

Doc News and Views



Media wizard Tony Schwartz collaborates on a counter ad radio spot with DOC Founder and Chairman Alan Blum, MD, in Schwartz' studio in Brooklyn.

Media Wizard "Makes Waves" on the Air

Tony Schwartz is not a physician, yet he has mastered a technique which in his words "can prevent more disease, illness and accidents than medicine can cure." The tool is media. Tony Schwartz is it's master.

Acknowledged as a genius in the advertising world as well as the political arena, Schwartz' understanding of communication led to his creation of the

first commercial using real children's voices for Johnson & Johnson's and the "daisy" ad against nuclear war for the Johnson presidential campaign.

The powerful reaction to his political commercials led Schwartz to consider the impact his work could have in social service. He volunteered his expertise to assist the NYC fire department, NYC police department and local hospitals.

In 1963 the American Cancer Society asked Schwartz to do some television spots. Until this time the organization's commercials had consisted of pictures of black lungs. Schwartz' commercial put the smoking and cancer issue on a totally different level. He created the first anti-smoking commercial which featured two chil-

dren playing in their parent's clothes. The announcer: "Children love to imitate their parents. Children learn by imitating their parents. Do you smoke?" The commercial is credited with getting cigarette advertising off the air. According to Schwartz, "After that ad appeared on the air, the cigarette companies decided to give up television advertising rather than face counter ads like that."

After learning that his best friend, Brooklyn policeman Ken McFeeley, was dying of lung cancer, Schwartz anti-smoking efforts took on a new dimension. "I decided I had to come out against the cigarette companies. It wasn't just a matter of telling people not to smoke, it was one of actually hitting at the cigarette companies and getting them to feel pressure from the health interests."

Schwartz' inspiration for his commercials often comes from the daily news. One such famous example is a commercial on which Schwartz collaborated with DOC in 1985. The highly controversial, yet extremely effective *continued on page 3*

On the power of radio:

"We can close our eyes, but we're not born with earlids."

"Until now, communications has been used in a very limited way by people trying to reach doctors and patients through journals, newsletters and seminars; and by some health organizations through public service advertising. But no serious thought has been given to using mass media, both broadcasting and narrow-casting, to improve general health for the people of the world."

from RR:

The More Things Change, the More They Stay the Same

EDITOR'S NOTE: The following is an excerpt from an editorial which appeared in *Family Practice News* written by DOC President Rick Richards, MD, when he was a resident at Spartanburg (SC) General Hospital in 1978. Many of the concerns expressed by Dr. Richards are still relevant today as evidenced by statistics quoted here, many of which have not changed significantly in the last decade. Bold type indicates current data for comparison.

With this country spending less than 2 cents of every health care dollar on preventive medicine, it is safe to say the primary positive influence on the public's health habits and lifestyles is the physician. The one-on-one experience has yet to be equaled in effectiveness or rewards. However, in a recent Harris poll, physicians were ranked low as providers of advice about such health habits as eating, smoking and exercise.

The critical need for the physician to educate the patient directly as well as

on the community level is obvious. Pouring billions of dollars into service for the acute and chronic care of patients with self-induced or preventable illnesses but failing to educate people about healthier lifestyles is neither ethically nor economically logical.

Without immediate intervention by health care providers and allocation of funds by government, private and local sources, it can be predicted that those choosing healthy lifestyles will work themselves to a premature death to pay for the care of those who choose habits that lead to untimely illness and death.

The premiere cause of preventable death in the United States is cigarette smoking. In 1977, it resulted in a morass of morbidity and over 320,000 (390,000) deaths. The direct cost of care of this vast amount of illness and for lost production and wages was \$30.1 billion in 1976 (**\$65 billion**).

Yet 4,000 (5,000) teenagers begin smoking daily, no doubt influenced by a massive tobacco industry advertising campaign that last year spent over \$1,000 (**\$342,000**) an hour in the United States alone. The federal government's Price Stabilization and Production Control Program for tobacco, operated with a net loss of \$54 million plus administrative costs (\$5.6 million in 1977) amounts to malfeasance.

When the cost of tobacco abuse is added to that of alcohol abuse (\$44.1 billion in 1976, **\$130 billion in 1988**) the total is one-fourth of the amount spent on all medical care in America. Add the estimated 205,000 (100,000) deaths annually, morbidity, property damages and psychosocial abuse to the fact that over 50% of traffic accidents with their resulting injuries and fatalities involve a drinking driver, and the implications are abominable.

The birth of children to couples without the physical, emotional and mental maturity to accept the responsibility of parenthood, and to unmarried teenage mothers, creates complex medical, social and economic problems.

Immunizations of proved benefit, required by law in most states, are being neglected by ignorant or apathetic parents. Of the 52 million children aged 14 or younger in this country, approximately 20 million have not been actively immunized against childhood diseases. Obesity is the most common form of malnutrition in America and is a chronic medical problem successfully treated by only a fraction of the few health care providers who actually confront the issue. It is ironic that this occurs in a country where billions are spent annually on "diet plans," vitamin supplements and laxatives.

For many other problems---venereal disease, personal hygiene, drug abuse, charlatan healers, to name but a few---education could significantly decrease morbidity and mortality as well as expenditures for health care. The subject of cost-effective medicine is currently and appropriately in vogue in journals and in government rhetoric. There is no more cost-effective measure for dealing with any disease than prevention.

The historical trend of *ex-post-facto* practice of medicine must be reversed. The question then arises, "Who is responsible for health care?" At present, although not by his choice, the physician is responsible. If a few politicians are successful in their drive for a national health tax program, the bureaucracy will become responsible. The cogent alternative is for health care providers and government to work together within the present system to teach individuals how to be responsible for their own health and safety.

This would require a renewed dedication and rekindled enthusiasm on the part of physicians and all health care providers. It would also require precedent-setting government fiscal shifts from self-perpetuating, detrimental programs to a well-organized, multifocal campaign utilizing the present educational approach.

A new generation could be prevented from adopting pathologic habits and the incidence of current detrimental behavior could be decreased by altering priorities and social attitudes within both the peer group and the family unit.

-Rick Richards, MD
National DOC President

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 level of commitment and involvement in improving the health of their communities from physicians, medical students, other health 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 more information write to:

DOC

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radio spot used the voice of New York Mayor Ed Koch. Schwartz edited a statement Koch made on local television announcing the city would close a bath house that had been linked to the spread of AIDS in which Koch made the statement, "They are selling death." The following dialogue was created.

Announcer: I wonder, Mayor Koch, did you ever stop to think that you could make the same statement about cigarettes?

Koch: They are selling death.

Announcer: So, why does the city allow cigarettes to be sold on public property?

Koch: They are selling death.

Announcer: So why does the city allow cigarettes to be advertised on the city's subways and buses?

Koch: They are selling death. We don't want that to go on.

Announcer: And so, like you, we don't want that to go on.

The one-minute spot was backed by a \$2,000 DOC campaign on radio station WMCA (the only station in the city to agree to air the *paid* spot). The commercial was criticized in editorials by the *Tobacco Observer* and the *U.S. Tobacco and Candy Journal* for allegedly taking Mayor Koch's comments out of context. However, Koch later told Schwartz that the commercial should have been even stronger and asked Schwartz to head up a committee to back his comprehensive Smoking Pollution Control Act which would limit smoking in the workplace and in public places. Schwartz agreed to set up the committee and started a media campaign which resulted in the first strong anti-smoking laws passed in New York City and New York state.

The "Selling Death" radio spot is just one of many projects Schwartz has collaborated on with DOC. Schwartz refers to DOC Founder and Chairman Alan Blum, MD, as a "co-worker" in the prohealth field. "He's someone who's been in it a long time and I get lots of inspiration from him," Schwartz said.

Schwartz and Blum agree that commercials which appeal to people on an emotional level are the most effective. Unfortunately, most radio and television stations will not accept these commercials which they feel will "disturb" their listeners or offend their sponsors. As an example of this, Schwartz pointed out a recent spot on AIDS involving a young woman who had con-

tracted the disease.

"The stations won't take it. They say we don't want the word 'condoms' and we don't want the words 'I slept with a man one night,' and here these same stations have people sleeping all over the place on their television shows and they won't take an ad to save young people's lives."

According to Schwartz, the media is in conflict with itself and has almost a split personality. For instance, ABC refused to air the spot on AIDS, yet did a very meaningful story on the same girl in a segment of their 20/20 news show. Schwartz has encountered similar conflicts with CBS radio which refuses to air his anti-smoking commercials yet allows their health reporter, Frank Field, to cover story ideas that Schwartz has brought to him such as the Patrick Reynolds story and the David Goerlitz story.

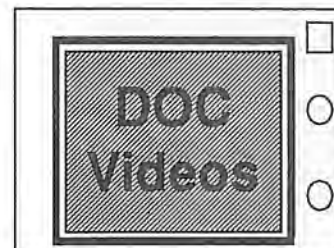
Schwartz does not let these conflicts discourage him in his efforts, "You have to learn to fight guerrilla warfare. You've got to study the process and use all the avenues of it that you can."

And "use all the avenues" he does. When a radio or television station refuses to air a commercial such as the AIDS spot, Schwartz then attempts to get a newspaper to do a story on why they have refused. He also circumvents the airwaves altogether at times and resorts to the telephone. Schwartz places his commercials on answering machines and takes out a paid ad on the bottom of the front page of the newspaper with a statement like, "If you'd like to hear how you can protect your health call..." or "If you'd like to hear how Lincoln Center is selling addictive products call..."

Schwartz, who has been teaching Media and Public Health to physicians at Harvard University via telephone since 1986, says he would like to see more young people interested in media go in to what he calls "Public Health Communications." With the high cost of health care, Schwartz believes using media to prevent disease is the only way our society can afford to deal with health problems.

"Not only our society--nationally and locally--can't afford, but I think the societies of the world can't afford to deal with the ills of the world, and media can be used to prevent much of this illness."

EDITOR'S NOTE: Schwartz has written two highly regarded books, *Media: The Second God* and *The Responsive Chord*, and produced a video released last year entitled *Guerrilla Media: A Citizen's Guide to Using Media for Social Change* (available from Varied Directions Inc., of Camden, Maine, \$299). It is described as "a de-passivication program" and is the first in a series of a dozen proposed tapes.



Alan Blum, MD, DOC Founder and Chairman, and Scott Burch, executive producer of Media Production Resources at the UT M.D. Anderson Cancer Center, have produced two videos on tobacco industry promotion that will now be available from the DOC Tobacco Archive and International Resource Center.

Cigarettes and Sports: Striking Out Against the Tobacco Industry reviews the ways in which the tobacco industry has avoided the advertising ban. Taken from Dr. Blum's keynote address to the American Medical Association's Conference on Tobacco Use in America in January, this video is a definitive, chilling and often humorous overview of just how far the tobacco industry has gone to push their product.

Suigenocide: the Targeting of Minority Groups by the Cigarette Industry is a poignant examination of the exploitation of minorities by the tobacco industry.

Both videos are accompanied by a printed monograph and are available exclusively from DOC.

Cost for the videos is \$75 each. Write and order from the DOC Tobacco Archive and International Resource Center, 5510 Greenbriar, Suite 235, Houston, TX 77005.



Some of the biggest names in entertainment and sports participated in Santa Fe's first Emphysema Slims Pro Celebrity Tennis Tournament.

Counter-Promotion-Tennis Elbows Tobacco Company Sponsorship of Sports

In the city where Virginia Slims cigarettes originated, a coalition of physicians, health care workers, business owners, politicians, athletes and celebrities aced tobacco sponsorship of sports with the inaugural Emphysema Slims Celebrity Pro Tennis Tournament of Santa Fe on July 22.

Chris Fletcher, MD, New Mexico DOC president, stated "Our community really came together to show just how ridiculous the whole concept of tobacco sponsorship of sports really is."

With major funding provided by St.

Vincent Hospital, Santa Fe County Medical Society, Smoke Free Santa Fe and National DOC, and with an enormous cadre of volunteers led by Adrienne and Victor Carter and Tim Garcia, Emphysema Slims of Santa Fe set new standards for counter promotions.

Celebrities for the event included Gregory Harrison (Gonzo of *Trapper John, MD*), Mariska Hargitay (*Falcon Crest*), Anthony Crenna (*Wings of Eagles*) and Christopher Atkins (*Blue Lagoon, Dallas*), Cynthia Potter (Olympic Diver - '68, '72, '76, '80, Bronze medal in 1976, and World Diver of the Year in 1977), Tom Jager (double gold medal winner 1984 and 1988 Olympics) and John Murphy (Gold and Bronze medal 1972 Olympics). The list of tennis participants was headed by Andrea Jaeger (former #2 player in the world and finalist at both the French Open and Wimbledon), Matt Mitchell (NCAA Singles Champion), Bill Maze (NCAA All-American), and Tracy Delatte (two-time pro tour champion).

Joining them in the celebrity-pro exhibition matches and in actual tournament play, as well as giving free tennis lessons for the children of Santa Fe, were over a dozen pros and players from around New Mexico. In addition to

free tennis clinics for kids, numerous other activities highlighting DOC's pro-health theme were held at the Sangre de Cristo Racquet Club.

Kicking off the event, DOC member Art Hoffman provided free hot air balloon rides. The balloon carried the world's largest "no-smoking" logo. Alan Blum, MD, Chairman of DOC presented the W.A.R.M. Award (Worst Athlete Role Model), for the sixth straight year to Martina Nosmkanova. Children from the Girls Club presented skits on tobacco advertising. Counter advertising poster contest winners were announced.

Perhaps most important was the declaration by Santa Fe Mayor Sam Pick of July 22, 1989, as official "Throw Tobacco Out of Sports Day" in Santa Fe.

Ms Jaeger, a former Virginia Slims player, summed up the event, "The association of athletes and tobacco together isn't right. Every time you say, 'I'm going to be playing in the Virginia Slims,' you don't realize that it's free publicity for them.

We've got to make the kids aware

Official Proclamation of the City of Santa Fe, New Mexico

WHEREAS; the 1989 Emphysema Slims Tennis Tournament will be held on Saturday, July 22, 1989 in Santa Fe at the Sangre de Cristo Racquet Club; and

WHEREAS; the city of Santa Fe is committed to clean air and a healthy environment for its citizens; and
WHEREAS; it is ludicrous and hypocritical to associate cigarette smoking with sports, glamour, good looks and health.

NOW, THEREFORE, I, SAM PICK, the mayor of Santa Fe proclaim Saturday, July 22, 1989, the first annual:

**"THROW TOBACCO
OUT OF SPORTS DAY"**

and wish the Emphysema Slims Celebrity Tennis Tournament the best of luck in their efforts to educate young people against the hazards of smoking and to dissociate tobacco from sports.



that Magic Johnson doesn't go into the locker room at halftime and smoke a cigarette.

"You can have fun and go to social events and not be part of that scene (of those who drink, smoke and take drugs.) I think sometimes that's forgotten. Some of these kids don't even know what this clinic is all about, but five years from now when someone brings up something about the Virginia Slims tour, they'll say 'Hey, I remember being at this clinic for Emphysema Slims.'"

COUNTER PROMOTION EVENTS

Any activity sponsored by tobacco or alcohol companies lends itself to a counter promotion activity. By merely observing the advertising and promotional campaigns surrounding the event, one can easily plan a counter promotion to ridicule the sponsor and point out how illogical it is for the alcohol or tobacco product to be associated with the activity. For example, one could play up on the fact that a tennis player who smokes can't run as fast to return the ball, so why are professionals allowing a tobacco company to sponsor their sport? Or why are alcohol companies sponsoring auto racing when drunk driving is the main cause of traffic deaths in our nation. Counter promotions encourage the public to *think* and turn the tobacco or alcohol sponsored event into a showcase of how ridiculous the use of the product, as they portray it, actually is. They also force the sponsor to defend their positions. Some of DOC's counter promotion events include the Emphysema Slims Tennis Tournament, Dead Man Chew Softball Tournament, Disadvantage Golf Tournament, No More Fashion Fair, the Smoke Free is COOL Jazz Festival, the Barboro Country Music Show and the Benson and Heartattack Film Festival. The following guidelines may help in planning a successful counter promotion event.

1. CHOOSE THE EVENT TO BE SPOOFED CAREFULLY

Whether you choose a national event such as the Virginia Slims Tennis Tournament or a more localized counter promotion such as spoofing your local baseball team's sponsorship by Red Man Chew, be sure it is one with which your community is familiar. Choose an event which your group has the resources to parody or which you can scale down to fit your means. For example, spoofing a tobacco-sponsored sailing series with a counter-promotion sailboat race could be extremely expensive and involved, but having local school students sail their homemade paper boats in a large wading pool might be every bit as effective.

2. CREATE A COUNTER-PROMOTION THEME

Playing with the title of the original event, come up with a catchy, humorous counter-promotion title, hopefully one that ridicules specific brand names and *the use* of the product. The Salem Sailing Series could become the Slay'em Sailing Series. Make a list of all the celebrities, materials and promotional products associated with the event. Think of creative, inexpensive ways to turn these aspects of the event into counter-promotion tools. For example Spuds MacKenzie could become Duds MacKancer and instead of the "Original Party Animal," perhaps the "Original Potty Animal." Using your counter-promotion title as the theme for a DOC poster contest in the local school classrooms is another great way to generate ideas for your event.

3. DECIDE ON A TIME AND PLACE

Timing is an essential element in planning a successful counter-promotions event. If the event being spoofed takes place in your community, a counter-promotion will be most effective immediately prior to or during the event. This is when the local media is looking for new angles to present information on an event they have probably covered annually for years. Avoid planning your counter-promotion the same day another large community event is taking place, especially youth-oriented events. Choose a centralized location for your event which is convenient and accommodates a large number of people. If the counter-promotion event is to be held outdoors, decide on an alternative plan in case of bad weather.

4. INVOLVE THE COMMUNITY

A counter-promotion event is much more effective when it is presented as a community's expression of their distaste for the promotion of unhealthy products, rather than a health organization protesting smoking or drinking. Here are some suggestions to get others involved:

- Approach other community and civic organizations and encourage them to become involved. Get a definite commitment. Then assign them specific tasks.
- Ask local businesses to donate prizes and money in exchange for having their business associated with good health.
- Plan a DOC poster contest in the local schools in conjunction with the event. The event is a great forum for announcing the winners and awarding prizes. The students and their families will insure you have a good crowd at the event.
- Plan activities which call for outside participation. For instance, if you are spoofing a sporting event, enlist local amateur teams to play.

5. PROMOTE THE EVENT

Contact all local media and notify them of the event. Most newspapers and radio and television stations have community calendars or other means by which to announce upcoming special events. You may also want to place flyers or posters announcing the event in local businesses. Approach local sports celebrities and television personalities and ask them to promote and participate in the event. Write letters to the editor of your local newspaper both before and after the event.



A day of smoke-free sports was what attendants to the Fifth Annual Emphysema Slims Tennis Tournament in Augusta, GA, enjoyed on April 29. In addition to the doubles and singles competition held throughout the day, free sports clinics in football, baseball and aerobics were held for kids. The winners in the DOC Superhealth 2000 poster contest (which drew more than 200 entries) were announced. MCG DOC students gave out balloons and free refreshments.



Former Winston model David Goerlitz, wearing a "Headston" Softball Tournament t-shirt, stands in front of a billboard inspired by the winning entry in Nebraska DOC's poster contest.

Softball Tournament Throws Tobacco Sponsors a Curve

Taking their annual "swing" at spoofing tobacco sponsorship of sports, the Nebraska DOC chapter sponsored a Headston Softball Tournament in Omaha in June. The slogan for this year's counter promotion event was "Headston tastes good 'til they box you in wood." Fifteen teams from the local community participated in the two-day event held June 17th & 18th. The Omaha Auto Auctions took the championship beating the Philadelphia 2-0 in the play-off.

"I believe that sports figures and other celebrities can play a significant role in influencing the public's image of smoking. This is especially true of the younger members of our society who are particularly vulnerable to advertising and the influence of role models. I believe that sporting events such as your tennis tournament promote a healthy image of athletic events for all Americans."

Surgeon General C. Everett Koop, MD,
In a letter to Rick Richards, MD,
September 15, 1988.

Special guest for the event was David Goerlitz. The former smoker and model for Winston cigarette advertisements now tours the country encouraging young people not to take up the habit by informing them of the tactics the tobacco industry uses specifically to hook them. Goerlitz had a full day media blitz prior to the softball tournament which included interviews on several local television and radio programs.

Goerlitz related the story of the time he was on location and asked why none of the cigarette company executives or advertising people smoked. "We don't smoke that s---. That's for the dumb, poor, black and stupid," the ad man replied.

Tobacco and All that Jazz

Helping to change the image of what has been a form of music traditionally played in smoke-filled rooms, some of the top jazz artists in the country joined DOC on May 20th for the second annual Smoke-Free is COOL Jazz Festi-

val. Sponsored by Cincinnati DOC, the festival was held in Eden Park and featured such performers as Eugene Gauss and Kathy Wade. The Afrikan-American Drum and Dance Ensemble also made a return appearance at this year's event. Popular jazz announcer Oscar Treadwell served as emcee. The keynote address was given by DOC member and former Cincinnati DOC president Eric Polak, MD.

According to Cincinnati DOC member Mary Anne Curtis, MD, "All the performers were very much into the clean air theme. They seemed to have a better understanding this year of what DOC is trying to accomplish and made it part of their presentation."

A crowd of about 500 turned out for

Look What's Coming Down the Road

Since DOC's sponsorship of the United States Boomerang Team in 1988, which drew national media attention, DOC has been approached by a number of professional athletes looking for "healthy" sponsors. One of the most intriguing possibilities is that of DOC sponsoring a showdown between the only two women monster truck drivers in the country, pro-health advocate Randi Lynn Hubbard of Aberdeen, Washington, and the driver of the Skoal Bandit. Hubbard approached Washington-DOC executive director Bob Jaffe, MD, with her concerns of the misleading images the tobacco industry presents to young people. Dr. Jaffe is presently working with Hubbard to arrange a sponsorship agreement.

Another upcoming event will be DOC's sponsorship of a United States Fencing Association Junior Circuit Event in October in New York City. Participants will be invited to "take a stab at good health" and to "poke fun at tobacco advertisers." New York DOC will provide each contestant with a royal blue nylon jacket with the DOC logo and the words "DOC's USA Non-Smoking Team." Fencing is a popular sport among inner-city youth and should be an excellent means to reach New York young people with DOC's pro-health message.



Anderson (SC) DOC members talk with visitors to the DOC booth during a health fair held at the Anderson (SC) Mall.

Kids Want Parents to Have "Lung" to Live

Pathology specimens of both healthy and diseased lungs drew crowds to the DOC exhibit at a health fair held at the Anderson Mall in Anderson, SC. According to Anderson DOC coordinator Libby Baxley, MD, teenagers with smoking parents would motion for their parents to come over and then remark, "That's what your lungs look like."

DOC members would follow up by answering questions, providing cessation materials and giving the parents a DOC Obituary Card and asking them to have it sent to Congress in the event of their premature death. The DOC exhibit also featured posters, stickers and a video on tobacco advertising.

The DOC members, who are faculty and residents of the Anderson Family Practice Center, had the opportunity to talk with approximately 300 young people during the day. Teenagers were asked to fill out a short questionnaire, then a DOC member went over the answers and discussed the specific areas where the young person was misinformed. According to Dr. Baxley,

"The most significant misconception was the young people's lack of realization of the impact of tobacco advertising on one's decision to start smoking."

Several other local health and dental service organizations participated in the event which was sponsored by the Anderson-Oconee Council on Teenage Pregnancy Prevention.

DOC Tobacco Archive and International Resource Center

The DOC Tobacco Archive and International Resource Center has now officially been established to serve the needs of physicians, researchers, social health and public policy activists, and legislators. The Center (located at 5510 Greenbriar, Suite 235, Houston, TX 77005) is comprised of thousands of articles, advertisements, corporate documents and other elements to

enable everyone to--as Alan Blum, MD, stated in the July 1985 *New York State Journal of Medicine*--"move beyond a discussion of the well-known medical consequences of smoking to a consideration of ethical, social, political, economic, agricultural, religious and legal aspects of this growing world problem."

Jim Smith, Program Coordinator for the Center, said the Center is in the process of looking for funds to purchase necessary computer and storage equipment and hiring additional personnel. Donations of funds and/or equipment can be made to the address above. For more information call 713-798-7729.

HEALTH FAIRS

The DOC Health Fair is different from the traditional health screening fairs which may, in fact, do little more than create a population of "worried well" and additional revenues for hospitals and clinics. As always, DOC's objective is to make people *think* about their lifestyle choices and how they effect the quality of their everyday life. Since most people are reluctant to discuss their health habits, it is important for the booth to be provocative and to project a positive, humorous atmosphere. Here are some suggestions on what a health fair booth might include:

- A smoking machine, breathalyzer or other demonstration tools.
 - Lung, liver, brain and/or other organ specimens.
 - Brochures, pamphlets and other printed material.
 - DOC notebook stickers.
 - Health promotion posters.
 - Questionnaires to be filled out at the booth and discussed.
 - Examples of unhealthy advertisements.
 - Children's posters from a local DOC poster contest.
 - A costumed health-promotion character.
 - Helium filled balloons with counter-ads.
 - A self-contained, continuous-running slide or video presentation from the DOC archive.
- (Anything to attract kids--parents won't be far behind!)

You may want your booth to concentrate on just one aspect of health promotion such as tobacco or you may want to divide the booth into several areas (for example, tobacco, alcohol, other drugs, nutrition and family dynamics) with a separate DOC member in charge of each area.

Many medical school hospitals and large clinics have annual health fairs. Participating in an already organized event will save time and money as well as add a patient advocacy touch to an otherwise "high-tech testing" atmosphere. If you are not affiliated with the above, you may want to contact other health promotion organizations in your area about planning a health fair.

Smoke Free: The Fair Thing to Do

Free cigarette samples, often distributed illegally to minors, will not be handed out, and R.J. Reynolds will not sponsor musical entertainment at the Delaware State Fair this summer. This is the direct result of the attention the Delaware DOC chapter brought to the issue at last year's event. More than 20 Del-DOC members and supporters paid a House Call to the state fair grounds in July 1988, to protest tobacco company sponsorship of this family event which attracts thousands of kids.

Dennis S. Hazzard, Director of Fair Marketing and Publicity, agreed that the board of director's decision not to allow cigarette manufacturers to be exhibitors at this year's fair was sparked by DOC's action last summer. Hazzard said the ban applies for only one year and may not be enforced at future fairs. To ensure that the healthy trend continues, however, Del-DOC has put together a package of four bills designed to reduce minors' exposure to cigarettes. The bills will be introduced in the Delaware General Assembly during the present session.

House Calls to fairs, telephone calls to fair officials and letters to the newspaper editor have forced the fair board to acknowledge tobacco sponsorship and tobacco sampling has no place at an event designed for kids.

HOUSE CALLS

Traditionally, we think of a house call as a doctor visit which takes place where the patient lives. The physician examines the patient's problem, explains it to the patient and then prescribes a treatment program. In the same way, a DOC House Call takes place in the community where the patient lives—at the local museum, at the movie theater, at the baseball stadium, on the tennis courts, at the county court house—wherever events are taking place which can influence peoples' health. A group of physician-led health professionals and other concerned citizens recognize a potentially deadly health problem—usually the advertising and promotion of unhealthy products or practices. Then the problem is explained to the patient—in this case the entire community, usually via brochures, posters, news media coverage and p.s.a.'s or paid advertising—and finally a treatment program is recommended, e.g., ban the distribution of free tobacco samples at state and county fairs. The following guidelines may prove helpful in organizing a House Call in your community:

1. CHOOSE THE HOUSE CALL CAREFULLY

When you begin to study the events that take place in your community, you will quickly realize there are more targets for DOC House Calls than time and manpower allow. Prior to targeting a particular event contact the officials involved by letter or telephone and point out the conflict of interests your group has recognized. Inform them that your group plans to make the community aware of this conflict and encourage them to take action for the good of the people and to protect their reputation. They may, in fact, change sponsors. If not, more intensive care may be necessary.

Ask the following questions:

- Is the date of the event far enough away to allow for proper planning and publicity?
- Will this event receive media coverage locally and/or nationally?

2. PLAN YOUR STRATEGY

Before organizing the actual House Call, put

some thought into what your objectives are. Consider the following questions:

- What do we want to accomplish by this House Call?
- How can we best reveal to the general public what the conflict of interest is?
- How can we maximize media attention to our concerns?
- When is the best time for the House Call to take place?
- Are there any legal concerns such as permits or other permission which must be obtained in order to carry out the House Call in an effective and legal manner?

3. ASSEMBLE YOUR PROPS

Although the DOC House Call has a very serious purpose, in order to be most effective it is important to maintain an element of humor. Since most DOC House Calls are aimed at the promotion of unhealthy products such as tobacco and alcohol, you must remember you are competing with industries which spend billions of dollars annually developing marketing techniques to capture the public's imagination and, they hope, their buying power. Use tactics which closely mimic those of the product or sponsorship being ridiculed. Consider using the following:

- A character which parodies the product's or event's mascot. Some examples are DOC's version of the Marlboro Man—a live horse with a skeleton as rider or Martina No-smoke-nova, a grotesque caricature of the Virginia Slims Tennis Series player.
- Poster or banners with counter-ads or slogans which parody those of the event.
- White coats, stethoscopes, x-rays, and other medical paraphernalia which immediately identify the House Call as a health promotion rather than a hostile attack.
- Helium-filled balloons or notebook stickers with counter-ads to give away to children.

4. PREPARE PRINTED MATERIAL

Brochures, flyers and other types of printed materials provide the public with in-depth information about the health hazards associated with the unhealthy product or practice being spoofed. Also have DOC notebook and bumper stickers and posters on hand to give to children.

5. NOTIFY THE MEDIA

Even if you know an event will receive press coverage, do not assume that your House Call will also be covered. Send press releases to the attention of the news director, health reporter and/or assignment editor one week prior to the event. Include all local newspapers and radio and television stations explaining the purpose of your House Call, the time and location the House Call will occur, and the desired impact. (Sample press releases and instructions on how to conduct a press conference are available from DOC.) If no one from the media contacts you for further information, call and ask if the press release was received, who will be taking the assignment and what type of coverage will be provided.



This House Call made by Delaware DOC at last year's state fair resulted in fair officials decision to ban tobacco promotion and distribution at this year's event.

6. MAKE THE HOUSE CALL

- If possible, arrive as a group.
- Do not block entrances or exits or in any way impede people attending the event.
- Do not antagonize anyone involved with the event including officials, participants, sponsors or spectators.
- Introduce yourself as you are handing out information: "Hi! I'm John Smith, a local physician, and I'm making this House Call because I'm concerned about your health."
- Document the event on film and/or video.

State Fairs

AL	Birmingham	Mid-Oct.
AK	Palmer	Late Aug. - Early Sept.
AZ	Phoenix	Late Oct. - Early Nov.
AR	Little Rock	Early-Mid Oct.
CA	Sacramento	Late Aug. - Early Sept.
CO	Pueblo	Late Aug. - Early Sept.
CT	South Woodstock	Early Sept.
DE	Harrington	Late July
FL	Tampa	Early Feb.
GA	Macon	Mid-Oct.
HI	Honolulu	Late May - Early June
ID	Blackfoot	Early Sept.
	Boise	Late Aug. - Early Sept.
IL	Springfield	Mid-Aug.
IN	Indianapolis	Mid-Late Aug.
IA	Des Moines	Late Aug.
KS	Hutchinson	Mid Sept.
KY	Louisville	Late Aug.
LA	Shreveport	Late Oct.
ME	Bangor	Late July - Early Aug.
MD	Timonium	Late Aug. - Early Sept.
MA	Foxboro	Late June - Early July
MI	Detroit	Late Aug. - Early Sept.
MN	Como Station	Late Aug. - Early Sept.
MS	Meridian	Early Oct.
MO	Sedalia	Late Aug.
MT	Great Falls	Late July - Early Aug.
NE	Lincoln	Early Sept.
NV	Reno	Mid-Aug.
NH	Plymouth	Late Aug.
NJ	Cherry Hill	Early Aug.
NM	Albuquerque	Early-Mid Sept.
NY	Syracuse	Early Aug. - Early Sept.
NC	Raleigh	Mid-Oct.
ND	Minot	Late July
OH	Columbus	Early-Mid Aug.
OK	Oklahoma City	Mid-Sept. - Early Oct.
OR	Salem	Late Aug. - Early Sept.
PA	York	Mid-Sept.
RI	East Greenwich	Early Aug.
SC	Columbia	Mid-Oct.
SD	Huron	Late Aug. - Early Sept.
TN	Nashville	Mid-Sept.
TX	Dallas	Early-Mid Oct.
UT	Salt Lake City	Early-Mid Sept.
VT	Rutland	Early Sept.
VA	Richmond	Late Sept. - Early Oct.
WA	Spokane	Mid-Sept.
WV	Lewisburg	Late Aug.
WI	Milwaukee	Early Aug.
WY	Douglas	Mid-Aug.



A small child makes her selection from a vending machine containing cigarettes and candy at the Houston Astrodome.

Vending Machines Make Tobacco Available to Kids

In a Minnesota survey of 10th graders, vending machines were used to purchase cigarettes by about 70% of the students. Fifty-three percent (53%) reported it as a primary source. Easy access to cigarette vending machines has been documented through formal studies by STAT and DOC members in California, Washington, Massachusetts, and Illinois and by informal observations in dozens of other locations.

The current trend is to put cigarettes in the same vending machines as crackers and candy--not only making it easier for kids to purchase cigarettes but also sending the message that tobacco is as harmless as a pack of Lifesavers.

Well-known nico-activists recently stated "despite vending and tobacco company executive statements to the contrary, tobacco sales to minors through vending machines is a major source of new recruits."

Across the country, methods of dealing with the illegal sale of tobacco products to kids through vending machines have ranged from legislative efforts to placing slugs, super glue or pennies in coin slots and putting "Out of Order" signs on the machines.

AAFP Meeting

We invite all our members and supporters to drop by the DOC display (S-3) at the Annual Scientific Exhibit at the AAFP Meeting in Los Angeles, September 18-21, and talk with the National DOC officers and staff members.

Unfashionable Fair

On Saturday, March 25, Alan Blum, MD, DOC Founder and Chairman, Jim Smith, program coordinator for the DOC Tobacco Archive and International Resource Center, and Kelly Baker, president of the Baylor College of Medicine DOC chapter made a House Call on the MORE Ebony Fashion Fair at Jones Hall in Houston. (Ironically Surgeon General C. Everett Koop had given the commencement address at Jones Hall for graduates of Baylor College of Medicine only a few months before.)

Information about the tobacco industry targeting of minority populations, the health consequences for the black community as a result of tobacco promotions, as well as information on the tobacco industry's ties to South Africa were distributed to the crowd. Although some of the patrons at first seemed puzzled as to the purpose of the House Call, MORE Ebony Fashion Fair operatives clearly were not. They called the police who were polite and apologetic at having to waste their time asking about this legal protest. Most people were supportive. In fact, one person identified herself as a nurse and asked for extra leaflets to distribute.

Dr. Blum reports the show itself was standard fare for this long-running tobacco promotion. One woman told him this was her 23rd straight year at the event. For two hours attractive men and women modeled expensive clothing. At four points in the show the models came out with cigarettes and the announcer would say something like, "Her gown is by Givenchy and her cigarette is MORE."



DOC member Hampton Anderson, organizer of Kirksville DOC's Care Corps Club, talks with students during a SOC (Students Ought to Care) meeting at Kirksville Junior High.

Chapter Spotlight: Kirksville's a Kick!

Through such exciting, innovative projects as the Care Corps Club at the local junior high school and their city-wide "I'm Driving" program, a group of concerned, ambitious DOC students have made a clearly noticeable impact on health in Kirksville, Missouri.

"We've found DOC a great way to get out into our community and become involved in promoting health right from the beginning of our medical education," said second year medical student Jennifer Schell, the chapter's current chairperson.

The Kirksville DOC chapter is based at the Kirksville College of Osteopathic Medicine, the first osteopathic medical school affiliation with the DOC organization. Schell attributes much of Kirksville DOC's success to the "wholehearted support" of the college's administration.

KCOM-DOC had been giving presentations at area schools since its founding in 1985, but during the 1987-88 school year members decided the DOC concept could be expanded even more by encouraging public school students to take greater personal responsibility for their health and that of their community. Thus originated S.O.C. (Students Ought to Care) at the Kirksville Junior High School and the

idea of a Care Corps Club. DOC member Hampton Anderson described the club as "a long-term vehicle through which important issues could be discussed more frequently and in greater detail."

DOC enlisted the support of school officials, the Pre-Med Student Organization at Northern Missouri State University, New Beginnings (a local drug recovery center), and the Missouri Institute for Prevention Services. More than 60 teenagers participated in a Care Corp Boot Camp held to introduce the idea of the club. A Peer Pressure Pull (tug of war) took place along with other athletic events to get the students active and motivated.

Students joining the club were asked to sign the following pledge:

I pledge to support the CARE CORPS CLUB in my belief in:

1. Maintaining a healthy body through diet, exercise and not using harmful substances.
2. Education to promote mature thinking and realistic goals for a healthy self.
3. Motivation to help others achieve healthy life styles.

After initiating the program last year the KCOM DOC chapter has turned over much of SOC's operation to the school and students themselves. DOC

members continue to give many of the presentations for the group and regularly participate in the club's activities.

In addition to the major DOC topics such as tobacco, alcohol and other drugs, the SOC chapter's areas of interest include such issues as teen suicide, parent-teen relationships and medical careers. Along with the open discussions at monthly meetings, members also participate in field trips, social activities and making posters. The students also produce radio spots to run on local stations with messages that begin "My name is _____ and I'm a student at Kirksville Jr. High School and I think..."

The KCOM-DOC chapter's creativity surfaced again in the PSA's DOC students produced. One features a group of businessmen and women sitting in a board meeting when an announcement is made about the company's new smoking policy. Each of the smokers at the table caricaturizes an aspect of smoking. One character says he smokes because it calms his nerves, yet he is shaking uncontrollably. In another PSA, a group of first graders were shown holding beer bottles. An announcer talks about the responsibility of the decision to drink alcohol. In the final shot the first graders have exchanged their beer bottles for teddy bears. The PSA's were aired by station KTVO.

In 1988 DOC members served as "dealers" at Mexico Senior High School's "Project Graduation" party, but instead of dealing drugs to the young people they were dealing up fun. DOC's Lifestyle Gamble Casino, complete with prizes, was just one of the activities at the all night chemical free party attended by 140 seniors (82% of

Attention, Chapter Coordinators!

If you have not already done so, please return the chapter information form you should have received this summer. If you did not receive one, please contact the National DOC Administrator, Sarah Ragland, at (404) 721-2269 and request one. This information is important for grants, mailing lists, etc.

the graduating class). Facilities for the event were provided by the Jefferson City Racquetball Club. Students played tennis and racquetball and a DJ provided music for dancing.

In a similar project held in May 1989, KCOM-DOC members co-sponsored a "post-Prom Party" for Booneville (MO) High School students. The DOC Lifestyle Gamble Casino again proved to be a popular event, along with dancing, all-night movies, ping pong and foosball. More than 100 students participated. KCOM-DOC was encouraged by the enthusiastic support for the project from parents and from local business which provided prizes and financial support.

In an effort aimed at protecting college students from the dangers of drinking and driving, in May 1988 KCOM-DOC launched a Designated Driver Campaign, "I'm Driving", involving two popular night clubs. After discussions with KCOM-DOC members, bartenders at Too Talls and Golden Spiker agreed to provide the designated driver of a group of customers with free soft drinks. This person wears a button identifying himself as the designated driver and agrees to be responsible for providing transportation for the others. The local media provided coverage for the project and it has been well received by the Kirksville community.

To heighten awareness of their efforts being made in health promotion in the community and to encourage participation by local citizens, DOC along with the Student Osteopathic Medical Association at KCOM, led a successful campaign for the mayor of Kirksville to sign a proclamation officially recognizing April 7, 1988 as World Health Day. This was the first time the event was recognized on a local level. The new mayor of Kirksville made a similar proclamation on April 7, 1989. In the opening line explaining the purpose of the proclamation the mayor stated, "WHEREAS one true measure of a nation or a state/county/city is the health of its people..." DOC has discovered that the citizens of Kirksville "measure up" very well as the KCOM DOC chapter continues to encounter support and enthusiasm as they expand their positive impact on the health and future of their community...and on their future professional careers.



Hall of Life representative Glenna Pember and Denver DOC president Jeff Cain, MD, place ribbons on the winning entries in the Tar Wars Poster contest.

Tar Wars: The Children Strike Back

Armed with crayons and magic markers--weapons far more powerful than light sabres-- 5,000 fifth grade students in the cities of Denver and Aurora, Colorado, launched Tar Wars on the tobacco industry. The counter-advertising poster contest was co-sponsored by Denver DOC and the Hall of Life, a new division of the Denver Museum of Natural History. With the help of trained volunteers from the Coalition for a Tobacco-Free Colorado (which include the American Cancer Society, American Heart Association, American Lung Association, University of Colorado Medical School community outreach, and the Mercy Family Practice Residency Program) image-based tobacco education talks were presented to more than 6,000 children in 66 schools. Following the talks, more than 80% of the students entered the poster contest. Participation was encouraged by donated prizes such as autographed Denver Bronco souvenirs and tickets, and the grand prize, a weekend for four at the Breckenridge Ski Resort. The contest received extensive media coverage including articles in all local newspapers and coverage by the three major television sta-

tions including an indepth interview by one of the station's health education specialist. Denver DOC, coordinated by Jeff Cain, MD, chose the posters with the best counter-ad slogans to make post cards to be distributed by health agencies statewide.

In May 1989, "Tar Wars" received the American Medical Association's Certificate of Excellence in Education and Prevention for Adolescent Substance Abuse, one of only two awarded nationally by the AMA's Congress on Adolescent Health. The event also was named "Best Tobacco Education Project in Colorado" by the Rocky Mountain Tobacco Free Challenge.

Tar Wars was such a success that plans are being made to conduct the contest statewide this fall. Denver DOC has approached the Statewide School Health Council and the Colorado Academy of Family Physicians as possible co-sponsors to assist in decentralizing the effort and providing the manpower necessary to reach students in Colorado's 177 school districts.

Medical Activism from Your Mailbox

Taking Advantage of the Tobacco Industry's Generosity

Recently a concerned citizen sent a telegram to his state legislators asking them to vote for an increase in his state's cigarette excise tax. This would not be an out of the ordinary occurrence except for the fact that the telegram was paid for by Philip Morris. By calling a toll-free number and giving only his name and address, he was placed on a smokers' rights mailing list.

DOC member Joe Cherner has put together a list of free resources for everyone. You can get, for example:

- Instructions on how to write effective letters.

- Names and addresses of your elected officials.

- Personalized letterhead and stamped envelopes to use for writing and mailing letters to your elected officials.

- An 800 number which you can call to dictate telegrams to elected officials at Philip Morris' expense (the operators do not work for the tobacco industry and do not care if your message is for or against tobacco issues).

- Newsletters explaining proposed tobacco legislation in your state.

- An explanation of strategies the Tobacco Industry will be using in your state.

- A color packet entitled, "Passport to

Smokers' Rights" with the names and addresses of all U.S. airlines and pre-addressed postcards to the Department of Transportation and other organizations.

- Philip Morris Magazine.

- A special magazine covering tobacco activities in your state.

Call the following toll free numbers, redeem "cents off" coupons, fill out sample coupons, order free t-shirts, etc., and keep informed while letting the tobacco industry pay for our efforts to stop the death and disease their products cause.

- Smoker Hotline (800-225-1984)**

Ask to receive "Smoker" newsletter.

- Smoker's Caucus (800-222-5995)**

Ask to receive everything they offer.

- Tobacco Institute (800-424-9876)**

Ask to receive "Passport to Smokers Rights" and "The Great American Smoker's Manual."

- Smoker's Rights Alliance (800-562-7444)**

Ask to receive information about their organization.

In addition to making their deadly products more expensive, tactics such as these show just how scared the industry really is and the lavish extent to which they will go to protect their profits.

LETTERS TO THE EDITOR

Letters to the editor represent one of the most under utilized medical activism techniques. Letters from physicians are almost always published. There are articles on health-related issues in the newspaper nearly every day which could serve as a stimulus or "hook". Discussion can be generated within the editorial pages by writing letters back and forth, each new letter discussing a point brought out in a previous one, thereby prolonging the period of focus on the issue for a matter of weeks.

Writing a letter to the editor is easy: 1) restate the issue as presented in the story; 2) state your position; 3) state facts to support your position; and 4) suggest a remedy or action to correct or improve. Keep the following in mind: 1) point out how a national issue effects local citizens; 2) use examples to illustrate your points; and 3) be on the lookout for an editor's request to "cut" sentences or paragraphs because of "space considerations." Usually it is actually concern for advertising revenue. Offer to cut some other less pertinent section to accommodate the space limitation and document the editor's response. Documenting that a letter was rephrased or cut is important in light of recent congressional interest in how tobacco and alcohol advertising revenues may affect editorial decisions.

A file of "letters to the editor" on a variety of issues is available from the national DOC office. The following example by a DOC member ran in a local newspaper December 31, 1984.

Dear Sirs:

The public was appropriately aghast at the 2000 deaths and up to 100,000 injuries from the "worst chemical disaster in history." Jeri Glick's article about toxic chemicals and the map of hazardous waste produced in Georgia each year failed to point out Georgia's most hazardous and toxic chemical of all.

EDB in minuscule amounts resulted in removal of millions of dollars of muffin mix, yet in Georgia EDB, as well as DDT and other banned chemicals, are routinely used on tobacco and seeps into water supply. The 350,000 deaths yearly from tobacco is like having the Indian chemical spill in America three times a week. With one in six Americans dying prematurely due to tobacco, we can expect the spills to continue every other day for at least the next 50 years!

If we had a map of Georgia showing the hazardous waste produced, the darkest color would certainly be around Macon, home of Brown and Williamson, the third largest producer of hazardous waste chemical spills in the world. There would also need to be a dark color around Atlanta, home of the advertising agencies that promote the consumption of the poisonous chemicals as well as conduct the public relations campaigns which make this form of chemical murder socially acceptable. And finally, there would need to be colored areas for the retailers who profit from the death of their brethren.

Rather than worrying about the 28 people killed and \$100 million in damage from a Nipro plant explosion in 1974, you should be doing something about the three million people killed and \$400 billion in damage since then by tobacco. Your cigarette ads in the same issue certainly didn't help.

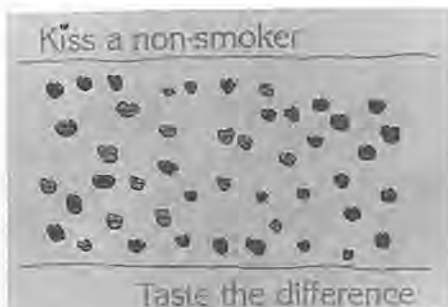
Sincerely,



Washington DOC held a retreat for its Board of Directors to formulate a regional mission statement and establish a fiscal plan for the next five years. According to Washington DOC executive director Bob Jaffe, MD, the retreat was "an immense success." Pictured here are (top row, L-R) Helene Starks (trustee), Carl Allen, MD (vice pres.), Ron Singler, MD, Michael Lippman, MD (president), and Pat LeDunne (consultant); and on the bottom row (L-R), Bob Jaffe, MD (executive director), Bob Ness (consultant), and Pam Johns (treasurer).

E tu, Brute?

a DOC commentary



Health promotion postcards like the ones pictured above by Denver DOC are an excellent health promotion tool. The cards are just the right size for patient appointment reminders or short business notes.

Return to Sender!

If a magazine in your patient waiting area or in your home contains cigarette or other unhealthy advertisements, by all means, return the subscription renewal card usually contained in the publication. But first add a short message such as "Not until you stop pushing drugs in your magazines!"

Returning subscription renewal cards is an effective way (at a cost of 37 cents each to the tobacco advertising carriers) to let magazine publishers know you won't support their unhealthy practices. Here are some of the ways DOC chapters have used this tactic:

- The DOC chapter at the Medical College of Georgia, pitted the Freshmen class against the Sophomore class to see who could return the most subscription cards to magazines that accepted tobacco ads. The Freshman sent back 1,285 and the Sophomore returned 800 for a total of 2,085.

- At the Columbus Academy Junior High School in Manhattan New York, students returned more than 10,000 subscription cards to dozens of leading magazines that advertise unhealthy addictions. The cards carried personal messages from the teenagers expressing their outrage at being the target of tobacco companies.

DOC members and prohealth leaders across the nation saw it as a major victory last year when Proposition 99 was voted into law in California. The measure increased the state tax on cigarettes by 25 cents per pack, the best part being that a dedicated amount of the revenues would go toward increasing and improving smoking education for children.

Therefore, it was understandable that pro-health advocates are outraged about "Project 90," best summed up in two columns by Dan Walters in the *Sacramento Bee*:

"The Project 90 executive committee is to meet this week to make final decisions on the content of the initiative.

And one of those decisions will be whether to accept a quarter-million dollar commitment of campaign funds from the tobacco industry in return for placing in the initiative a significant change in Proposition 99, the cigarette tax initiative approved by voters last year.

One portion of Proposition 99, which boosted taxes on cigarettes by 25 cents a pack, requires funds, currently \$120 million, to be spent on a massive anti-smoking educational program among California schools.

The tobacco industry wants that provision to be axed. It wants to trade the quarter-million-dollar commitment (plus a promise of more later) for a provision to remove all funds from the anti-smoking program and shift them to general health care programs. The move has the support of some medical provider groups such as the California Medical Association, but not such public health groups as the American Cancer Society." (June 15, 1989)

"A couple of weeks ago this column revealed that the tobacco industry was on the verge of making a deal with sponsors of an initiative that would alter state spending limits.

In return for a substantial commitment of campaign funds from the industry, the spending limit coalition, called Project 90, would agree to include a significant change in the cigarette tax initiative passed by voters last year.

The change sought by the industry would eliminate or at least substantially reduce the allocation of cigarette tax funds for anti-smoking education and divert the money into more generalized support for health care.

And, it was reported, organizations representing health care providers--most notably the California Medical Association--were agreeing to the deal because it would mean more money to pay for health care for the poor, money that would go to the providers themselves...

While the statement says CMA "disassociated itself" from attempts to eliminate anti-smoking education money and reaffirms the organization's commitment to a smoke-free environment, it also implies that it could not be held responsible for what others might do, including the shift of anti-smoking funds into a broader substance-abuse program and/or direct health care. In effect, the CMA seems to be washing its hands of the deal while leaving open the possibility that its members could profit from it.

There is, meanwhile, a scramble under way to mask the tobacco industry's role in financing the Project 90 initiative. Those close to the situation say that the funds being committed by the industry probably wouldn't come directly from cigarette makers, but rather from non-tobacco corporate subsidiaries. To those involved with the matter, however, there's no question that the tobacco industry is behind the deal and that it is aimed at gutting one aspect of the tobacco initiative that the industry likes the least, the anti-smoking education allocation." (June 30, 1989)

The selling out of the children of California by the tobacco companies and their lobbyist could have been expected. But the actions of CMA's board of directors is akin to their having said it "disassociates itself" from AIDS; indeed, worse, since tobacco is an epidemic that kills more people in 2 months than AIDS has since it was first described. Beyond California, make no mistake about it, when similar initiatives are placed on other ballots, the Tobacco Industry will point to the Prop 99 and remind people of their warnings about "greedy doctors." What's more if the CMA, its members, and every other concerned physician doesn't work to expose this travesty by contacting their state legislator and writing letters to their local newspaper editor to vehemently go on record *publicly* denouncing this financial chicanery, the Tobacco Industry--for once--will be right.

DOC Health Promotion Materials



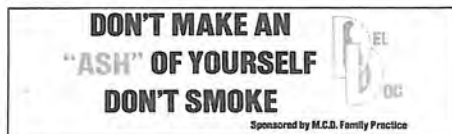
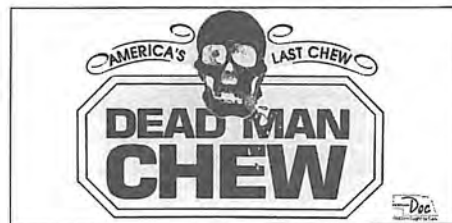
Posters



Please use the form on the opposite page to order DOC health promotion materials.



Stickers



T-shirts

Bumper Stickers



An early version of the Marlboro Man doll designed by Washington DOC.

Smoking Dolls Show Kids Dangers of Tobacco

Washington DOC has developed two smoking dolls--Marlboro for boys and Virginia Slims for girls--to demonstrate to school students how smoking ruins your image and your health. Bob

Jaffe, MD, Washington DOC executive director, envisions that the final versions will talk and smoke cigarettes, have blood shot eyes, wrinkles and zoo breath, and wear clothes with cigarette burns. The prototype has been completed and the cost of manufacturing is being investigated. WASH-DOC hopes to have this latest DOC educational resource available nationally before year's end.

DOCument your DOC event! Take pictures!

Please send B&W or color prints, slides or negatives of your DOC activities to National DOC. We need them for newsletters, displays, brochures and the Archive!

Lights...Camera... Take Action!

For decades the tobacco industry has capitalized on the powerful images of motion pictures to promote their products. It is common practice for tobacco companies to pay or otherwise arrange for their product to appear on screen, hopefully being smoked by the hero or heroine of the film. What better place, then, to place DOC counter-ads than in the movie theater? Omaha DOC has succeeded in getting two local cinemas to agree to show DOC counter-advertising slides during their theater pre-show. Now movie goers will at least be alerted to the tactics of the tobacco industry and reminded of the harmful effects of smoking before they are influenced by the film.

Please send me:

- ☐ Love, DOC sticker (5/8" x 5/8") @ .01 ea
- ☐ Out of Order sticker (1 1/2" X 2") @ .05 ea
- ☐ Zoo Breath sticker (2 1/4" circle) @ .05 ea
- ☐ Magazine Sticker (4" x 2") @ .10 ea
- ☐ Smoking Eats sticker (2 1/2" x 2 1/2") @ .10 ea
- ☐ Dead Man Chew bumper sticker @ 1.00 ea
- ☐ "Ash" of Yourself bumper 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
- ☐ Golden Brights poster @ 5.00 ea
- ☐ Slim and Smokeless poster @ 5.00 ea
- ☐ Up in Smoke poster @ 5.00 ea
- ☐ Smoke for Smell poster @ 5.00 ea
- ☐ Emphysema Slims poster @ 5.00 ea
- ☐ Spot a Nerd poster @ 5.00 ea

- ☐ Superhealth t-shirt @ 10.00 ea SM MED LG XLG
- ☐ Smokebusters t-shirt @ 10.00 ea SM MED LG XLG
- ☐ Emphysema Slims t-shirt (hand) @ 10.00 ea BOYS ADULT SM
- ☐ Emphysema Slims t-shirt (sketch) @ 10.00 ea SM MED LG XLG
- ☐ Emphysema Slims t-shirt (logo/lady) @ 10.00 ea SM MED LG
- ☐ What's Up DOC t-shirt @ 10.00 ea SM MED LG XLG
- ☐ Throw Tobacco Out of Sports t-shirt @ 10.00 ea MED LG XLG
- ☐ Doctors Ought to Care t-shirt @ 10.00 ea SM MED LG XLG
- ☐ Tobacco slide presentation and script @ 80.00 ea
- ☐ Alcohol & Other Drugs slide presentation and script @ 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
- ☐ Throw Tobacco Out of Sports Cardboard Boomerangs @ .15 ea

Yes, I want to see DOC continue to be a force to be reckoned with on Madison Avenue and an innovative leader and information source for all other health promotion organizations. I am making a contribution of:

☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25 ☐ other donation

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 (student) ☐ \$25 (physician in training or non-physician) ☐ \$50 (physicians) ☐ \$500 (institution or organization). Please place me on your mailing list and tell me how I can get involved. ☐ I'd like information about starting a 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:

Pro Health Products _____

Additional Contributions _____

TOTAL _____

Name _____ Phone (_____) _____ Business Phone (_____) _____

Street _____ City _____ State _____ Zip _____

Occupation _____ if MD/DO specialty _____

Area of interest _____

Mail this form along with your check or money order to: DOC, 1423 Harper St., Augusta, GA 30912. DOC is qualified under the IRS as a 501 C-3 organization, which enables all donations to be tax-deductible.



On the set of *McSmoke the Tobacco King* and *Nikki Teen* at Starrett City in Brooklyn with director Mario Giacalone (lower left) and Video Photographer Judith Escalona (center).

Teens Rap Tobacco in DOC Video

It's Saturday morning and three teenagers are dancing and rapping on the sidewalk of a Brooklyn middle-income housing development. Not an unusual scene in inner city New York, until one notices a camera and sound equipment and gets close enough to hear the message:

*Nikki "thinks that smoking cigarettes/
Is a sign of beauty/
'Cause in all the magazines/
They use the flyest cuties."*

Those are some of the words from the ballad of *McSmoke the Tobacco King* and *Nikki Teen*, the latest DOC video

produced by the New York City DOC chapter under the direction of Ed Anselm, MD and Alan Hirschenfeld, MD. The production crew consisted of artists/activists from Manhattan Plaza and Starret City in New York, and science fiction novelist Issac Asimov assisted with fundraising for the project. The rap music video is designed to help inner city youth identify and laugh at the misleading images in tobacco advertising that is so heavily targeted toward them. Before proceeding with production, Drs. Anselm and Herschenfeld tested the music and lyrics on

fourteen health education classes at Norman Thomas High School and received an enthusiastic response. The video, along with posters, a curriculum guide and other materials will be available from DOC this Fall.



Above, Shun Faison (*McSmoke*), Ozzie Bishop, and Nancy Salgado (*Nikki Teen*) act out a scene. Below, DOC members Alan Hirschenfeld, MD, and Ed Anselm, MD, model their DOC t-shirts during a break in shooting.



Doctors Ought to Care
1423 Harper St.
Augusta, GA 30912-3500

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Organization
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