

Doc News and Views



DOC member Paul Fischer, MD, answers questions from reporters at a national press conference held at the Medical College of Georgia in January. Other panel members (from L-R) were DOC member Earl Berman, MD; Dean Krugman, Professor of Communications at the University of Georgia; and Rick Richards, MD, DOC President.

DOC Leaders Honored for Their Activism and Health Promotion

Describing Doctors Ought to Care as "active and concerned---albeit unorthodox at times," Surgeon General C. Everett Koop awarded three of DOC's officers with the Surgeon General's Medallion of Honor during a surprise presentation at the 40th Scientific Assembly of the American Academy of Family Physicians in New Orleans. The medals, presented to Alan Blum, MD, Rick Richards, MD, and Tom Houston, MD, represent three of only a handful of these awards presented by the Surgeon General during his seven years in office. One of the other medals was presented earlier last year to Greg Connolly, DMD, MPH, also a DOC member, for his smokeless tobacco work. Dr. Koop announced the awards during his keynote address to the AAFP assembly, recognizing the DOC members as being "outstanding in their support for the national campaign against smoking."

More on the AAFP meeting on page 4.

Research by DOC Members Determines Warnings Ineffective

According to research funded in part by DOC at the Medical College of Georgia, the U.S. surgeon general's warnings printed on cigarette packs and advertisements are ineffective. According to Rick Richards, MD, a principal investigator in the research, most readers don't even bother to look at the warnings. "Very few even look at the warnings, fewer still read them. Those few who do read them don't remember them. So even in the *best* case they don't warn."

The findings from the two studies, the first involving a group of adolescents and the second a group of adults, were published in the Jan. 6 edition of the *Journal of the American Medical Association (JAMA)* and drew national

media coverage.

In the first study, using state-of-the-art marketing research technology, 61 adolescents aged 13 to 17 were asked to view five different tobacco advertisements as if they were reading a magazine. By studying frame by frame the videotaped eye movements of the viewer, the researchers could determine whether or not the warnings were seen. Forty-four percent of the time the warning was not looked at and 20 percent of the time the warning was seen but for too short of period for any reading to occur. In the 37 percent where reading actually occurred, the average time spent on the warning was less than two-tenths of a second. This is enough time for the average reader to

read two or three words. In the second study, 202 adults (70 smokers) were interviewed. When asked to describe the content of any of the four Surgeon General's warnings in as great a detail as possible, only 28% of the smokers were able to identify even the general theme of any of the four warnings. This is despite the fact that a smoker would potentially see these warnings each time he or she takes a cigarette out of the pack. For a one-pack-per-day smoker, this means 7,300 exposures to the warnings each year. Also of interest is that 9% of the smokers interviewed did not know where the warning was located on the pack, yet it has appeared in the same location on ciga-

Continued on page 4.

Rich Business, Poor Ethics

The Kohlberg, Kravis, Robert's (KKR) purchase of RJR/Nabisco is history's largest corporate takeover and critics have charged the principle bidders, Ross Johnson and Henry Kravis, with showing excessive greed and egotism in making the deal. Henry Kravis was the winner and in his defense it should be noted that he is only promoting the interests of KKR's institutional investors who include college endowments, state pensions funds, health insurance companies and banks. All of these groups are involved with noble causes and desperately need the cash. *Time* has also cited Kravis's concern with the nation's youth quoting him that "Oreos will still be in our children's lunchboxes." Kravis is even donating \$10 million to Mt. Sinai Hospital to build a new wing (which they will certainly need if Kravis achieves his goal of doubling RJR cigarette sales).

The investors hope to make a killing by realizing a 20 to 30% return on their investment. However, this won't be easy. Wall Street analysts predict only a 15% increase in RJR net earnings next year and KKR says they need 35%. Kravis will likely sell \$5 billion of the food division and retain the more lucrative tobacco product line. So much

for cookies which only bring in six percent profit versus 18% for girlish Winstons and boyish Camels. Even this move may be insufficient. Smoking rates are declining and RJR has already done a stellar job of responding by targeting young females, minorities and low income people. RJR is putting the finishing touches on a \$21 million Chinese cigarette factory to bring Winston, "America's best," to the nonsmoking lungs of oriental females. The company has achieved equal success in getting people from other third world countries to take up a practice which Americans are rejecting. To RJR's credit, smoking rates are soaring at a rate of 2.5% a year in many poor Latin American and African nations.

How can Kravis top this success story? Perhaps the investors can help. How about some new brands with snappy logos? Why not PENSION CIGARETTES--THE ONES YOU DRAW ON; INSURANCE BRAND--WATCHING YOUR BENEFITS GO UP IN SMOKE; or how about BANKS--WE HAVE OUR INTEREST IN YOUR HEART. Maybe Harvard, one of the investors, will produce a collegiate smoke and take down the ivy to grow the other leaf. Other colleges could join Harvard and form the Tobacco League using their combined brain power to further advance smoking in developing countries.

The same critics who chastise Kravis are quick to criticize the investors for being co-owners of a business that rejects science and profits from the deaths of 390,000 Americans annually. What these folks fail to realize is that the last thing a pension fund needs is healthy pensioners, an insurance company lower premiums and a university, in the business of seeking truth, findings that have ethical implications that need attending.

The Surgeon General is another thorn in the side of the institutional lenders. Dr. Koop recently declared cigarettes to be as addictive as cocaine and heroin and the critics will charge that the KKR crowd is really nicotine dependent. What other logical reason could be given for wanting to own a cigarette company? Untrue. They are smart enough to keep *their* lungs clean. But, they are hooked on money and there is a lot more of that to be made selling tobacco stocks on Wall Street than the other stuff on the other streets

of New York. The critics shouldn't be so hard on Kravis or KKR's investors. After all these "good guys" and their corporate clients are only out to make a killing.

Greg Connolly, DMD, MPH

(Editor's note: Dr. Connolly has been very successful in instigating widespread media coverage on the international aspects of the tobacco pandemic. These include ABC's 20/20 report on RJ Reynolds' and Philip Morris' marketing of cigarettes in the Philippines and CBS's *Face the Nation* program on cigarettes and foreign trade, as well as what perhaps was the best article the *New York Times Magazine* has ever run on smoking--its review of the marketing of American tobacco companies in Asian countries.)

Stock Owners, Financers Who Profited from KKR-RJR/Nabisco Deal

An analysis of the KKR-RJR/Nabisco deal would be incomplete without a thorough look at its stockholders and financiers—those people who profit from the death and disease of people all over the world.

As the listing on the opposite page reveals, the major owners of RJR/Nabisco as recorded in their March 1988 SEC filing (this is the most current list available; positions may have changed since this filing) were banks and investment firms, people who want their money secure and who employ people to make sure their portfolios contain stocks that are growth oriented. One way to assure that is, of course, a buyout. The major institutions that financed the buyout were banks—with Manufacturers Hanover, Bankers Trust and Chase leading the way. Banks put up billions so KKR could purchase their stock at \$109 per share—stock that in March 1988 sold for \$48 per share. If their March 1988 positions did not change, these three banks alone made \$141 million in profit from the buyout. KKR raised the rest of the capital from other smaller banks and financial institutions.

If you have dealings with any of these companies, let them know how you feel. Their willingness to profit from the death and disease of others places their ethics at the same level as the people who make the decisions at RJR/Nabisco about which chemicals to put in cigarettes, how to market their products and what to have their Tobacco Institute mouthpiece say.

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:

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Founder and Chairman

Rick Richards, MD
National DOC President

Tom Houston, MD
National Coordinator

Karen Shipp
Managing Editor

RJR/Nabisco SEC March 1988 (Partial Listing)

NAME #SHARES

BANKS

First Wachovia Corp.	5,466,787
Wells Fargo Bank N.A.	4,331,462
Mercantile Bankshares Co.	2,407,884
Bankers Trust NY Corp.	2,074,664
Citicorp	1,621,379
Mellon Bank Corporation	1,326,122
First Union Corporation	890,830
NCNB Corporation	870,263
American National B&T/Chicago	861,200
First Interstate Bancorp	800,655
Sun Banks of Florida	798,020
Connecticut Bank & Trust	641,699
Center Bancorporation	615,913
Continental III Bank & Trust	566,271
Trust Company of Georgia	563,486
Boatmen's Bancshares Inc.	495,849
Fifth Third Bank	474,617
Bank of Boston Corporation	415,286
Manufacturers Hanover Trust	392,396
Bessemer Trust Co. N.A.	374,573
Northem Trust Corporation	352,631
NBC Bank-San Antonio NA	343,146
First Fidelity Bancorp.	294,801
First Bank System, Inc.	292,859
First Pennsylvania Corporation	290,177
Ameritrust Company	260,276
First Republic Bank Corporation	255,912
Citizens & Southern Corporation	248,093
Barclays Bank PLC	244,960
Hongkong & Shanghai Banking	225,528
Bank One Trust Company	210,496
First Wisconsin Corporation	193,041
First Interstate/Denver	189,570
Bessemer Trust Company	188,005
First Kentucky National Corp	186,192
Trust Services of America	180,994
Midatlantic Banks Inc.	176,853
Commerce Bankshares Inc.	176,301
First National/Cincinnati	173,495
Norwest Bank/Minneapolis	168,254
Chase Manhattan Corporation	166,785
Elfun Trusts	160,000
Bank New England Corporation	153,863
Fiduciary Trust Company Int	151,192
Bank of California N.A.	149,482
First National Bank/Clearwater	128,333
South Carolina National Corp	127,710
First Alabama Bankshares Inc.	125,678
First Tennessee National Co.	125,191
Liberty National B&T/Louisvl	122,446
United States Trust/NY	108,547
Founders Mutual Depositr	107,500
Third National Corporation	104,343
Marine Trust Company	102,988
Florida National Banks/Fla	102,309
First American Bankshares	99,424
First Union National Bank/Fla	98,423
Delaware Trust Company	97,632
Mercantile Bank/Missouri	96,438
National City Bank/Cleveland	96,000
Southeast Banking Corporation	91,454
Bessemer Trust Company/Fla	87,784
Fiduciary Trust Company/Mass	81,012
First Security National Bank & Trust	80,302
Cullen/Frost Bankers Inc.	79,575
Midland PLC	79,400
Connecticut National Bank	78,694
U.S. Bancorp	75,875
Barnett Banks Trust Company	72,314
Glenmade Trust Company	68,650
NBD Bancorp Inc	68,624
Central Carolina Bank & Trust	68,456
Equitable Bank, N.A.	67,578
Dauphin Deposit Bank & Trust	65,522
First City Bancorp/Texas	64,756
First National Bank & Trust/Tulsa	63,442
First Chicago Corporation	62,504
National Bank/Commerce Neb	61,775
Union Trust Company/Conn	61,536
Valley National Bank/Arizona	60,629
First American Corporation	59,200
Hawaiian Trust Company Ltd	57,265
Merchants Natl Bank & Trust/Inc	56,574
Bancohio National Bank	55,865
Bank of New York	52,862
National Westminster Bank PLC	52,638
First Florida Bank N.A.	50,882
Bank One of Dayton N.A.	49,440
Wheeling Dollar Bank	47,412
Amsouth Bancorporation	46,324

NAME #SHARES

BANKS CONT.

Furman Selz Holding Corporation	45,850
Bank of Tokyo Ltd	44,939
Dominion Trust Company	42,289
Riggs National Bank/D.C.	41,930
Bank of the South N.A.	41,555
First Eastern Bank, N.A.	40,755
Philadelphia National Bank	40,436
Firstler Bank, Omaha	38,728
Dollar Savings & Trust	38,775
Sanwa Bank California	34,727
Eagle Management & Trust Co	34,500
First National Bank/Ohio	34,099
Signal Trust Company/Va	33,745
Security Natl Bank & Trust/WV Va	31,487
Trustcorp, Inc.	30,264
Stock Yards Bank & Trust	29,686
Citytrust	29,733
Horizon Bancorp	29,242
Pennbank	29,192
Wilmington Trust Company	29,150
Commerce Union Bank	28,573
IBJ Schroder Bank & Trust	28,322
Bankamerica Corporation	27,885
First Interstate Bank/Okla	27,857
United Missouri Bank/Kansas City	27,000
Affiliated Bankshare/Colorado	26,667
Putnam Trust Company/Greenwich	25,037
Indiana National Bank	24,852
First Manhattan Company	24,744
Jefferson National Bank	24,650
Irving Trust Company	24,300
Hibernia National Bank	23,675
Deposit Guaranty National Bank	23,100
First Empire State Corp	22,960
First Hawaiian Bank	22,471
Maine National Bank	21,700
Branch Banking & Trust	21,426
La Salle National Bank/Chicago	20,605
First of America Bank	17,985
Meridian Bancorp Inc.	17,807
First NH Banks Inc.	17,575
Peoples National Bank/Wash	17,550
First Source Bank	16,658
Firstler Bank NA/Lincoln	16,200
Bank One, Indianapolis	15,895
United Banks of Colorado	15,400
Bank of Delaware	15,112
Union Bank/California	14,971
First National Bank/Penn	14,484
First Seneca Bank	13,424
Ohio Citizens Bank	13,000
Idaho First National Bank	12,612
Foh Wayne National Bank	11,792
Summit Trust Company	11,505
Ulta National Bank & Trust	11,300
American Natl Bank & Trust/Muncie	10,351
Associated Banc-corp	9,733
First Maryland Bancorp	9,000
Union Planters National Bank	8,835
Bancoklahoma Trust Company	8,708
Southern Bank/Ala	8,540
Michigan National Bank/Deposit	7,550
Huntington National Bank	7,419
Boulevard Bank N.A.	7,300
One Valley Bank N.A.	7,250
National Bank/Commerce TN	7,033
Merchants Natl Bank & Trust/Muncie	7,000
National City Bank/Akron	7,000
Norwest Bank/Des Moines	6,888
City National Bank/Calif	6,709
Mahoning National/Youngstown	6,650
First National Bank/Toledo	6,344
Schenectady Trust Company	6,250
Unibancrust Company	6,015
Liberty Natl Bank & Trust/Okla CT	5,800
Citizens Comm'l & Savings Bank	4,867
Lincoln National Bank & Trust Co	4,765
Commercial National Bank/Peoria	4,500
First Security Corporation/Utah	4,395
First National Bank/Barleesville	4,300
Signal Bank/Maryland	4,290
First National Bank/Omaha	3,925
NBD Trust Company/Illinois	2,650
Oregon Bank	1,500
GRAND TOTAL BANKS	36,637,105

INVESTMENT FIRMS:

Delaware Management Co.	2,345,427
Newbolds Asset Management	2,159,520
Dreman Value Mgmt, Inc.	1,492,263
Putnam Management Co. Inc.	1,405,294
Alliance Capital Management	1,345,295
PNC Financial Corporation	1,290,133
Kemper Financial Services	1,283,200
State Street Boston Corp.	1,096,934
Hutton EF & Company	1,094,645
Morgan JP & Co., Inc.	876,000
Trinity Investment Mgmt.	855,200

NAME #SHARES

INVESTMENT FIRMS CONT.

American Capital Mgmt. & Res.	819,000
Independence Investment Assoc.	813,084
Tow Asset Management Co.	689,660
Oppenheimer Group Inc.	650,058
MNC Financial Inc.	597,955
Dean Witter Rey Interacp	589,485
Sovran Financial Corporation	544,611
Security Pacific Corporation	450,849
DS Financial Corporation	441,000
Atlanta Capital Management Co.	409,580
Wilmington Capital Management	390,110
Massachusetts Financial Services	360,000
Drayfus Management Inc.	344,300
Manufacturers National Corp	341,044
Drexel Burnham Lambert	294,980
Hanson Investment Mgmt. Co.	286,450
Criterion Group Inc.	285,050
USAA Investment Management	285,000
Tukman Capital Management Inc.	253,700
Wisconsin Investment Board	251,000
Chemical New York Corporation	248,495
CIC Asset Management	245,442
Alger Fred Management	244,200
NWQ Investment Mgmt. Co	242,931
Morgan Stanley Inc.	241,197
Ashland Management Inc.	234,900
Dreyfus Corporation	214,500
Sterling Capital Management	213,900
Renaissance Investment Mgmt.	206,475
Batterymarch Financial Mgmt.	188,550
Brown Alex Investment Mgmt.	186,771
Wells Fargo Investment Advisors	186,487
Trustee & Investors Company	180,200
Value Line Asset Management	180,000
Sears Investment Management	169,950
USF&G Advisory Services Inc.	168,400
Mitchell Hutchins Asset	167,232
Strongy/Comellison Cap	157,432
Fleet/Norstar Financial Group	138,496
Duff & Phelps Investment Mgmt.	130,000
Colonial Management Association	121,300
Townley Capital Management	118,400
Texas Am Investment Mgmt.	111,388
Ross Capital Corporation	100,000
Composite Res & Management	98,300
Rampart Investment Mgmt. Co	95,400
Analytic Investment Management	85,450
Merrill Lynch Pierce F&S	77,799
Wheat Investment Advisors	74,078
Prudential-Bache Securities	72,375
Selected Financial Services Inc	69,921
RNC Capital Management	68,890
Delphi Management Inc.	68,700
American Asset Management Co	66,600
Smith Barney Inc.	66,123
RCM Capital Management	60,479
Neuberger & Berman Management	60,000
Kidder Peabody & Company	57,616
Zweig Advisors Inc.	55,000
Palley-Needleman Asset	52,344
Siebel Capital Management	51,928
Alger Fred Asset Management	50,600
Old Kent Financial Corporation	49,250
Capstone Asset Management Co	46,550
Furman Selz Holding Corporation	45,850
GTE Investment Mgmt. Corp	43,400
McKenzie Walker Invest Mgmt.	40,000
Keystone Financial Inc.	39,177
Premier Investment Advisors	36,414
Mimic Asset Management Co	35,380
Axe Core Investors, Inc.	34,400
Paramount Capital Group	31,900
Keystone Investment Management	30,500
Baybanks Investment Management	29,317
Multibank Financial Corporation	28,614
Eagle Asset Management, Inc.	28,175
Norwest Cap Management/Montana	20,909
Shearson-Lehman Brothers	20,807
Chesapeake Capital Management	20,545
Oppenheimer Management Corp	20,000
Neuberger & Berman Asset	19,300
Shearson Asset Management Inc.	17,975
Fourth Financial Corporation/Wichita	17,499
First Chicago Investment Advisors	17,150
Anchor Capital Advisors	17,100
Todd Investment Advisors	16,835
James River Capital Management	15,000
Merrill Lynch Asset Management	14,174
Harbor Capital Management Co	14,000
Addison Capital Management	13,767
Froley Revy Investment Company	13,000
Round Hill Capital Corporation	12,500
California First Cap Management	12,000
Newhard Cook Advisory	11,850
New England Asset Management	10,500
Thomson McKInnon Securities	10,330
Capital Research & Management	10,000
First Investors Management	10,000

NAME #SHARES

INVESTMENT FIRMS CONT.

Franklin Resources Inc.	10,000
United Services Advisors Inc.	10,000
Fiduciary Management Assoc Inc	9,800
Unifed Management Corporation	9,500
Milbank Wilson Inc.	8,200
Astrop Advisory Corporation	7,800
Norwest Cap Management/Nebraska	7,282
Thomson McKInnon Asset	6,880
Summit Management Company Inc.	6,500
Thorson Brown & Plunkett	6,400
Tucker Anthony Management Corp	6,200
Investment Counselors/MD	6,000
Essex Invest Mgmt. Company	5,500
Mackay Shields Financial	5,400
Rothschild L F Asset Management	5,000
Argus Investment Management	4,907
Meridian Management Company	4,650
Johnson Investment Counselors Inc.	4,000
Eaton Vance Management	3,800
Southeastern Asset Management	3,500
McMillon/Eubanks Cap	3,100
Frontier Capital Management Co	2,200
CMB Investment Counselor	1,750
Stratton Management Company	1,500

GRAND TOTAL INVESTMENT FIRMS 30,959,043

RETIREMENT:

Texas Teacher Retirement Syst.	1,940,332
College Retirement Equities	1,707,325
New York St. Common Ret	1,670,000
California State Teachers Ret	1,301,508
New York State Teachers Ret	1,132,650
Colorado Public Employee Ret	606,700
General Electric Master Ret	553,632
IBM Retirement Plan	486,800
Florida State Board/Admin	375,000
Kentucky Teachers Retirement	250,000
Maryland State Retirement	191,481
Rice, William Marsh University	171,050
Neuberger & Berman Pension	113,300
University of Texas Sys	101,100
U.S. Steel & Carnegie Pns	84,900
Harvard College	81,852
Ohio School Emp Retirement	77,900
Michigan State Treasurer	14,400
GRAND TOTAL RETIREMENT	5,274,317

INSURANCE COMPANIES:

Equitable Life Assurance/US	1,766,150
Travelers Corporation	589,117
Cigna Corporation	588,597
General Accident Insurance	502,472
Aetna Life & Casualty Company	349,550
Prudential Insurance Co/Arner	321,392
Phoenix Mutual Life Insurance	243,000
Safeco Corporation	180,200
Metropolitan Life Insurance	170,566
St. Paul Companies Inc.	95,000
Ohio Casualty Corporation	78,357
Mutual Life Insurance Company/N.Y.	75,300
Jefferson Pilot Corporation	74,000
General Electric Insurance Plan TR	52,700
Hartford Fire Insurance	50,667
New York Life Insurance	45,800
Primerica Corporation	28,700
Royal London Mutual Insurance	20,000
Pacific Mutual Life Insurance	11,100
Zurich American Insurance	10,000
Nationwide Mutual Insurance	7,000
Western & Southern Life	6,250
Hancock John Mutual Life	5,000
Northwestern Mutual Life	3,400

GRAND TOTAL INSURANCE COMPANIES 10,859,928

Many of these banks and investment firms no doubt were called upon to cough up financing for the KKR deal. Not only will they profit up front from the sale of their stock to KKR, they will also earn interest on the money they will lend KKR to buy their stock.

Immediate profits from buyout:

Banks	\$2.235 billion
Investment firms	\$1.889 billion
Retirement funds	\$321.7 million
Insurance cos.	\$662.5 million

That's a 127% return on their investment in less than a year. In order to maximize profits (and guarantee repayment of the loans) KKR must maximize consumption of tobacco. In other words...maximize death, disease and suffering.

Salem Sailing Series Rewrites Rules After Run-in with DOC

In what appears to be a direct reaction to DOC's sponsorship of Mariah's Hobie Cat 21 in the Ultimate Yacht Race held in Corpus Christi, Texas, ProSail, promoters of the Salem Sailing Series, have rewritten their entry rules. Immediately after the news got out that DOC had sponsored a boat flying the largest no smoking symbol known to exist and would possibly continue to have a presence in professional sailing, ProSail instituted a rule that all competitors must have a license to compete in the Salem Sailing Series. Granting the license does not appear to be a safety issue as no inquiry is made as to the entrants' sailing experience. Rather, licensure is granted by signing a contract containing the following sections and sending it along with fifty dollars to ProSail.

I. COMPETITOR'S RIGHTS, OBLIGATIONS AND DUTIES:

...3. Competitor shall have the right to sell sponsorships in connection with his sailboat. ProSail shall have the right of prior approval, which must be in writing, of all sponsorships sold by the competitor, which approval shall not be unreasonably withheld. Competitor shall also have the right to select the name for his sailboat, subject to the prior approval of ProSail.

4. Competitor acknowledges that ProSail may make certain agreements with series, event, official category and/or contingency sponsors which may require the Competitor to display certain logos and contingency decals on each Competitors sailboat and its sails, team uniforms and apparel, team equipment and supplies...

5. Competitor acknowledges that ProSail and its sponsors have invested vast resources of time and money to produce a world class sports arena within which the Competitor has been granted the opportunity to compete. The Competitor further acknowledges that he and his team have very definite obligations to ProSail, its sponsors, himself and his sponsors to protect the integrity of the series. Competitor therefore agrees that if any act on his behalf is deemed by ProSail to be competitive or conflicting in any way with the interests of ProSail or its sponsors, Competitor is subject to having his license revoked...

DOC is not aware of any other sanc-

tioning body that requires participants to submit potential sponsors for approval, much less approval for naming the vehicle and team.

At a skipper's meeting in Detroit, Sid Morris, the director of ProSail, stated that the first time that a competitor said something unkind of a series sponsor he/she would be fined \$200. The second time the competitor would have his/her license revoked. During this meeting Mr. Morris also coached the competitors on how to respond to questions from the press about the sponsorship of the series by RJ Reynolds.

When approached by M. Elliott Nelson, owner of Mariah Sailsport, about entering the ProSail Series, Morris told Elliott to contact the marketing manager and ProSail's attorneys. When asked why he would need to contact ProSail's attorneys, Morris responded that he was aware of Mariah's activities and sponsors and that ProSail was not going to be a soapbox for a group of doctors with some sort of cause. He also stated that DOC would not be allowed to have a presence in the series with a no smoking message. When

Elliott asked if ProSail would allow an anti-drug message, Morris replied that would not be a problem. He then stated that "cigarettes are not drugs."

Continued from "Research" on page 1.

rette packs for more than 23 years. As DOC member Paul Fischer, MD, explained at a press conference held on January 5, "Each of us is exposed every day to the sophisticated, subliminal messages of tobacco advertisements. We are at the same time exposed to the surgeon general's warnings. These warnings are small, uninteresting messages which are usually placed at the periphery of advertisements which are themselves large, colorful, and professionally designed to associate cigarettes with fun, pleasure, power, speed, sex and athletic success."

Despite 23 years of use, studies of the effectiveness of the warnings have not been published until now. If Congress intends to warn the public about the risks of tobacco use it must establish a more aggressive, creative and tested approach. This should include the use of tested, creative, state-of-the-art, multimedia health messages that can compete effectively with the images which promote the consumption of tobacco products.



From the DOC Archive... DOC has presented a health promotion display at the annual assembly of the American Academy of Family Physicians for the past nine years. Pictured below are several of DOC's officers and longtime supporters standing in front of the booth at the 1980 AAFP meeting. From left to right are Ken Browning, DO, Alan Blum, MD, Bill Rial, MD, Greg Blake, MD, Craig Clark, MD, and Rick Richards, MD.



Photo above: DOC Founder and Chairman Alan Blum, MD (left) and DOC President Rick Richards, MD (right) look on as Surgeon General C. Everett Koop presents the U.S. Surgeon General's Medallion prior to giving the keynote address at the AAFP meeting in New Orleans.

Photo right: National Coordinator Tom Houston, MD, was not present to receive his medallion from the Surgeon General at the AAFP meeting. Dr. Houston had remained in Wichita where he and his wife, Cheryn, were entertaining their newborn son.

Photo lower right: DOC booth displayed at the AAFP meeting in New Orleans.

DOC Booth Takes the Ribbon

The DOC display received an Outstanding Exhibit Award at the Scientific Assembly of the American Academy of Family Physicians meeting in New Orleans this past October. The display, highlighted practical office and community health promotion techniques for physicians. In addition it contained material on some of DOC's latest ventures such as sponsorship of the US Boomerang Team, new counter promotion events like the Dead Man Chew Softball Tournament and the No Smoking is Cool Jazz Festival, and introduction of the DOC P.U. Project. Chris Shank, MD, Alan Blum, MD, Rick Richards, MD, and Sarah Ragland, MBA, were on hand to discuss DOC's "unorthodox at times" health promotion tactics. Over 3,500 newsletters were distributed along with over a thousand specially designed boomerangs with the inscription, "Throw tobacco out of sports!"



Finally Some Assistance

In keeping with its 1988 campaign, "Family Physicians: Care for America," the American Academy of Family Physicians granted DOC \$30,000 a year for two years to support the hiring of a full-time employee. This grant along with income from dues and other donations has enabled DOC to fill these staff positions.

In August 1988, Sarah Ragland, MBA, was hired as DOC's national administrative coordinator at the Medical College of Georgia. Mrs. Ragland's first project, updating and redesigning the DOC display, resulted in DOC receiving the Outstanding Exhibit Award at the Scientific Assembly of the AAFP meeting. In addition to responding to the dozens of phone calls and written inquiries DOC receives daily, Mrs. Ragland's primary focus will be compiling material for other grants.

In January 1989, health promotion assistant Jody Libby was hired to assist DOC National Coordinator Tom Houston, MD, at the University of Kansas in Wichita.

The third employee joined DOC in March 1989. James Smith, a media and organization specialist who formerly worked for Tony Schwartz, is employed through Baylor Medical College to work with DOC Founder and Chairman Alan Blum, MD.



Above: DOC members carry posters at house call at the Virginia Slims Tennis Tournament in New Orleans. Below left: Arizona DOC member Chuck North discusses tobacco sports sponsorship with one of the Czechoslovakian players.



DOC Members Honored by AMA

Two DOC members were among 25 residents nationwide honored for service to their communities at the first AMA/Burroughs Wellcome Leadership Program for Resident Physicians. Family practice residents Bradley S. Roter, MD, at the University of Wisconsin and Anne-Marie C. Leventis, MD, at the Anderson South Carolina Family Practice Center were recognized for their work with the DOC Superhealth 2000 Speakers Bureau to educate local middle and high school students about drugs, alcohol and family dynamics.

DOC Makes a House Call in Cajun Country

DOC members attending the AAFP meeting in New Orleans had a chance to join local DOC members in paying a housecall to the Virginia Slims Tennis Tournament last October. More than two dozen concerned individuals including physicians from the Oschner Clinic, Orleans Parrish Medical Association, Louisiana Academy of Family Physicians and medical students from Tulane and LSU turned out to carry posters and distribute literature to tournament attendees. Chuck North, MD, of Arizona DOC had the opportunity to talk with one of the Czechoslovakian players in the tournament who was quoted as saying, "Sure smoking causes cancer, but everything causes cancer."



Cleveland DOC Names Newport "Public Enemy Number One"

Members of Cleveland DOC will be concentrating their counter advertising efforts on one cigarette brand in 1989: Newport. Newport was chosen because of its intensive advertising campaign in the Cleveland area particularly on billboards with advertisements exploiting young looking models and healthy activities like skiing. Cleveland DOC's brand is "Spewport." Instead of "Alive with Pleasure" they'll say "Dead with Pleasure," and "Alive...with yellow teeth and bad breath." Some of Cleveland DOC's projects will include:

- Scavenger/pollution hunts by members to find the worst examples of Newport advertising in the city.
- Picketing a Newport billboard located in a community area.
- Developing a counter-advertisement to be placed on city bus sideboards.
- Finding a local sports hero who will join in DOC's pro-health activities and draw publicity to the counter advertising efforts.

Students Illustrate What's "Bad for the Bod"

More than 450 sixth grade students representing 49 schools in Nebraska participated in a DOC poster contest entitled, "Drugs and Alcohol--Bad for the Bod". Funds from a \$500 grant to Nebraska DOC by the Nebraska Department of Public Institutions were used to promote participation. Savings bonds for \$100, \$50 and \$25 were awarded to the top entries. The winning poster will be put up on a billboard in the Omaha metro area and outside of Firth, Nebraska, the hometown of the winning student, courtesy of Imperial Outdoor Advertising. In addition, Mutual of Omaha insurance company has agreed to sponsor either bus bench advertisements, poster production or book cover production of the poster. The contest has drew local television coverage of the winning entrants and of the work DOC is doing in the school system.

Photo left: First prize in the Nebraska DOC "Bad for the Bod" poster contest was awarded to sixth grader Aaron Sheppard of Ferth, NE.



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.

Congressional House Call: Tobacco Agenda '89

In an unprecedented meeting sponsored in part by the American Medical Association (AMA) and the M.D. Anderson Cancer Center in Houston in January, seven Congressmen and aides to six other House and Senate members met with over 200 leaders in the pro-health movement to design legislative strategy for the 101st Congress and the Bush Administration.

DOC founder Alan Blum, MD, delivered the keynote address at the conference. Dr. Blum called for a "revocabularization" of the smoking and health battle. "Low tar" should be "low poi-

son" and tobacco industry foes should cease to be the "anti-smoking" movement. "We're not here to tell people what to do with their lives," he said. "We are anti-heart disease, anti-cancer, anti-high medical costs."

DOC's agenda on the tobacco issue was well represented and acknowledged as important. Many of the proposals which emerged from the meeting included already ongoing DOC efforts. Among these initiatives are:

- Ban cigarette advertising and promotions or restrict advertisements to text with no models or pictures.
- Raise the federal excise tax to discourage young people from starting to smoke. Part of the money would pay for health education and counteradvertising.
- Eliminate federal support of tobacco farming.
- Warning labels, if required, should be tested for effectiveness.
- Bar trade sanctions against countries for barriers to US tobacco products.
- Renew efforts to extend the Food and Drug Administration (FDA) jurisdiction to include tobacco products.
- Expand/extend the airline smoking ban on flights of two hours or less which is due to expire next year.

During the conference, the Tobacco Institute (TI) flew in two of their hired guns, Dwight Lee, an economics professor from the University of Georgia, and Dr. David Weeks, a physician and consultant from Boise, Idaho. These two offered opposing views to reporters at a conference at a nearby hotel.

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

For your reference...

(Editor's Note: "For your reference..." is a listing of recent publications in medical journals and other periodicals of interest to DOC members. Information is provided by DOC member Jeff Johnson, MPA, through the Eastern Virginia Medical School. DOC members should send copies of articles they have published to *DOC News and Views*.)

Pascale PJ, Sylvester J. Trend analyses of four large scale surveys of high school drug use 1977-1986. *Journal of Drug Education* 1988;18(3):221-33.

De Foe JR, Breed W. Youth and alcohol in television stories, with suggestions to the industry for alternative portrayals. *Adolescence* 1988 Fall;23(91):533-50.

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Elder JP, Molgaard CA, Gresham L. Predictors of chewing tobacco and cigarette use in a multiethnic public school population. *Adolescence* 1988 Fall;23(91):689-702.

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Stewart A, Orme J. Why do adolescents smoke? *Professional Nurse* 1988 Nov;4(2):81-6.

Johnson V. Adolescent alcohol and marijuana use: a longitudinal assessment of a social learning perspective. *American Journal of Drug and Alcohol Abuse* 1988;14(3):419-39.

Hall RL, Dexter D. Smokeless tobacco use and attitudes toward smokeless tobacco among Native Americans and other adolescents in the northwest. *American Journal of Public Health* 1988 Dec;78(12):1586-8.

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Q: What do the following companies have in common?

- Encyclopedia Britannica
- Kimberly Clark
- Hoechst
- Mobil
- Merrell-Dow

A: All do business with the tobacco industry.

a) The Encyclopedia Britannica appears to have the distinction of being the first advertiser in *Philip Morris Magazine* (could the tobacco company have offered free space?).

b) Kimberly-Clark (Kleenex) manufactures most of the cigarette paper in the United States and hosts receptions for tobacco companies at major meetings.

c) Hoechst (Iasix) is a leading manufacturer of cigarette plastic packaging and an advertiser in the tobacco trade press.

d) Mobil is another leading manufacturer of cigarette packaging and a leading retailer of cigarettes through its gas stations.

e) Merrell-Dow supplies pesticides, herbicides and fungicides to tobacco growers and propylene glycol, a moistening agent, to cigarette manufacturers.

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