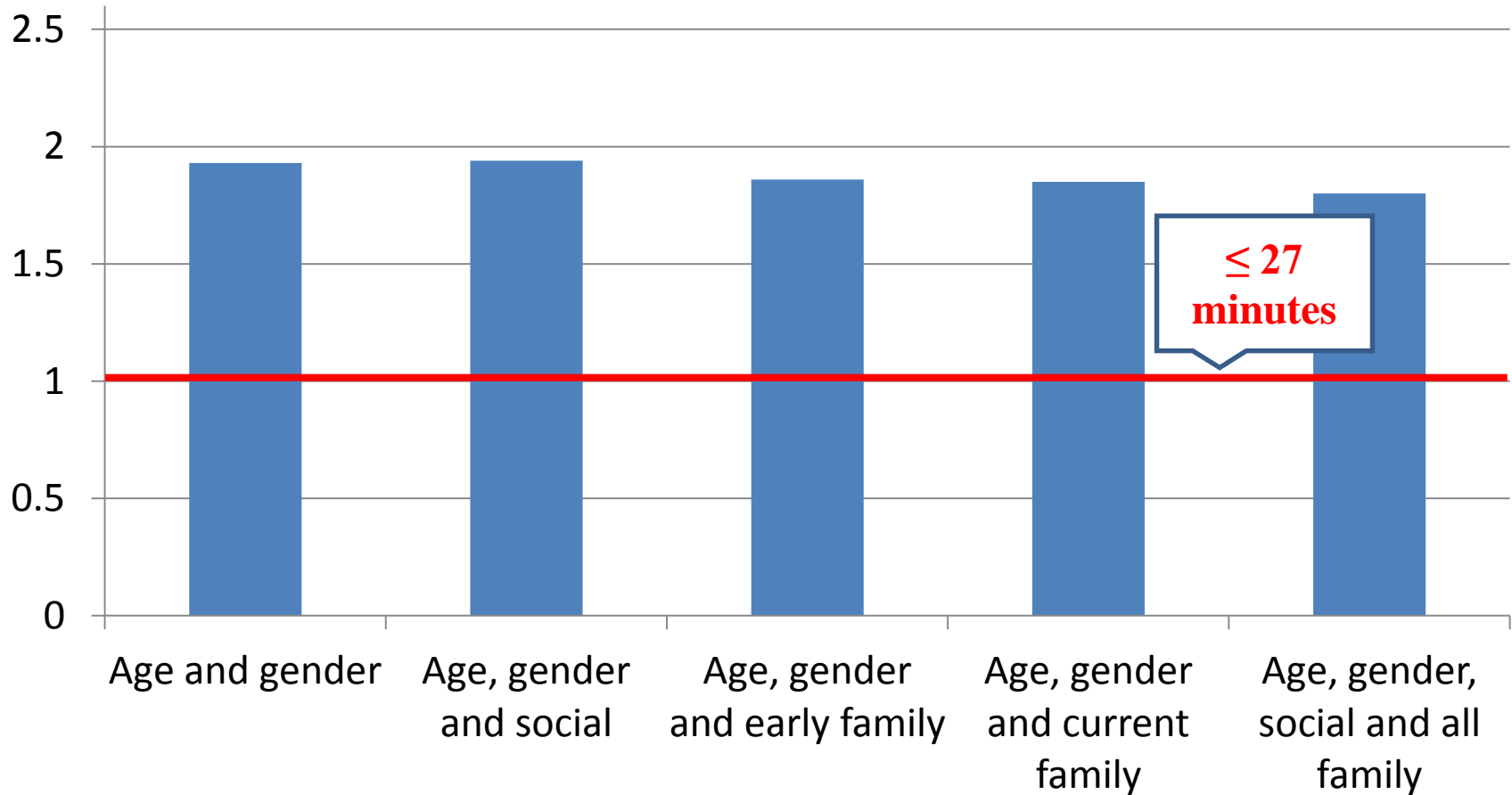


“Light” viewers (Lowest exposure)

Getting into trouble?



Bingeing?



What might be happening?

Modelling

Cultivation

Transportation



Lots of movies.....



Increased risk of “trying”
cigarettes and alcohol

Increased risk of being a
current drinker

increased risk of getting
into trouble

Increased risk of bingeing



Conclusions

- Watching cigarette and alcohol use in movies is associated with an increased risk of substance use in British adolescents
- Friends and family factors are important for cigarette but not alcohol use

With thanks to.....

- Sam Leary
- Andy Ness
- Jim Sargent

Thank you for listening

