



## South Carolina Family Practice Residents Association

### DOC NEWSLETTER

September 10, 1979

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Things continue to go well in South Carolina, indeed the nation as the concepts and techniques of DOC and the SCFPRA become more widely known. Much national attention is being focused on the South Carolina effort as the showcase of what patient/public education can do to decrease morbidity and mortality." The efforts in Greenville, Anderson, and Charleston are gearing up for the forthcoming school year joining Spartanburg.

#### PRINTED MEDIA:

Recent articles about DOC have appeared in the Greenville News, the Kansas City Star, the Chicago Tribune, and the Journal of the SCAFP. The October edition of the AAFP Reporter will have a section on DOC and the December edition will carry a special feature on the SCFPRA's efforts.

There is interest in nationally syndicating the SUPERHEALTH '79 cartoon series. Dr. Alan Blum will be negotiating with the Chicago Tribune soon. The cartoons are being run in about 10 papers weekly.

The posters are very popular. In addition to distribution to the schools, hospitals, and offices in South Carolina, requests from all over the nation are coming in.



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The T-shirts are also being ordered. Recently two dozen were sent to New Jersey and three dozen to Illinois for health presentations to the schools in those areas. (Proceeds from the shirts and posters will be deposited in the SCFPRA account.)

As soon as money is available, benches will be placed in the Greenville and Anderson area for rotation with Spartanburg.

### ELECTRONIC MEDIA:

The spots are currently on four stations in S.C. and ready to go on 13 more in the upstate area.

The DOC Line has had two successful programs.

The topic of the WSPA-TV Editorial on July 30, 1979, was the DOC Program. It stated in part, "The educational program these young physicians have organized represents a new dimension of social responsibility. Rather than responding to individual patients as individual doctors, they are responding to a general social need as a profession. WSPA hopes this organization is the cutting edge of much more to come from the medical community."

### SPEAKERS BUREAU:

Request for the upcoming year are being received briskly. To date over 8500 people have been reached by the members of the SCFPRA. In addition, Dr. Blum has spoken to hundreds more in the past month. (Remember to log your speeches.)



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### NEW IDEAS:

1. The school newspapers may be interested in carrying the cartoons and/or a "DOC" Line column. Dr. Melvin Porter (Anderson) will be developing this. Send suggestions or volunteer a column.
2. The "Resource Library" of A-V materials and lectures, under the direction of Dr. Vann Shuler, will be updated soon. A number of other states have voiced interest in obtaining these presentation. The suggestion was made that each program take charge of updating and screening one topic. Dr. Harmon Patrick will coordinate this effort with the assistance of Dr. Shuler.

### FEEDBACK:

"...(DOC is) to be commended for your efforts toward providing and promoting health education in an innovative and enthusiastic manner."  
Governor Richard W. Riley, S.C.

"The Public Relations Committee approved in principle, the activities of a resident stimulated and organized patient education project called "DOC" operating in Florida and South Carolina." Minutes of the PRC of the AAFP, August 1979.

The resolutions submitted to the AMA House of Delegates this past August were well received. #147 Multi-Media Anti-Smoking campaign was sent to the Board of Directors. #146 AMA Commendations to publications barring cigarette advertising was adopted.

The NCFPR passed several resolutions and adopted as policy a number of statements concerning the concepts of DOC. Many of these will be sent to the House of Delegates in Atlanta this October. Included among these will be the resolution 78-1 of the SCFPRA on the sale of cigarettes in health care facilities.

### GROWTH:

A number of state organizations represented at the AMA-RPS and the NCFPR will be forthcoming DOC Chapters. They will be writing to members of the SCFPRA for assistance. Please help.

A large number of students at the NCSAM, AMSA, and USC-Medical School have asked about spending elective time in South Carolina. If you have the desire to work with a student, let me know. The details would of course be up to your program. I would only serve as the contact.



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### RECENT EVENTS:

The NCFPR (National Conference of Family Practice Residents) met recently in Kansas City. There were 163 residents registered. The noon presentation was on DOC. One of the eight small groups was on patient education, 151 people were in attendance during the day's two sessions, many of them students.

A presentation on the SCFPRA (DOC) was made at the USC Medical School annual banquet for the Family Practice Student Interest Group. Approximately 80 were in attendance.

### COMING EVENTS:

The AAFP annual meeting in Atlanta will be October 5-11, with the Scientific Assembly the 8-11. The residents and students hospitality suite and booth in the exhibitors' hall will be open to all. In addition to R/S business, it will contain material about DOC.

### NOTE: NEW OFFICERS FOR THE SCFPRA

President - Hammon Patrick, M.D. (Greenville)  
Vice President - Holbrook Raynal, M.D. (Spartanburg)  
Secretary-Treasurer - Walter Leventhal, M.D. (Charleston)  
Program Representatives - to be announced when the  
list is completed.

NOTICE: DOC Report forms are due the first of each month.

NEEDED: New ideas for benches, cartoons, posters!

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