

Doc News and Views



DOC sponsored sailboat flies no smoking symbol off the coast of Corpus Christi, TX.

When smoke gets in your sails...

The American Cancer Society in San Diego decided to take advantage of the America's Cup by holding a regatta to raise money. There were to be two major sailboats involved in the Cancer Cup, as it was termed. One carried the logo of the leading cause of cancer—Marlboro. The other carried the Surgeon General's warning: "Quitting Smoking Now Greatly Reduces Serious Risks to Your Health."

As incredible as it may seem, ACS events chairman John Burnham kicked the boat with the warning out and made the Marlboro boat captain, Dennis Connor, honorary chairman of the Cancer Cup. This probably had nothing to do with the fact that Burnham's brother heads Sail America, a program sponsored in part by \$2.5 million from Philip Morris.

Tom Mitchell, spokesman for Sail America, said "We're sponsoring a product. The choice is up to the consumer." (AP-8/25/88) Right Tom, a product that has a lot to do with sailing (catching one's wind?). Unfortunately, kids don't have special filters in their brains that will prevent them from seeing the ads on the boats via strategically placed cameras when the America's Cup or other Sail America

events are broadcast on TV.

At the last minute, an invitation to the New Zealand boat to participate in the Cancer Cup was issued. Its captain chose instead to sail his boat through the harbor with its warning sail flying for all to see.

After salaries, overhead and other administrative fees are deducted, the \$100,000 raised by the Cancer Cup will likely have far less impact on preventing cancer than would have been achieved had the ACS put Marlboro out and supported, indeed publicized the boat flying the sail with the warning.

Several months ago, DOC was the official sponsor of a sailboat in a regatta off Corpus Christi, Texas. Flying the largest no smoking symbol known to exist, the catamaran proudly caught clean air in its sails. The local publicity and resultant reverberations through the tobacco sponsorship circles could not have been purchased for \$100,000. As it turns out, R.J. Reynolds is negotiating for its Salem brand to sponsor the regatta series. It will be extremely ironic, and tragic, that sailboats compete to fill their sails with the best air while at the same time their sponsors compete to fill lungs with the worst.

—by Rick Richards, M.D.

DOC Boomerang Sponsorship Marks a Medical First

Through the generosity of hundreds of individuals and numerous clean air organizations, DOC sponsored the U.S. Boomerang Team to the World Boomerang Throwing Cup competition in Barooga, New South Wales, Australia, the largest event in the history of competitive boomeranging. Not only did the team win the world championship title, but the event marked the first time an American health organization has sponsored a national sports team.

The circumstances behind DOC's sponsorship make a compelling story. A student of California artist Doug Minkler, co-founder of the DOC P.U. Project, mentioned that a relative of hers, Eric Darnell, a member of the three-man U.S. Boomerang Team, was agonizing over a possible sponsorship arrangement with Philip Morris. She suggested that DOC might contact him and find out what could be done.

When DOC founder Alan Blum, MD, telephoned Eric Darnell of South Stafford, Vermont, he was cordial and readily expressed his discomfort. "I have asthma and the last thing I want to be around is tobacco smoke." He couldn't get over the irony of his team taking money from a company that promotes disease. Boomeranging, he insisted, is a healthful, aerobic activity and it was absurd to think that the sport would permit itself to be funded by cigarette makers. Darnell has been throwing, making and designing boomerangs since he was a teenager, and is all but synonymous with the little known sport.

Five hundred people belong to the US Boomerang Association which holds several annual competitions throughout the country; however, boomeranging has received very little

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from AB:

J'Accuse

In 15 years of lecturing on the subject of smoking, I've found one thing: everybody's an expert. And now that funding is becoming available to deal with the problem, everybody wants to get into the act.

The problem is, apart from some prohibitionistic posturing in regard to cigarette advertising on the part of certain national medical organizations and other born-again reformers, virtually all the effort is directed at getting inveterate smokers to quit. In keeping with our penchant for technology and tertiary care--fully reimbursable, of course--we have found new and exciting and--you guessed it--costly ways to tackle the smoking pandemic with clinics and biofeedback and drugs and gum and other gimmicks. I doubt there's anyone in the medical profession who'd rather see funding for a new missile than for health care. But in a time of limited budgeting for health, pouring resources mainly into research and treatment for smoking cessation at the expense of primary prevention is a tragic waste. It is hard to believe that until 1983 the only effort of the National Cancer Institute on smoking was a search for a safer cigarette. To be sure, there were a few decent booklets, but

they received far too little circulation. As Mike Cummings of Roswell Park Memorial points out, while a major voluntary health charity boasts of having distributed over one million booklets on how to stop smoking, the numerator of one million looks tiny indeed over a denominator of 51 million.

The fact is, there is virtually no one over the age of two who hasn't heard that smoking is dangerous to your health. Even those who rightly point out that the message hasn't been heard often enough to really sink in and thus must be dramatically increased may be mired in a cognitive dimension wherein imparting of knowledge about the dangers of smoking becomes the sole objective. Thus all that is dealt with is the act of smoking--or the resultant diminished health--rather than the carefully crafted symbols, images and words created by the promoters of tobacco usage...and the tobacco and advertising industries themselves. It's as if there is one world of health advocates warning and whining about smoking, and another world of tobacco industry illusionists allaying anxiety and creating positive associations with tobacco products. It's license to kill, but our response is little more than to wave a small red flag or write an obscure warning or hold a press conference to call for a ban on the big bad wolf.

Virtually all activity directed at ending this smoking pandemic is reactive rather than prospective. Selective outrage is mustered against a Newport ad showing an apparently pregnant woman or an RJ Reynolds advertisement stating that there's still scientific doubt about the dangers of smoking to those who don't smoke. But what about the millions of other tobacco generated impressions. The response of the AMA, to ban all tobacco advertising, while of course a good thing, hasn't seemed to influence a single United States senator to announce support for such a ban.

Where we health advocates have failed is in not creating direct associations that will paint the tobacco industry as the drug pushers and child molesters they truly are. Knowing that tobacco advertising was beginning to be scrutinized around the world--and was doing no good for anyone but the tobacco companies and the broadcast outlets--big tobacco ostensibly pulled out of American televisions, only to resurface shortly thereafter as a benefactor to televised artistic events and a

sponsor of sporting events. Advertising became promotions.

The response of the health people has been to cry foul, demand that government do something about it, or in the case of the AMA use the issue as a membership come-on promising to work for legislation to stop the smoking problem once and for all. The AMA in fact takes credit for the ban on smoking on aircraft, warnings on spitting tobacco packages, and other measures, as if groups like ASH, GASP, Americans for Nonsmokers Rights, the American Lung Association, the American Heart Association, CATS, DOC, and other organizations hadn't existed prior to December 1985 when the AMA came out with its first major anti-smoking resolution in 140 years calling for a ban on tobacco advertising. Apart from the fact that the product with the longest shelf-life in America is an AMA resolution, there is something wrong when an organization as powerful and politically potent that shamelessly rewrites history rather than acknowledge that it must make up for lost time and lost ground...and lost lives.

In fairness, JAMA has begun to publish research and editorial pieces dealing with the problem and the house organ for the AMA, *American Medical News*, has admitted that "much remains to be done," but in reality the AMA's effort is one of public relations and not public action. Certainly it has not put its money where its mouth is. Indeed, it even appears to have aided and abetted the enemy financially far more than it has helped those such as DOC who have been on the frontlines. While earlier this year the Education and Research Foundation of the AMA (AMA-ERF) was turning down a request for seed funding for the establishment of DOC's international tobacco archive and information center--comprised of the largest collection of sociopolitical materials on the tobacco issue in the U.S., and the result of the daily monitoring of the tobacco industry and anti-smoking activities over the past 20 years by yours truly--the AMA's political action committee, AMAPAC was continuing to pour hundreds of thousands of dollars into the already well-lined pockets of the most notorious pro-tobacco industry politicians. Make no mistake, this is no mere philosophical coincidence regarding a mutual disdain for socialized medicine; rather, it is a philosophy of preservation of the status quo, a "thems as has gets" mindset that

DOC News and Views is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals that is helping to educate the public, especially young people, about the major preventable causes of poor health and high medical costs. Our focus is the "killer habits" with particular emphasis on counteracting the promotion of tobacco and alcohol. DOC's professional aim is to tap the highest possible commitment and involvement in improving the health of their communities from physicians, medical students, other professionals, business leaders and all other citizens. DOC is unique among health organizations in being solely concerned with health promotion, and has pioneered the concept of paid counter-advertising aimed at reducing lethal lifestyles.

For further information write to:
DOC
1423 Harper St.
Augusta, GA 30912

Alan Blum, MD, *Founder and Chairman*
Rick Richards, MD, *President*
Tom Houston, MD, *National Coordinator*
Karen Shipp, *Editor*

precludes the funding of the handful of politicians who have made opposition to the tobacco industry a leading issue. Granted, there probably wouldn't be more than a dozen or two Congressmen who would rank tobacco as one of our top three health problems, but those who do ought to have the support of organized medicine, not withstanding the criticism many of these individuals may reserve for an AMA that has fought against social change for years. As I wrote in an editorial in the *New York State Journal of Medicine* in 1985, physicians ought to be literally marching on their legislatures on the tobacco issue--not just marching against the high rate of malpractice insurance. When doctors show the public they are willing to devote the time and money to crusade for issues that don't relate to their own monetary self-interest, perhaps the public will see that physicians have a point when they talk about preserving fee-for-service medicine or opposing measures that remove the ultimate decisions for health from the physicians.

Sadly the history of the AMA on tobacco is chapter and verse out of the Soviet Encyclopedia: ignore the issue (and those who are trying to highlight it), then deny its importance (as numerous AMA presidents have done in statements regarding physicians not interfering with patients personal lifestyles), then oppose (as the AMA did to those who wanted to sell AMA tobacco stocks in 1981) and blacklist, then gradually adopt (occasionally with credit), and then coolly coopt and claim primacy and credit.

"Chutzpa" used to be defined as the boy who kills his mother and father and then throws himself on the mercy of the court as an orphan. The AMA's claim of leadership of the antismoking movement will now become the standard of Chutzpa.

As one former AMA employee says (who tried and failed for nearly three years ending in 1986 to get the AMA to make a policy within its own building restricting smoking), they're up with the times if you give them about five years."

The AMA and other national, regional, state and local medical organizations must assume a proactive, prospective leadership role to protect and preserve the health of our patients. If we do not, who will?

- Alan Blum, MD
DOC Founder and Chairman

Editor's Note: The following editorial entitled, "Tobacco Goliath receives stone; its fall now inevitable," written by DOC National coordinator Tom Houston, M.D., was published in the June 21, 1988, edition of *The Wichita Eagle-Beacon*.

When historians record the chronology of the war between the forces of health and the tobacco industry, June 13, 1988, will stand with January 11, 1964, in significance. The first successful suit against the tobacco industry is as important, in its own way, as the first Surgeon General's report on smoking and health. Suits against the tobacco companies are nothing new; their products, linked with more than 350,000 deaths each year in the United States, would seem an attractive target for those seeking damages for these fatalities.

But hordes of industry lawyers backed by the ability to spend millions in defense have thwarted or worn down many similar suits in years past. The industry arrogantly boasted that it had never been found liable for a penny's worth of damages.

With the Cippollone verdict, the picture has profoundly changed. This judgement, while not especially noteworthy for its dollar amount, will be remembered as the first crack in the facade of an industry whose profits have come at the expense of its customers' health and lives. Since the first Surgeon General's report linking cigarettes and premature death, the industry has called for more research, denying any role in causing heart disease, cancer, emphysema and other diseases.

Medicine has responded with 50,000 scientific papers that detail the link between tobacco and illness, a scrutiny unmatched by other topics of medical and societal concern. A jury has now joined three ranks of tobacco's detractors, straining the industry with a death whose spots will haunt like those soiling Lady MacBeth.

In addition to the psychological damage caused by its loss of invincibility, the industry has suffered the loss of hundreds of internal documents made part of the public record in this trial. After they are catalogued, they will surely become fodder for the cannon of future suits.

In an attempt to save face, industry spokesmen claim the decision affirms

Rose Cipollone's responsibility in her "decision to smoke." The recent Surgeon General's report on the highly addictive nature of tobacco may unravel that defense. One must also question the premise that smoking is an "adult decision," since 90 percent of smokers begin as adolescents and are unable to appreciate the life-and-death nature of the "choice" to begin smoking. Society is beginning to look critically at the effects of smoking on health. Business, government and the public are siding with physicians in the struggle of health vs. greed. Smoking kills; a jury has concurred; the tobacco industry must be held responsible. Goliath has felt the first stone.

Health Conflicts of Interest

Mix 'n' Match

Match the medical schools with the tobacco companies that provide them with financial support.

- | | |
|-----------------------------|-----------------------|
| 1. New York Medical College | A. Liggett |
| 2. Meharry | B. RJR-Nabisco |
| 3. Morehouse | C. Philip Morris |
| 4. Duke University | D. Brown & Williamson |
| 5. Bowman-Gray | |
| 6. Mercer University | |

Similar quizzes will appear in future issues to illustrate the true origin of research grants, institutional endowments and faculty employee pension fund holdings. DOC encourages readers to submit other health conflicts-of-interest.

(Answers: 1.C, 2.C, 3.B, 4.A, 5.B, 6.D)

Coming up in the next issue of *DOC News and Views...*

A comprehensive listing of medical schools, hospitals, charitable health organizations and insurance companies that own tobacco stock. They're betting their pension plans and other resources that the tobacco industry will continue to profit from the death and disease of those they serve.



Barfboro Man and Emphysema Slims Double Up Against the Redman and Nosmokanova

Ridiculing the idealized stereotypes that the tobacco industry creates for its advertisements, the Houston, Texas chapter of DOC at Baylor College of Medicine held a Celebrity Look-Alike Emphysema Slims Tennis Tournament in April. The event, held at the Rice University Tennis Stadium, was timed to coincide with the last weekend of play of the Virginia Slims Tennis Tournament in Houston. (It was in Houston in 1970 that the cigarette brand first took over sponsorship of women's tennis.)

Houston-DOC's version of the tobacco-sponsored sporting event featured DOC members dressed as Martina No-Smokanova battling Miss Emphysema Slims, and the Barfboro Man and the Redman. The tournament also featured some serious play between faculty members and medical students. DOC founder Alan Blum, M.D., a faculty member at Baylor, presented awards.

Area school students, inspired by Superhealth 2000 talks given by DOC members who visited their classes, submitted dozens of original artworks mocking tobacco and its promoters.

The tournament was publicized on Houston radio stations and handbills were posted throughout the Texas Medical Center.

Baylor DOC president Mark Price and the more than 20 other DOC members who assisted him were pleased with the turnout and are enthusiastic about planning next year's event. The group's inaugural meeting

for 1988-89 drew more than 110 medical students. School-based lectures and projects in minority communities are currently being developed.

GASP and DOC Team Up

Members of DOC and GASP of Newport, Rhode Island waged an effective campaign in July against Philip Morris' sponsorship of women's tennis and received extensive media coverage which drew public attention to the issue.

The events began Thursday, July 14, with a half page paid advertisement in the *Newport Daily News* created by Thomson Associates of Providence. The advertisement reads, "Cigarettes

won't keep you slim, Virginia...nor will they improve your tennis" and concludes with the statement, "Cigarettes are the wrong way, baby!"

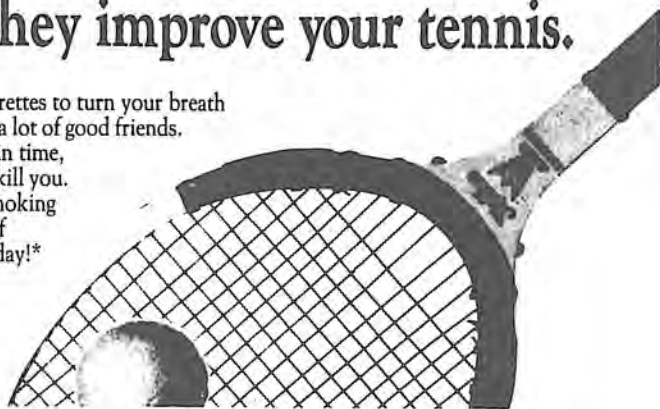
The following day a lengthy letter from the Executive Director of GASP of Massachusetts, Jerry Maldavir, criticizing sponsorship of a tennis tournament by Virginia Slims was published in the *Newport Daily News*. On Saturday, 500 flyers were distributed to fans arriving at the Newport Casino where the tournament was being held. On Sunday a house call was made to the Casino, known as the "International Tennis Hall of Fame." Pictures of the protest appeared both in the *Providence Journal* and the *Newport Daily News*. Tuesday an editorial was published by the *Newport Daily News* slugged, "Smoking link unfortunate." Although the newspaper disagreed with the idea that tobacco sports sponsorship should be prohibited, contending that cigarette smoking was legal ("though foolish"), the editorial did state, "Smoking is a health hazard. Cigarette companies should not try to lure young people to smoke. The tobacco company has shown little concern with the damage done by their products."

Protest organizer Howard Kay admitted their pro-health efforts were "small potatoes" compared to the promotional activities by Philip Morris and its local sponsor, Citizens Bank, prior to and during the tournament. However, Kay said, "I do believe carrying the fight to the sponsor is testimony to the growing opposition at the local level to cigarette companies sponsoring sporting events, and that the public consciousness is being raised and focused more clearly on the issue."

Cigarettes won't keep you slim, Virginia ...nor will they improve your tennis.

But, you can depend on cigarettes to turn your breath pretty rancid and drive away a lot of good friends. As a matter of fact Virginia, in time, smoking cigarettes may even kill you. On an average, cigarette smoking causes the premature death of three Rhode Islanders every day!*

**Cigarettes are the
wrong way, baby!
Smoke stinks.**



Paid advertisement which appeared in the July 14 edition of the *Newport Daily News*.



Butler High School. She received \$100 and her poster entitled "Smoking Stinks" will be displayed as a health promotion billboard in Augusta.

In his keynote speech, Congressman Doug Barnard, Jr., complimented DOC on its nationwide efforts. "Prevention is a bargain our country cannot afford to pass up," said Congressman Barnard. "We can be grateful for a community of health care students and professionals who are not just sitting in the race against medical illness but are actually doing something about it." In addition to coverage by local newspapers and television stations, the city's most popular "top 40" radio station broadcast live from the tournament site throughout the day.

COMMENTARY

Pyrrhic victories or outright defeats?

Julia Carol, the brilliant and ebullient deputy director of Americans for Non-smokers Rights (ANR) has scored a major coup (as co-author with Elaine O'Gard) of the publication *Smokefree Travel Guide*. This compact but comprehensive state-by-state listing of hotels, restaurants, cruises, and public transportation not only reviews each entry but stimulates the reader to report new clean air facilities and provides addresses of restaurants and hotel associations (may we suggest the next edition also include airports and airlines).

Carol and ANR director, Mark Pertschuk, have worked tirelessly and successfully as major forces behind the passage of Senator Lautenberg's bill for reducing smoking on commercial airliners as well as numerous indoor pollution control laws around the country.

There is an honest difference of opinion, however, on two recent efforts that resulted in less than favorable outcomes for the pro-health movement.

In June several anti-smoking organizations, including the Coalition on Smoking or Health, ANR, and DOC were notified by a Washington, D.C. - based company called Advantage International that, prior to the Wimbledon Tennis Championships, a vote would be taken by the governing body of women's professional tennis whether

Photos: MCG DOC co-president David Kahn talks with Congressman Doug Barnard, Jr. during a break at the ESTT in Augusta, GA. (top) Fourth year medical student and DOC member Mark Lewis concentrates on returning a volley during ESTT competition. (left) Medical student and DOC member Anna Draughn displays winning posters at the Newman Tennis Center (below).



Fourth Annual ESTT in Augusta a Smashing Success

The Fourth Annual Emphysema Slims Tennis Tournament, organized by DOC to spoof the Virginia Slims Tennis Tournament was held March 26 at the Newman Tennis Center in Augusta. The event featured football players from the University of Georgia who competed against local tennis pros. Activities held for the hundreds of young people who attended throughout

the day included tennis and football clinics, a tennis serving contest, a tobacco-product trash can toss, Dunk-the-Marlboro Man and exhibits on tobacco and other drugs. Prizes for the events were donated by local merchants. The winning entry in the DOC Superhealth 2000 poster contest held in Richmond County Schools was submitted by Jean Sammis, a senior at

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to drop Philip Morris' Virginia Slims cigarettes as a sponsor. Advantage, which represents such players as Steffi Graf, told the groups that Proctor and Gamble had come forward as a potential sponsor, and in an informal poll, more than 40 of the 50 players favored making the switch. The obstacle according to Advantage, was Meritt Stirheim, executive director of the players association which holds key votes in the governing body. Many did write or leave telephone messages for Stirheim and also contacted tennis writers at various publications. A flurry of small articles appeared with at least one alluding to Stirheim's negative comments about the prohealth callers' campaign. The burst of adverse publicity for the cigarette sponsor did appear to have some effect: Virginia Slims was pulled as the major sponsor, effective in 1990, but not Philip Morris, which will continue to pay the bills under the name of its General Foods division. Proctor and Gamble reportedly pulled out of the bidding.

Yes, it's a victory, at least in one sense. Philip Morris gets a temporary shiner insofar as its cigarette promotion is concerned, but ultimately is assured that no tennis player concerned about her financial well-being will question the name of the sponsorship, much less appear in an anti-smoking or anti-Virginia Slims advertisement. Philip Morris still remains the party in power and may even utilize imagery in its General Foods advertisements to reinforce Virginia Slims. The company has done this with the use of soccer star, Pele, in its Tang advertisements in comic books late in 1987; when children who joined the Pele-Tang Soccer Team tuned in to the Spanish cable TV station to watch soccer earlier this year, they were greeted by Pele standing in front of Marlboro signs at the Marlboro Soccer Cup matches at Joe Robbie Stadium in Miami, Florida. Both Tang and Marlboro are made by Philip Morris.

And what of Advantage International? It's possible that this company may have been less interested in the health aspects of having a cigarette sponsor for women's tennis than in cutting a better deal with Proctor and Gamble. Either way, the company maintains its lucrative contracts with tennis players. Could well-intentioned pro-health organizations have been used by being enlisted at the eleventh hour by Advantage International?

If not by Advantage, then perhaps by Farmers Insurance. Between January and August, this company waged a battle to resist a takeover by British American Tobacco (BAT), parent of Brown and Williamson (Kool, Viceroy, Raleigh; Saks Fifth Avenue). Along the way, state insurance regulatory hearings were held in Arizona, California, Idaho, Ohio, and Kansas. Featured were speakers, some flown in by Farmers, pointing out the absurdity of an aggressive tobacco company gaining control of a lender in nonsmoker discount insurance policies. BAT is a major corporation in South Africa and an omnipresent promoter of tobacco as a cash crop in developing nations.

Opposition to the BAT action from the prohealth standpoint received little more than passing attention by the mass media, but a Farmers-financed mailing by ANR generated dozens of letters to the California insurance commissioner, who turned down the BAT bid.

Overall, however, the opposition by the Farmers Board and health groups proved more convenient as a rallying cry than as a meaningful attempt to inhibit a giant tobacco pusher. Farmers directors, who had unanimously rejected BAT's \$4.2 billion offer in January, accepted an offer of \$5.2 billion in August. Shareholders, who had narrowly voted in favor of a takeover at a lower price in April would most assuredly have sued Farmers directors had they continued to hold out.

The fact that four insurance regulators--in California, Oregon, Idaho and Washington--rejected the merger was most encouraging, but future efforts to prevent tobacco companies from swallowing up other health-minded corporations will have to concentrate more on large institutional shareholders and less on short-term publicity. Ironically, some of the leading shareholders of tobacco companies are insurance companies. (A detailed report will appear in a future issue of the newsletter.)

Julia Carol feels the opposition by nonsmokers rights groups to the BAT takeover of Farmers helped attract attention to the importance of strengthening the nonsmokers discount.

True enough, but the fact remains that a tobacco pusher has swallowed up a health-oriented company.

Some health professionals still seem to rationalize such tobacco takeovers as a move to diversify away from de-

pendence on tobacco revenues. Indeed, the BAT takeover of Farmers will put tobacco sales under 50% of total company sales for the first time. But because tobacco is still among the most profitable products in existence diversification should be more accurately described as insulation of tobacco profits. While just over 50% of Philip Morris' sales are tobacco-related, more than 80% of the company's profits are derived from cigarettes.

By buying up more legitimate conglomerates, tobacco companies can shape up their blood-stained image and buy public, journalistic and professional complacency by taking advantage of their increasing advertising clout.



Cleveland DOC Prescribing Good Health

It was out of the frustration of treating patients whose health had been needlessly destroyed by unhealthy lifestyles such as smoking and alcohol consumption that DOC was founded. Instead of bronchial dilators and giving a stern admonition on the way out the door. DOC members began devoting time and energy to prescribing healthy lifestyles in the office, in schools and in the community at large. Cleveland DOC has taken this concept one step further and designed stickers--"prescriptions for good health." Cleveland DOC member Amy Dillehay suggested the project last January. The stickers, which are slightly larger than a standard prescription, carry such messages as "Drugs Are Deadly," "Smoking Stinks," and "Boozers Are Losers."

Dillehay was able to obtain inexpensive paper for the stickers and free artwork and printing services from local companies. Cleveland DOC is distributing the stickers to their patients and to students during Superhealth 2000 presentations in the local school system as well as throughout the community. Cleveland DOC is also planning to make "house calls" on downtown street corners where they will hand out free prescriptions.

Sting Operation Results in Proposed Ordinance

To demonstrate how easy it is for children to buy cigarettes, a coalition of the American Heart Association, American Lung Association and American Cancer Society dispatched one of DOC's youngest members, 12-year old Simon Pettit, son of a Kaiser Family Physician, to Sacramento area mini-markets, grocery stores, restaurants and vending machines. Out of 21 attempts Simon purchased cigarettes at 19 of the establishments. Some store clerks even offered to provide him with matches and to make him aware of 2-for-1 cigarette promotional deals.

The survey was followed by a press conference at which the findings of the survey were announced and the city and county of Sacramento were urged to fine anyone who sells or gives away tobacco products to minors. The proposed ordinance has the support of Sacramento's Mayor Anne Rudin.

The project is patterned after similar efforts by Massachusetts DOC member Joe DiFranza, MD, whose survey of minors purchasing cigarettes was published in *JAMA* (DiFranza JR, Norwood BD, Garner DW, Tye JB. Legislative efforts to protect children from tobacco. *JAMA*. June 26, 1987; vol. 257, no. 24).

In 1977, in a televised story on DOC's early efforts in Miami, reporter Gus Pupo noted the ease with which a 13-year old girl purchased cigarettes in most of the 11 pharmacies she visited.

As important as it is to mobilize for an end to tobacco sales to minors and for the elimination of cigarette vending machines, it is also worth keeping in mind a comment by Massachusetts GASP legislature wizard and DOC boardmember Ed Sweda. Instead of constantly associating smoking with danger and adulthood, Sweda wrote in *Advertising Age* we would do well to portray smoking as ridiculous and childish.



Nebraska DOC members present "trophy" to winning team.

DOC Tournament Leaves Redman "Spittin' Into the Wind"

To highlight the true image of spitting and drooling tobacco, members of Nebraska DOC held their second annual Dead Man Chew Softball Tournament in June.

Seven teams representing different departments within the University of Nebraska Medical Center participated in the two-day event. Each team received a plaque for its participation and the first place team, the Department of Surgery, received a spittoon filled with flowers. A nominal entry fee covered expenses and raised money for some of Nebraska DOC's other activities. The official Dead Man Chew t-shirt and stickers are now available through national DOC.

One of the principal activities of Redman is the sponsorship of truck and tractor pull competitions in arenas predominantly in the South. Children are admitted free with adults, and in Houston in February approximately 60,000 people attended. Redman and Renegade (snuff) logos were impossible to miss wherever one looked: score cards, vehicles themselves, maintenance crew uniforms, the dead weight that the tractors pull, and hats--everywhere hats. When Dr. Blum asked a souvenir stand clerk, "You don't by any chance have a Redman hat small enough for my 8-year-old son?" the

clerk smilingly replied, "Sure, all you have to do is adjust the band--one size fits all." Also on sale at the Astrodome, which features a permanent Marlboro sign on the scoreboard and at stadium entrances, were Winston cigarette baseball caps with the Houston Rodeo and Livestock Show insignia and plain Winston caps. For two packs of Winston you can receive a free National Football League cigarette lighter with the logo of your favorite team.



DOC member makes catch during Deadman Chew Tournament.

Housecalls



Members of Del-DOC pay a housecall to Delaware State Fair.

Del-DOC: "State Fair or State Foul?"

In protest of cigarette companies sponsoring a family-oriented event, 25-30 Delaware DOC members paid a housecall to the Delaware State Fair in July. According to Del-DOC president Mark Glassner, MD, "The fair is for kids. The state is essentially saying that cigarettes are nothing to worry about, the message kids get is 'smoking is O.K.'"

DOC members carried posters and circulated petitions to the crowds while representatives of Lorillard, Inc. handed out free cigarette samples. Another of the four major tobacco companies, R.J. Reynolds, was also present at the event. The R.J. Reynolds "Pride in Tobacco" caravan featuring a 45-ft. tractor trailer with a walk through display on tobacco and a fully equipped outdoor sound stage, drew crowds of young people with the live music of country-rock bands.

DOC's presence at the fair brought widespread media attention to the controversy. An article about Del-DOC's housecall made the front page of the *Delaware State News* and another article entitled "Waiting for smoke to clear" in the *Wilmington News Journal* discussed the reaction of local offi-

cials and the tobacco companies as well as the possible effects the protest may have on future events. According to the fair's general manager Gary Simpson, the question of whether or not to continue to accept tobacco companies as sponsors will be "discussed and examined closely" by the fair's board of directors.

New York DOC Wins AAFP Award

The American Academy of Family Physicians (AAFP) recently cited medical student groups for outstanding community service projects.

The AAFP Student Community Outreach Award recognizes such community projects as development of health awareness programs, patient education materials and other valuable health care services to a community that are conducted by medical students.

DOC member Sharon I. Ziegler, along with Virginia E. Robertson and Anne G. Rizzo of the DOC group at the State University of New York at Buffalo placed first for their entry, "The Anti-Smoking Task Force: Primary Prevention of Tobacco Use by Teens." Focus of the project was presentation of the DOC anti-tobacco slide show to junior high school students in the Buffalo area. The program was aimed at increasing these students' awareness of how cigarette advertising masks known health hazards of tobacco.

The winning poster in this year's Del-DOC Superhealth 2000 poster contest (below) was unveiled in July on fourteen corporate sponsored billboards throughout Newark. Contest winner Sharon Mason, a sixth grader at George Read School, was one of hundreds of students at fifteen area schools who participated in the DOC educational curriculum on tobacco. Del-DOC plans to offer similar programs on alcohol abuse and family dynamics in the coming year.



The winning entry in the Del-DOC Superhealth 2000 Poster Contest was made into a billboard.



MCG-DOC medical students and physicians pose with Marlboro Man skeleton and horse outside the Augusta-Richmond County Civic Center during the Marlboro Country Music Show.

Marlboro Country Music Causes Discord

Forty physicians, pharmacists and medical student members of the Medical College of Georgia DOC chapter (MCG-DOC) paid a house call to the Marlboro Country Music Show on April 9 at the Augusta-Richmond County Civic Center. Outside the civic center the Marlboro man looked pretty sick. Listening with stethoscopes, the physicians examined the skeleton sitting atop a horse and pronounced him a victim of the product he pushed. (In fact, at least one of the Marlboro man models has died of emphysema.) The horse and skeleton proved a very effective visual tool to convey DOC's message to everyone who entered the arena. The horse also served as an ice-breaker with younger country music fans who came over to pet the animal. Over 2,000 DOC "Smoking Eats Your Heart Away!" stickers and 3,000 brochures about the hazards of smoking Marlboros were distributed to children and teenagers, and adults were provided with information on how tobacco companies create and exploit events such as the one they were about to attend.

The local newspaper, the *Augusta*

Chronicle-Herald, refused to accept a paid advertisement from DOC scheduled to run prior to the event alerting local citizens to Philip Morris' tactics and inviting them to join DOC members for the house call. Even after DOC president Rick Richards, M.D., offered to alter the announcement in any way necessary for the paper to agree to print it, the advertisement was still refused. Dr. Richards was told the advertisement was objectionable and might expose the paper to libel. Photographers from the newspaper and a local television station attended and covered the house call.

According to Philip Morris special events coordinator Kathy Leiber (*United States Tobacco and Candy Journal*, December 28, 1987) "...there is nothing as clear cut as music marketing where the matching (of audience to cigarette brand) can be precise." At each location, events are given extensive free advertising by local radio to supplement paid advertisements on television and newspapers such as the *Chronicle*. The cigarette brand name is heard countless times on radio and television despite a federal law prohib-

iting tobacco advertising on television and radio. At the actual event, free cigarette samples are given away to fans of all ages (often, as was the case in Augusta, no proof of age is requested) despite legal age limits for obtaining tobacco products in most states. Also, a line of clothing and other paraphernalia emblazoned with cigarette brand names are sold. DOC encourages its members and supporters to keep track of concert schedules and create hilarious house calls that involve various segments of the community.



Paul Fischer, MD, and Ravia Chaudhary hold posters up to passersby outside the Augusta-Richmond County Civic Center.

Subscription Card Campaign Announced

DOC member Joseph Cherner of New York has declared October "subscription card return month" and has set a goal of returning 100,000 cards. DOC members should write messages such as "Tobacco ads LIE!" or "Stop accepting tobacco ads and I'll renew my subscription!" and then drop the postage pre-paid, pre-addressed cards in the mail.

Some good sources for subscription cards include: magazines around the house, public library, university library, in-house library at work, grocery store and magazine stands. Each card mailed costs the magazine a few cents. When multiplied by several hundred thousand cards, the cost incurred will serve as an effective reminder that continuing to accept tobacco advertising is bad business.



Musicians perform at DOC's first Smoke-Free is COOL Jazz Festival in Cincinnati, Ohio.

Jazz Festival Sings "Scat" to Tobacco Sponsorship

One of DOC's most successful counter promotions events took place on May 15 in Cincinnati, Ohio, where a crowd of more than 2,000 people gathered for the first Smoke-Free is COOL Jazz Festival.

The event featured an exciting line up of professional musicians including the University of Cincinnati Conservatory of Music Faculty Jazz Septet, Kathy Wade, who was voted Cincinnati's Best Female Jazz Vocalist, the Bill Cunliffe Trio, alto saxophonist Jim Snidero and Cat City, a popular local jazz band. Adding variety and some additional excitement to the afternoon was the performance by the Afrikan-American Drum and Dance Ensemble, a group of multi-talented individuals who travel throughout the United States to "educate" (their own word for educating while entertaining their audience) people about traditional West African culture through the use of music, dancing, costumes, lecturing and singing. Several of the artists told Cincinnati DOC president Rick Pollak, MD, it was the best jazz festival they'd ever been involved with and asked to be invited back next year. Fellow master of ceremonies, Oscar Treadwell, told Dr. Pollak that he was so moved by DOC's efforts to sponsor such an event and the crowd's response that he was

throwing his cigars away, citing his responsibility as a public figure and a role model for kids.

Throughout the event, information booths manned by DOC students and American Cancer Society volunteers provided the audience with information about smoking's uncool images.

The event was designated a Cincinnati Bicentennial Event and was endorsed by the health commissioner, several city council members and the American Lung Association. In addition to Cleveland DOC, it was partially underwritten by the Young Physicians Committee of the Cincinnati Academy of Medicine, the American Cancer Society and Merrell Dow. Interestingly, the manager of an urban contem-

porary radio station who had vacillated about sponsoring the event and finally declined, afterward told Dr. Pollak he was sorry his station didn't get involved because a large percentage of the audience was from the black community which his station had been trying to reach.

Additional funds were raised from the sale of t-shirts featuring the impressive Smoke Free is Cool Jazz Festival logo designed by medical student Greg Fedele.

The bulk of the planning and leg-work involved in making the Festival such a huge success was done by a committee of UC DOC students: Laura Davis, co-chairman, Tienne Creiger, Tom Etges, Dave Hutchinson, Deborah King, Bill Leninger, Cathy Lerch, Kathy Neff, Deb Schoenhoff and Wendy Weinstein.

Dr. Pollak has been informed that, partially as a result of the Smoke-Free festival, the local promoters of what was formerly the Kool Jazz Festival were not planning to pursue a tobacco company offer to replace Brown & Williamson. The event has been renamed the Nissan Jazz Festival.

Poster Contest Winner Interviewed on Television

In Austin, Texas, DOC has displayed the winning poster in their Superhealth 2000 poster contest on local billboards. The contest received additional media attention when 5th grade winner Jennifer Connaughton was invited to come to the billboard company and give the artwork a personal finishing touch. A local television station heard the word and showed up to tape the young artist at work and to tell about the purpose behind the poster she created. Funding for the billboard was supplied by the Texas Academy of Family Physicians.



Winning entry in Austin DOC Superhealth 2000 poster contest.



ISMS President Edward Fesco, MD, presents award to DOC member Luke Burchard, MD.

DOC Boardmember Receives Public Service Award

For his numerous health promotion efforts, the Illinois State Medical Society (ISMS) has presented its 1988 Physician Public Service Award to DOC boardmember Luke Burchard, M.D. Dr. Burchard, a family physician from Mattoon, Illinois, and an active member of DOC since 1979, has given DOC Superhealth 2000 presentations on smoking, alcohol and other drugs, and family dynamics to thousands of young people in Illinois. He organized youth rallies to combat alcohol and other drug usage that drew more than 3,000 young people in Rockford and another 1,500 in Springfield.

Dr. Burchard has also extended his activities to include health presentations to senior citizens, safety management professionals and physicians, as well as fundraising efforts for the construction of a Y.M.C.A. and promotion of the Great American Smokeout Day. For the latter effort, Burchard and three colleagues have entered the Guinness book of records by playing 400 holes of golf in 24 hours. Dr. Burchard currently serves as president of both the local chapter of the American Cancer Society and the Illinois Thoracic Society.

As last year's chairman of the Illinois Interagency Council on Smoking and Disease, Dr. Burchard played a very active role in organizing a coalition to support the passage of the Illinois Indoor Clean Air Act.

In presenting the award, ISMS president Edward Fesco, M.D. said, "...when we as leaders of the medical society talk about the need for physician community leadership, we're talking about this year's Public Service Award winner. His community and his county medical society, who nominated him, can certainly be proud of his work---especially since it rubs off on his colleagues' image. It makes us all look good...and perhaps a little more aware that we should be following in his footsteps."

DOC is proud to have Dr. Burchard serving on our Board of Directors and joins the Illinois State Medical Society in saluting his accomplishments.

Blum Speaks to Einstein Graduates

On June 1 DOC founder Alan Blum, M.D., gave the commencement address entitled, "Health Promotion Beyond the Examining Room" at the Albert Einstein College of Medicine, Bronx, New York. Selected by the class of 1988, Dr. Blum echoed in his speech the message he has been trying to impart to Einstein students each year since 1984 as an invited lecturer in Professor Robert Base's course on cancer.

"Even as students, and most assuredly as physicians, you can have a real impact on the prevention of disease, both in what you do in the office, clinic or hospital and in the role you can choose to play in the community at large," Dr. Blum told the 168 graduates.

He traced the origins of DOC to the anti-smoking slide presentation he created as a medical student that juxtaposed images of tobacco and alcohol caused disease to advertisements from popular magazines and newspapers touting these products.

"Nearly a decade after the issuance of the first surgeon General's report on smoking, federal, state, local and judicial school efforts to end the epidemic of tobacco-caused disease were virtually non-existent. To be sure, various health organizations were producing cute and clever public service announcements on the air at three in the morning. Then there was the National Cancer Institute, which incredibly through the early 1980's devoted its entire lung cancer prevention budget to

finding a safer cigarette.

"It shouldn't take being in medical school to stimulate involvement in efforts to counteract an epidemic," noted Dr. Blum.

"The inspiration to become involved in the smoking issue came not from a medical school or a scientific journal but years before from my father, a general practitioner. It was he who in the 1950's had suggested I tape record all those delightful television and radio jingles that promised 'Winston tastes good like a cigarette should' and 'happiness is KENT.' One day, my father predicted, society will look back at our era of undeniably marvelous scientific advantages and sadly see a nation that looked the other way while advertisers continued to devise even more ingenious propaganda for an irredeemably harmful product that in effect undermines much of the progress the medical profession has made.

"Survival from lung cancer is little better than it was 30 years ago. Yet what are medical schools doing to combat the problem today? Apart from the occasional lecture in pathology, I know of not a single course in any medical school curriculum that explores the many aspects of the problem that has been called by the Surgeon General, the World Health Organization and every other health body the single most preventable cause of death and disease in our society."



DOC Founder Alan Blum, M.D., gives commencement address to Einstein medical students.



U.S. Boomerang Team member Eric Darnell wearing the team's jacket with no-smoking logo.

"Boomerang" continued from page 1

sponsorship over the years. Paragon sporting goods did offer to supply the three U.S. Boomerang Team members with uniforms at a substantial discount and cut-rate airline tickets had been procured, but barely six weeks prior to the largest event in the history of competitive boomeranging, the team still needed several thousand dollars. It was at this point team member Barnaby Ruhe hired a sports agent, Peter Argent, to assist in attracting funding. Indeed, after just one day the agent informed the team members that he had lined up a major sponsor, Philip Morris, makers of Marlboro cigarettes. The offer from Philip Morris included such temptations as an appearance on ABC's *Good Morning America* and a photo-story in *Philip Morris Magazine*.

Rhue sought to dispel the other's concerns about being seen as shills for Big Tobacco; but in Darnell he was faced with an individual who saw no sense in risking the association of a tobacco company with boomeranging.

Nor was Darnell immediately captivated when a doctor from Texas representing a health promotion organization called to try to convince him to turn down a fifteen thousand dollar all-expenses paid trip to the biggest event ever in competitive boomeranging. Darnell never figured himself as a crusader, he explained to Dr. Blum. He

just hates smoking and it makes him sick.

Darnell believed it would be a one-shot deal with Philip Morris no matter what. But Dr. Blum's concern was that once the team became involved with Philip Morris they could always be used by the tobacco company.

When Dr. Blum contacted Ruhe, Ruhe was blunt: there ought to be no reason to turn down the money from Philip Morris if the team was careful not to associate itself with any cigarette promotion. Knowing that Darnell was not about to keep silent about his dislike of tobacco, Ruhe even suggested that taking the money might even be a better source of publicity, since Darnell could then talk against smoking once the team was in Australia.

Although Ruhe smoked, he expressed no love for tobacco companies - just appreciation for financial support to get to Australia. Snouffer, a teacher who encourages good health practices, was even more adamant than Darnell about not taking tobacco money. But he could still envision okaying an agreement with Philip Morris if he were assured that there would be no connection to tobacco (as with John Denver for Post Cereals or Bill Cosby with Jell-O). Three days later Darnell called to ask if DOC was still interested in the sponsorship. The Philip Morris talks had fallen through following discussion with one of their marketing people.

Actually, when the team asked if they could represent a different division of Philip Morris, they were told no. When they expressed a reluctance to promote tobacco products, they were told they wouldn't have to. The sponsor would be *Philip Morris Magazine*. They would wear Philip Morris Magazine uniforms, pose for photos, with a Philip Morris logo. "What was the purpose of Philip Morris Magazine?", they asked. "To promote Philip Morris products." "But what if we don't want to promote tobacco?", they asked. "You don't have to. You just have to be pro-choice," was the reply.

"I am pro-choice", Darnell later told Dr. Blum. "When someone lights up near me I ask them to put it out. It makes me sick. There was no hesitation in my mind. The more I heard, the more horrifying it became."

At this point, the Philip Morris representative accused team members of misrepresenting themselves and being a bunch of anti-smoking fanatics. The

deal was off by mutual consent.

So began DOC's undertaking of sponsorship. One of the first organizations to assist was the Ohio Health Commissions Association. Dr. Maureen Mullet sent out a letter to every health commission in Ohio asking them to contribute. GASP groups in Georgia, Massachusetts, New Jersey and FANS pledged immediate financial support. Americans for Nonsmokers Rights, Georgia GASP and Wichita GASP also sent out mailings.

By the end of the first weekend, there were pledges of nearly \$3000, including \$500 from *Suburban Street* Publisher Jim Benerofe and the Augusta, Georgia and Delaware Chapters of DOC. Washington DOC president Bob Jaffe, MD, was also captivated by the idea and pledged \$1000.

Chicago Sun-Times medical columnist Howard Wolinsky who has been breaking stories on anti-smoking efforts since the early 1970s wrote the first account of DOC's "Sports-medicine" breakthrough. Associated Press medical correspondent Paul Raeburn followed as did columnists Scott Ostler of the *LA Times* and George Vecsey of the *New York Times*. All four writers

In addition to the larger donations made by organizations, grassroots support from hundreds of individuals across the country helped raise the funds needed to sponsor the U.S. Boomerang team. The following are excerpts from some of the many letters DOC received:

"...it is not going to bring the big boys to their knees but hopefully this will start a trend...I am certain there will be another opportunity in the future to sneak another one away from tobacco sponsorship"
Dennis Connolly, MD
R.D. Craig, MD
Lincoln, NE

"Once again, you are artfully using the media to further the anti-smoking efforts."
David Garr, M.D.
Charleston, SC

"Keep up the creative ideas! It's interesting to observe U.S. tobacco (industry) start to twitch from fear of its inevitable demise."
Bruce Tracy, M.D.
Omak, WA

"When I received your letter concerning the U.S. team's efforts to resist tobacco stained money, I knew this was worthwhile to support. It is a shame that other companies don't have more of an effect on sports in this country--leaving it in the hands of tobacco and alcohol corporations."
-Ronald Sautter, MD
South Bend, IN

verified DOC's account. This did not deter Philip Morris from its predictable bullying tactics of complaining via letters to these newspapers, or in the case of the AP story, to hundreds of newspapers that the story was all but a hoax. The perennial Guy L. Smith IV claimed that the team [surely Smith meant to say the agent] "aggressively sought our sponsorship" and "offered" [surely Smith meant to say "agreed"] to wear logoed uniforms, grant media interviews, stage events and engage in other activities as long as they received Philip Morris' backing.

"When we learned that there were members of the team with concerns about our sponsorship, we decided that it was in our best interest and the team's best interest to not pursue the sponsorship further. In the days following that decision, Mr. Chet Snouffer, who is captain of the team, worked feverishly to get Philip Morris to reconsider its decision. In fact, Mr. Snouffer offered to ask any member of the team who opposed tobacco company sponsorship to drop out so we could sponsor them. Of course, we rejected this suggestion."

Smith then goes on in seemingly meticulous detail to create a case against Roeburn for his refusal "to take the time to look at our side of the story", even after noting that a Philip Morris person "immediately" had contacted Raeburn after the story ran over the AP wire. Smith then writes an *explication de texte* of Roeburn's three stories on the boomerang that makes William Safire, Bill Buckley, James Kilpatrick and Patrick Buchanan look like school boys.

Smith erroneously wrote that Snouffer hired Sawyer, but judging from the context of a letter Smith enclosed from Sawyer addressed to Snouffer's wife (president of the US Boomerang Association), it would seem that Sawyer was far closer to Philip Morris than to the boomerang team to begin with. In the letter Sawyer threateningly intones, "The current flap over Philip Morris and the team is getting out of control. I'm afraid if it continues it will severely jeopardize any future corporate support for the sport, and it could lead to litigation against the USBA and the individual team members. "Barnaby Ruhe tells me that Eric Darnell has usurped your office and is making his own pronouncements on behalf of the team and the USBA. He also suggests that the DOC organization has co-opted the organization to



pursue its own agenda at the USBA's expense." Sawyer admits it was he who suggested the team would be willing to wear Philip Morris-designed uniforms.

At best there are gray areas both in terms of an agreement as well as its termination. Although at some point there appears to have been a mutual willingness to proceed with a sponsorship by Philip Morris, two of the three team members at all times expressed reluctance to be associated in any way with a tobacco company. And as Snouffer and Darnell kept emphasizing this point, the Philip Morris operative they dealt with accused them of misrepresenting themselves and not having been forthcoming about their anti-smoking views. Darnell and Snouffer say they pulled out of the Philip Morris negotiations. Philip Morris says it dropped the team. Four writers verified the player's version. Guy Smith's apparent attempt to cloud the issue is best expressed in his claim that the team "begged for reinstatement" by Philip Morris.

It was not until after the question of sponsorship was settled and the team won the 1988 World Cup Competition that DOC learned a past president of the US Boomerang Association, Allie Miller (who blasted Darnell and Snouffer and accused them of possibly ruining the sport), along with other boomerang throwers, was hired in 1987 by Philip Morris to promote Matilda Bay Wine Coolers in its California test market as the Matilda Bay Boomerang Team. Small wonder, then, why Philip

DOC is designing a logo to represent the first sponsorship of a national sports team by a medical group. The illustrations above and below are two of the ideas being considered. The kangaroo illustration (top) was done by Tim Mancusi for the Americans for Non Smokers Rights (ANSR) and the concept of the athlete holding a boomerang (below) was submitted by Cheslye Larson.

If you have suggestions or other ideas please send them to DOC.



U.S. Boomerang Team
1988 World Champions

Smoke-Free Sports

Morris would have been interested in sponsoring the official US Boomerang Team at the world championships while it was launching the product nationally. Perhaps the entire controversy wasn't over a tobacco promotion after all — only alcohol.

Smokeless Smokescreen

R.J. Reynold's so called "cleaner" cigarette (are they admitting the others are dirty?), is just another in the evolutionary process of the parasite. Apparently the FDA will not attempt to regulate this nicotine replacement product, as DOC requested in its November 1987 petition. It is clearly a new drug delivery device, as outlined in its patent application. To assist those who will choose to speak out against this gimmick, the text of the FDA letter is reprinted below. Individuals who would like a complete copy of RJR's patent application, contact DOC.

On behalf of the American public and the membership and officers of DOC (Doctors Ought to Care), I would like to file an official complaint regarding the introduction of the proposed "smokeless cigarette" by the R.J. Reynolds Tobacco Company. Although historically the FDA has not considered traditional tobacco containing products, the patent description of the "smokeless cigarette" proposed by R.J. Reynolds Tobacco Company is unique. I am cognizant of the fact that the FDA on December 5, 1977, denied a citizen petition that requested FDA jurisdiction over traditionally marketed forms of cigarettes as drugs. However, as stated in its patent application, R.J. Reynolds Tobacco Company's proposed "smokeless cigarette" is not only unique in its design, it is described as a new drug delivery device.

Thus under the Section 201(g) (1) of the FD&C Act, 21 U.S.C. 321 (g) the proposed product should qualify for FDA jurisdiction.

Again on February 9, 1987, the FDA advised the firm responsible for "Favor" that "Favor" was a nicotine delivery system intended to satisfy nicotine dependence and to effect the structure and one or more functions of the body and because of its intended use, "Favor" is a drug.

With these positions in mind, it is clear from the following quotations from the patent application (Docket #35, 376, for: 0174695) that the new so-called "smokeless cigarette" from R.J. Reynolds Tobacco Company falls under FDA regulatory powers.

"The smoking article of the present invention also may include a charge or plug of tobacco which may be used to add a to-

bacco flavor to the aerosol." (p.4, L. 16-18) "Alternatively, these optional agents may be placed between the aerosol generating chamber and the mouthend, or in the optional tobacco charge." (p. 24, L. 8-12) "The aerosol generating means also may include one or more volatile flavoring agents, such as menthol, vanillin, artificial coffee, tobacco extracts, nicotine, caffeine, liquors and other agents which impart flavor to the aerosol. It also may include any other desirable volatile solid or liquid materials. As previously pointed out, the smoking article of the present invention also may include a charge or plug of tobacco which may be used to add a tobacco flavor to the aerosol." (p.23, L. 19-28) These statements indicate that the inclusion of tobacco is totally elective and thus not at all a vital part of the product. The inclusion of tobacco may be simply an attempt to prevent FDA regulation.

"The aerosol preferably has no significant mutagenic activity according to the Ames test discussed hereinafter." (p.5, L. 11-13) This is a health claim made regarding one part of the product. It should be applied to all parts and chemicals used.

"As so defined, the term 'aerosol' also includes volatile flavoring agents and/or pharmacologically or physiologically active agents, irrespective of whether they produce a visible aerosol. (p. 5, L. 24-28) The inclusion of "pharmacologically and physiologically active agents" clearly indicates an effect upon the human body is intended.

"Articles of the type disclosed herein may be used or may be modified for use as a drug delivery article, for delivery of volatile pharmacologically or physiologically active materials such as ephedrine, metaproterenol, terbutaline or the like." (p. 24, L. 17-21) The product is clearly designed and defined as a drug delivery device.

We would appreciate your assistance in looking into this matter in a timely fashion. R.J. Reynolds Tobacco Company is planning to launch this product soon after the first of the year.



New Health Promotion Materials Available

It's a great time to order materials for your 1988-89 Superhealth 2000 Speakers Bureau.

National DOC has several new items available. The Dead Man Chew sticker (below left) designed by Nebraska DOC is already a favorite with high school students (7 1/2" X 3 3/4", \$1.00).

MCG-DOC in Augusta, GA, created the revised Emphysema Slims Tennis Tournament t-shirt (below). The revised "80's look" features a sketch of a tennis player in pastel green, blue, pink and yellow on a white cotton t-shirt (SM, MD, LG, XLG, \$10.00).

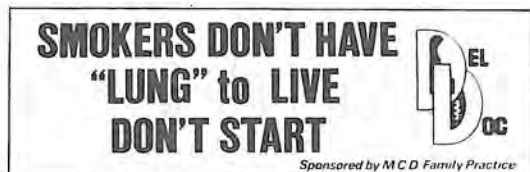
The "They'll really know you're smoking," poster is a remake of an earlier DOC classic, "Golden Brights" (\$5.00).

Use the form on the opposite page to order your supply of materials in time to arrive for your first presentation.

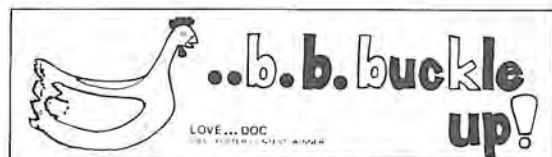




DOC Posters



DOC Bumpersticker (12" x 4")



DOC Bumpersticker (15" x 4")



DOC Bumpersticker (12" x 4")



DOC T-shirts



DOC Sticker (2 1/2" x 2 1/2")



DOC Sticker (1 1/2" x 2")

Please send me:

- ☐ Love, DOC sticker @ .01 ea
- ☐ Out of Order sticker @ .05 ea
- ☐ Zoo Breath sticker @ .05 ea
- ☐ Magazine sticker @ .10 ea
- ☐ Smoking Eats sticker @ .10 ea
- ☐ Dead Man Chew sticker @ 1.00 ea
- ☐ Lung to Live bumper sticker @ 1.00 ea
- ☐ Have a Heart bumper sticker @ 1.00 ea
- ☐ b.b.buckle up! bumper sticker @ 1.00 ea
- ☐ Smoke for Smell poster @ 5.00 ea
- ☐ Emphysema Slims poster @ 5.00 ea
- ☐ Golden Brights poster @ 5.00 ea

- ☐ Slim and Smokeless poster @ 5.00 ea
- ☐ Up in Smoke poster @ 5.00 ea
- ☐ Superhealth t-shirt @ 10.00 ea SM MD LG XLG
- ☐ Smokebusters t-shirt @ 10.00 ea SM MD LG XLG
- ☐ Emphysema Slims t-shirt @ 10.00 ea SM MD LG XLG
- ☐ Tobacco slide presentation and script @ 80.00 ea
- ☐ Alcohol and Other Drugs slide presentation @ 80.00 ea
- ☐ Nutrition slide presentation and script @ 80.00 ea
- ☐ Family Dynamics slide presentation and script @ 80.00 ea
- ☐ Obituary Cards from physician @ 4.00/100
- ☐ Obituary Cards from victim @ 4.00/100

DOC and Superhealth 2000 sound like great ideas. I'd like to be a part of this organization. Here's my tax-deductible membership contribution of: ☐ \$10 (students); ☐ \$25 (physicians in training and non-physicians); ☐ \$50 (physicians); ☐ \$500 (institutional). Please place me on your mailing list and tell me how I can get involved.

- ☐ I'd like information on starting a local DOC chapter.
- ☐ I want to support your counter-advertising pro-health efforts to combat "killer products" pushed by Madison Avenue. Enclosed is my additional contribution.

Membership fee: _____
 Prohealth products: _____
 Additional contribution: _____
 TOTAL: _____

Name _____ Phone () _____ Bus. Phone () _____
 Street _____ City _____ State _____ Zip _____
 Occupation _____ if MD/DO, specialty _____
 Area of interest _____

DOC, 1423 Harper St., Augusta, GA 30912

DOC is qualified under the Internal Revenue Service as a 501 C-3 organization, which enables all donations to be tax-deductible.



Tobacco firms tap into lucrative Asian market.

While health experts worldwide are counseling smokers to quit, multinational tobacco companies are using political influence and ad campaigns to increase their share of the Asian market. Dr. Watanabe, chairman of the Cancer Center Research Institute in Tokyo, estimated total cigarette advertising on Japanese television alone rose from 1,220 minutes of air time in 1985 to 3,383 minutes in 1986.

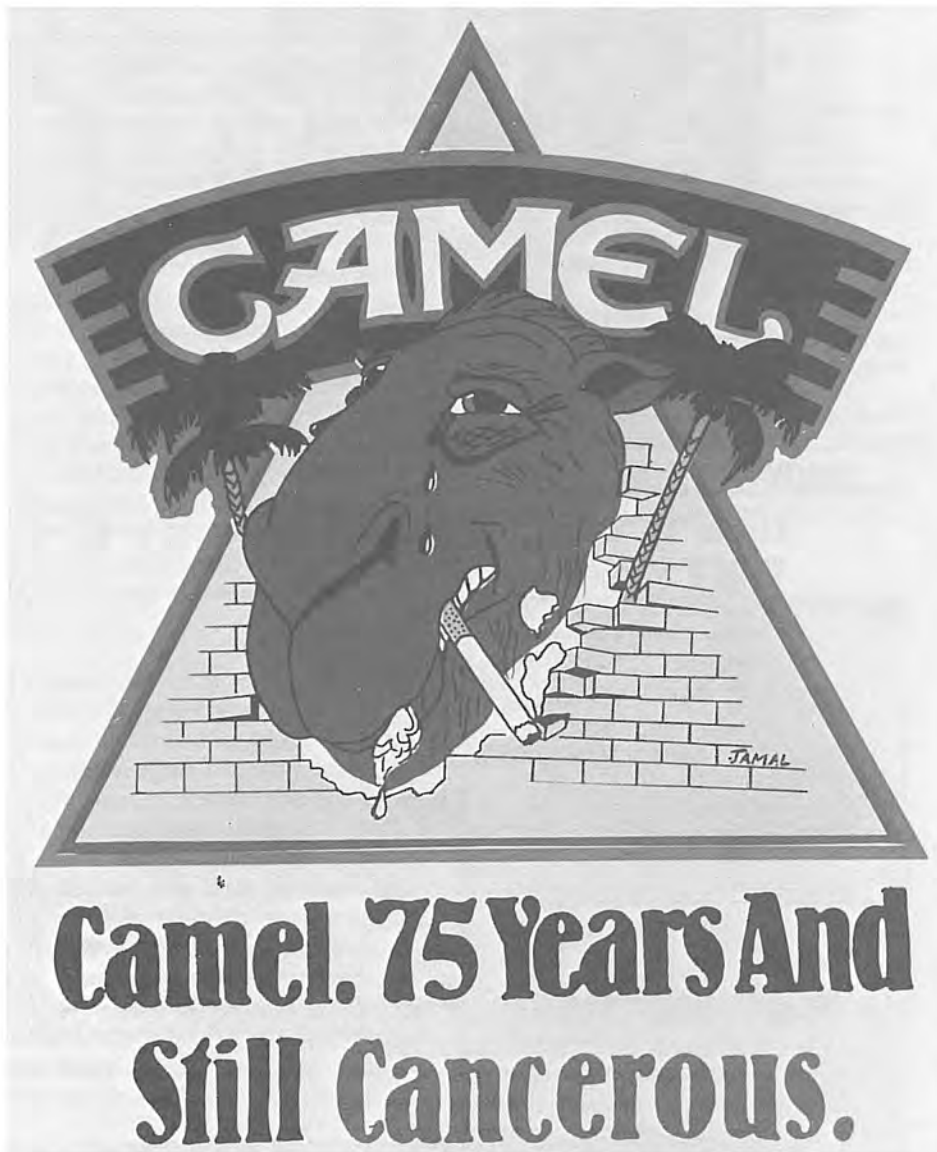
"That's more than two complete days of only cigarette advertising!"

DOC P.U. Project Participants Produce New Counterads

In its ongoing effort to encourage creative ridicule of advertisements for unhealthy products, the DOC P.U. Project stimulated art students at the University of California to produce counter advertisements like the ones shown here. The camel ad (right) is the work of Jamal Razavi and the Japanese parody (above) is the artwork of Frances Higashi.

DOC encourages painters, sculptors, musicians, photographers, film producers and other artists to use various mediums to express their objection to tobacco sponsorship of the arts.

Doctors Ought to Care
1423 Harper St.
Augusta, GA 30912



Nonprofit Org.
U.S. POSTAGE
PAID
Permit No. 210
Augusta, GA