

Doc News and Views



Marlboro
the kids' favorite brand
presents

Danny's Celebrity Cigarette
Ski Challenge Sellout

See charisma cover up cancer.

Watch Marlboro's "athletes"
mock the 390,000 U.S.
cigarette deaths each year.

See Danny win.
See Aspen lose.

Marlboro makes us sick.

Let's Skip the Challenge.

Love, Doc

Skip the Challenge

From the series, **THE SEVEN EARLY SIGNS OF CANCER.**

DOC, founded in 1977, is a national non-profit health promotion organization with more than 5000 members. For information on DOC's outrageous T-shirts and the new video "Cigarettes and Sports: Striking Out Against Tobacco", write DOC Tobacco Archive, 5510 Green Briar, Houston TX 77005

"Skip the Challenge" counter advertisement by DOC P.U. Project artist Doug Minkler. Below left: Marlboro banner looms over a young skier at the Jackson Hole Ski resort in Wyoming.



DOC Ads and Activists Efforts Trigger Anti-Tobacco Avalanche on Ski Slopes

Ski resorts in the Rocky Mountains will soon no longer be part of "Marlboro Country" as a direct result of concerted efforts by national DOC and local DOC chapters in Jackson Hole, Wyoming, and Denver, Colorado. Prior to the 1990 Marlboro Celebrity Ski Challenge in Aspen, Colorado DOC President Jeff Cain, MD, along with a coalition of several other health promotion organizations (GASP, CAFF, ARCS, and others) sponsored an advertisement which appeared in the *Aspen Times* and the *Aspen Daily News* that read "Aspen, Ashtay of the Rockies? The tobacco industry attempts to sell its products by associating themselves with quality and healthy activities. By sponsoring the 1990 Celebrity Ski Challenge, Marlboro is trying to 'buy' the reputation of Aspen. Cigarette smoking causes more

Senate Hears Key DOC Testimony on Counter-advertising

"What is needed, then, is to counter the strong, engaging, omnipresent images of cigarette advertising—to laugh at the Marlboro man," DOC founder Alan Blum, MD, stated in his testimony to the Senate Labor and Human Resources Committee on February 20, 1990. "We cannot do this with public service spots at 3 a.m. or earnest lectures in health ed class. Rather, we need to create an appeal for not buying cigarettes and do it through sophisticated, ubiquitous, good-humored imagery. What is needed is, in brief, paid advertising space financed in part by existing tobacco excise taxes and in part from revenues that would be derived from ending tobacco promoters' deductibility of cigarette advertising as a business expense."

The occasion was the first U.S. Senate hearing in 20 years to address the subject of cigarette advertising. All major television and radio networks and the print media

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premature deaths than AIDS, cocaine, heroin, alcohol, fire, automobile accidents, homicides and suicide combined. Aspen doesn't need this kind of reputation. 'Just say no' to tobacco industry money."

National DOC also sponsored a counter-advertisement designed by DOC P.U. Project artist Doug Minkler. The advertisements pointedly illustrated to Aspen residents the unethical and illogical practice of tobacco companies sponsoring a healthy sport.

The Blue Letters

A few hundred miles away in Jackson Hole, Wyoming DOC President Brent Blue, MD, launched a counterattack on Marlboro sponsorship of a coin operated race course at the Jackson Hole Ski Resort. Dr. Blue expressed his concern that "tobacco companies advertising in association with athletic

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covered the hearing.

Dr. Blum's presentation, which included a videotape of tobacco promotions couched as sporting events followed the testimony of Health and Human Services Secretary Louis Sullivan. In contrast to Secretary Sullivan, who endorsed the bill's good intentions but not the fiscal allocation, Dr. Blum described the amount required as minimal and about the same as the profit that currently accrues to tobacco companies just from the sale of cigarettes to children under the age of 16.

The bill calls for \$185 million to be spent on regulation of tobacco products, anti-smoking advertising and educational programs. An additional \$90 million would be designated to establish a Center for Tobacco Products within the Federal Centers for Disease Control. The new organization would have the authority to regulate tobacco products in the same way food and drugs are regulated by the FDA.

The following is an excerpt from Dr. Blum's testimony to the Senate Labor and Human Resources Committee on February 20, 1990:

"Despite an advertising blitzkrieg second to none, the tobacco and advertising industries would have the public believe that adolescents have heard the facts about 'both sides' and now have a 'free choice' to



DOC Founder Alan Blum, MD, testifies to the Senate Labor and Human Resources Committee on February 20, 1990.

decide whether or not to smoke 'when they grow up.' In claiming that it does not approve of young people smoking, the tobacco industry offers 'peer pressure, parental smoking and a climate of general rebelliousness among teenagers' as the reasons for adolescents taking up this neglected cornerstone of drug abuse. Meanwhile, the tobacco industry runs a year-round campaign with virtually no planned exposure for opposing messages (\$3 billion annually vs. less than \$4 million in government public service announcements, pamphlets, and posters) in newspapers, magazines, supermarkets, and television. Every child grows up seeing thousands of larger-than-life billboards for cigarettes and countless sports-associated tobacco promotions. The formula for these promotions is both simple and insidious, invariably involving a community's newspaper and its top youth-oriented radio station as co-sponsors.

"Support for visible counter-advertising of the kind pioneered by DOC is urgently needed to offset the long years of ubiquitous, unchallenged cigarette advertisements. Classroom-based education with emphasis on the harmful effects of smoking is only one limited way to tackle the adolescent smoking pandemic. Cigarette advertising and promotion can keep up with the latest fad in its portrayal of smoking and so remain 'in' far better than even the most talented and motivated teachers and parents.

"Counter-advertising helps to educate young people not only about the preventable factors responsible for bad health and high medical costs but also about the insidiousness of the outright promotion of those factors.

"The cost figures cited in this bill are

much-needed if we are to immunize the next generation against the willful deceptiveness of cigarette advertising. In addition to the precedent for successful counter-advertising between 1967 and 1970, there are also precedents for government expenditures on public interest advertising, such as current military recruitment promotions during televised sporting events and various efforts a decade ago to conserve energy and to lessen dependence on foreign oil supplies. In the case of smoking, purchase of advertising space is especially essential. Unlike the heavily publicized Media-Advertising Partnership for a Drug-Free America, which has received hundreds of millions of dollars in donated space in the printed media and free air time on television and radio, media corporations are too covetous of tobacco industry advertising revenues to run free advertising to discourage the sale of cigarettes and other tobacco products.

"Perhaps it is time for a Private Citizen Partnership for a Tobacco-Free Media. In the meantime, I hope the advertising and media industries will break ranks with the tobacco companies and support this bill. This would not only be to their best financial interests by virtue of the receipt of advertising revenue but also would be consistent with the positions leaders in the media who oppose banning tobacco advertising altogether.

"The power of advertising to shape purchasing decisions, stimulate sales, and promote brand name loyalty is well-documented. It has certainly created a huge following for cigarettes. It stands to reason that the same mix of marketing creative and strategic planning skills could generate persuasive and compelling anti-smoking advertising."

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 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 advertising aimed at reducing lethal lifestyles.

For more information write to:

DOC
1423 Harper St.
Augusta, GA 30912

Alan Blum, MD
Founder and Chairman

Rick Richards, MD
National DOC, President

Tom Houston, MD
National Coordinator

Karen Shipp
Managing Editor

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activities and sporting events implies that tobacco products are safe and help make one athletically more able.

"One of the most efficient ways that tobacco companies recruit new teenage smokers is by sponsoring athletic events and competition. Not only do teenagers and children look up to athletes, but tobacco companies advertising in association with athletic activities and sporting events implies that tobacco products are safe and help make one athletically more able. The association with sporting events is totally absurd since tobacco products not only impair athletic ability but rob one of athletic conditioning."

Pepi Stiegler, a representative of the Jackson Hole Ski Corporation, replied in a letter to Dr. Blue that although he understood and sympathized with Dr. Blue's concerns "the business decision we have made is to continue operating the Marlboro Ski Challenge on our mountain."

"The Marlboro ski challenge is a wonderful way to introduce skiers to racing and it gives those who might not feel confident enough to enter a Nastar race an alternative format to try."

Without Marlboro's sponsorship we could not offer this service. Their participation means thousands of dollars in labor subsidy to the Ski School which we would not have the budget to cover on our own."

In Dr. Blue's subsequent letter, he told Steigler he understood the corporation's reasons for accepting tobacco money but still disagreed with it and again requested that Jackson Hole reconsider their position.

With the groundwork already laid by Dr. Blue, DOC founder Dr. Alan Blum flew to Jackson Hole in January and made a presentation on tobacco sports sponsorship at a meeting of the Jackson Hole Rotary Club. Dr. Blum included slides of the Marlboro ski course at the Jackson Hole Ski Resort in his presentation. Sitting in the audience, surrounded by civic leaders and his business colleagues was Steve Duerr, Executive Vice President of the Jackson Hole Ski Corporation, and Harry Baxter, head of public relations for the corporation. Shortly following the presentation Duerr made the announcement that Jackson Hole was planning to phase out all tobacco and alcohol sponsorship of their ski courses.

In a February 5, 1990, letter to Dr. Blue, Duerr stated the Jackson Hole Ski Corporation had experienced a definite change of heart. Along with the letter, Duerr enclosed several pieces of correspondence to show the corporation's "good faith efforts to pursue alternative sponsors for resort activities." Duerr stated "as a matter of principle and perhaps a change of philosophy, the Jackson hole Ski Resort is interested in pursuing alternative sponsors for some events."

In one of the letters Duerr included, he

stated, "Jackson Hole Ski Cooperation, during their Executive Meeting January 26, 1990, made a unanimous decision to phase out all sponsorship with products which are considered drug-related such as cigarettes and alcohol."

In another letter Duerr stated, "I understand that negative advertising by DOC at the Aspen January 4-5 Celebrity Ski Challenge was effective and ruined the experience for celebrities who participated. Jackson Hole Ski Corporation does participate with Marlboro in maintenance and operation of a Marlboro Ski Course, primarily for children. In addition, our Nastar Ski Race Course is sponsored by Lite Beer."

Echoes Across the Mountains

In what appears to be a snowball effect, in March 1990, one month after the announcement in Jackson Hole, the president of the Aspen Skiing Company announced there would be no more tobacco industry sponsorships at Aspen, Buttermilk and Snowmass ski resorts effective next season.

In an article in the March 18, 1990, edition of the *Rocky Mountain News*, company spokeswoman Terri Hart Roberts commented, "We decided not to support an industry that makes a product bad for people's health."

According to the article, Andrew White, spokesman for Philip Morris USA was upset. "What we are promoting here is skiing, not smoking," he said. "We do not ask anyone to smoke if they attend our events. It is an unfortunate overreaction from a few zealots."

Footnote

More recently Paul McCollister announced his intention to present a resolution at the annual United Ski Industry Association meeting which would make a ban on alcohol and tobacco sponsorship the national ski industry standard.

Dr. Blue commented "It's amazing what effect the truth has on people once they've seen it."

Presentations at Conference Receive Excellent Reviews

DOC Board member Luke Burchard received an outstanding evaluation for his presentation in November 1989 at the 11th Annual Conference on Patient Education. Attended by over 500 physicians, residents, nurses, and other health professionals, Dr. Burchard's talk on effective patient education techniques centered around his DOC activities and personal methods of promoting good health. Dr. Burchard and DOC National Coordinator Tom Houston, MD, also presented two workshops that received excellent reviews as well.

DOC Officer Appointed Director of Preventive Health at AMA

National DOC Coordinator Thomas Houston, MD, was recently appointed director of the American Medical Association's Department of Preventive Health. Dr. Houston said his job will be to formulate policy and direct efforts in areas such as tobacco, alcohol and other public health issues in the interest of the nation's physicians.

"I'll have the opportunity to take some of the things I've learned working with DOC and apply them on a national level in the setting of organized medicine," Dr. Houston commented. "The AMA, which is the largest medical association in the world, wants to establish a position not only in clinical medicine but in preventive medicine as well. My job will be to point them in the right direction to accomplish this."

Miller Lite Drops Lawsuit

Philip Morris' subsidiary Miller Brewing Company has dropped the lawsuit it had filed against DOC in September 1989 on alleged charges of copyright infringement arising from DOC's "Killer Lite" parody of Miller Lite's "biggest party in history". According to the document issued by a U.S. District Court in Houston, Texas, the agreement is "meant solely to end the controversy and is not meant to constitute an admission by either side relating to the merits of any claims or defenses involved."

However, National DOC president Rick Richards commented, "When you're backed by a company as rich and powerful as Philip Morris, you only back away from a lawsuit when you know you can't win." Dr. Richards pointed out the irony of PM filing a lawsuit to suppress DOC's freedom of speech while in the midst of a major media campaign to promote the Bill of Rights. "This glaring contradiction in principles served to show the whole country what DOC has been pointing out in its counter-ads for over a decade."

DOC created its "Killer Lite" t-shirt, the subject of the lawsuit, in response to a 13-month marketing ploy disguised as a fund raising campaign for the Texas Special Olympics. Since alcohol abuse has been implicated in mental retardation, fetal alcohol syndrome, and paraplegia due to alcohol-related motor vehicle injuries, DOC felt the Special Olympics was the wrong charity to associate with a beer company. DOC's t-shirt read "Killer Lite" instead of Miller "Lite" and instead of "We're having a party," DOC shirts carried the slogan "We're pushing a DRUG!"



Coordinated by DC DOC leader Richard Andrews, MD, members of Washington DOC and other area health organizations made a housecall to the Emphysema Slims Tennis Tournament.

D.C. Coalition: "Tobacco Sports Sponsorship a Capitol Offense"

In a nationally televised press conference on February 23, DOC member Marc Rivo, MD, president of the D.C. Academy of Family Physicians, protested the promotion of tobacco sponsorship through the Virginia Slims Tennis Tournament. The press conference was held prior to a DOC house call on the event. In a show of support for DOC's efforts and those of the other members of the D.C. Interagency Council on Smoking and Health, Dr. Louis Sullivan, Secretary of Health and Human Services, denounced the tobacco industry for "fostering a misleading impression that smoking is compatible with good health".

On Sunday, February 25th, DOC made a house call to the finals of the Virginia Slims being held at George Washington University. Participants included members of D.C. DOC, VA GASP, the D.C. Academy of Family Physicians and the Family Medicine Student Interest Group at George Washington University. The group handed out information encouraging spectators to ask women's tennis to find a more appropriate sponsor.

As a result of the press conference and house call, Dr. Rivo was asked to testify on March 1 before the House Energy and Commerce Subcommittee, chaired by Congressman Thomas Luken (D-Ohio), in support of a bill entitled the "Protect our Children from Cigarettes Act of 1989". If adopted, the bill would strongly regulate tobacco advertising aimed at children and youth.

Editor's Note: DOC was the first group to protest the association of Virginia Slims with professional womens tennis. In 1978, DOC

paid a house call to the Virginia Slims Tennis Tournament in Ft. Lauderdale, Florida. More than 30 DOC demonstrators carried posters with slogans like "Yes, Virginia, there is a lung cancer." In 1985, the first Emphysema Slims Tennis Tournament, a counter promotion of the Virginia Slims event, was held in Augusta, GA. The 1989 Emphysema Slims Celebrity-Pro Tennis Tournament of Santa Fe was attended by a number of touring tennis pros and Hollywood celebrities, and endorsed by state and local leaders.

Prior to the press conference and house call, Dr. Rivo and Dr. John Niles, president of the D.C. Medical Society, sent a letter to Stephen Trachtenberg, president of George Washington University where the Virginia Slims Tennis Tournament was to be held. Drs. Rivo and Niles expressed their dismay that a University "which is known for its leadership in the health community" would sponsor the Virginia Slims event.

"If you are doing this in the name of academic freedom and first amendment rights, there is nothing in the Constitution that protects false and misleading advertising of an unhealthy product by the tobacco industry. Furthermore, the previous president of George Washington University did not have any problem banning Virginia Slims."

They encouraged the university to sever its ties with Virginia Slims stating it was "still not too late to make the important statement that the trade off between profits and health must end."

In his reply, Trachtenberg defended his decision saying: "The University will receive

no profit from this whatsoever. Any return to the University has been dedicated to provide a scholarship for a *minority woman student* at the George Washington University Medical School." (emphasis added)

Trachtenberg also pointed out that the University had arranged for 250 inner-city young people to attend the tournament free of charge. Trachtenberg concluded, "We live in a world which we exchange this for that. The arguments you make about smoking are sound but, in my heart of hearts, I don't believe anyone becomes a smoker because of the Virginia Slims Tennis Tournament."

In a subsequent letter to Trachtenberg, Drs. Rivo and Niles called the scholarship funded by returns from the tournament an "altruistic move" by the university, but pointed out they were "appalled that Philip Morris is funding it. Perhaps Philip Morris is feeling guilty for killing so many of this female minority student's family and friends. She will owe her medical degree to the largest purveyor of death and disease in this country. Is that philanthropy?"

"Along the same lines, we are struck by the irony of your gift of 250 tickets to the Virginia Slims Tennis Tournament to the D.C. Department of Recreation, and we quote a G.W. press release of February 13, 'to provide exposure (to tennis) to our at-risk youth.' These youth are probably in the highest at risk group for smoking and dying from tobacco-related disease. Is this the community service you want to bestow?"

In closing, Drs. Rivo and Niles said that the correspondence between the two parties had been "fruitful" and they were planning on "extending the debate to the community at large" referring to the press conference.

In his latest correspondence to Drs. Rivo and Niles, Trachtenberg continued to defend the scholarship provided by the tennis tournament stating "I'd prefer to take funds from you than a cigarette manufacturer, but you send me letters, and they send me cash."

As to the matter of G.W.U. donating tickets to the recreation department, Trachtenberg responded "We didn't put a gun to the heads of the young people who came to see the Tennis Tournament. We offered them an opportunity."

Trachtenberg did state that, although he did not wish to sever ties with Virginia Slims he would like Philip Morris to rename the tournament for one of their other products, and he intended to work toward that goal "in my own way."

Editor's note: On March 3, 1990, the Washington Post reported that G.W.U. had formally asked that the name of the Virginia Slims Tennis Tournament be changed if they were to continue to host the event.

DOC Exposé on Video Arcade Games Has More than a "Token" Impact

The winter issue of *DOC News and Views* reported on the research conducted by DOC President Rick Richards, MD, and DOC Board Member Paul Fischer, MD, concerning tobacco and alcohol advertisements appearing in children's video games. Drs. Richards and Fischer forwarded a video tape of their findings to Rep. Thomas Luken and filed a formal complaint with the FTC.

After reviewing the evidence, Rep. Luken sent a letter to Philip Morris asking if the company was aware of the advertisements and were they under any agreement with Sega. Philip Morris officials claimed that (coincidentally) they had just been made aware that the Marlboro logo appeared in a Sega video game by one of their lawyers who happened to notice it in a video arcade.

In a letter to Sega from Philip Morris lawyer Barry Krivisky, Krivisky stated, "This is further to and will confirm our telephone conversation on November 15, 1989, wherein I objected to the Sega SUPER MONACO GP video game, that I noted in the Penn Station, New York City location of Time Out Family Amusement Centers." None of the other games in which DOC discovered Marlboro advertisements were mentioned in his letter, however.

In an official response, Sega Co-Chairman of the Board Dave Rosen stated, "The several graphics in question, such as fleeting billboard parodies along a Monaco speedway, are simply a game designer's innocent attempt to mimic real-life locations and scenery to enhance the realism of game play." Rosen said that Philip Morris had never offered to pay Sega to include its products in any video games. Rosen also said Sega was already in the process of removing any graphics that could be "unintentionally misconstrued" as a real-life product.

Philip Morris vice president for corporate affairs, John Nelson, was quoted in the *Washington Post* as saying "Sega did not have permission to do this. They acknowledge it and have agreed to cease doing it." Nelson added, "We don't want minors smoking. We're particularly vigilant when it comes to any illegal use of our trademark on an item that's designed for young people."

It is interesting to note an article which appeared in the March 5, 1983, issue of *The Medical Journal of Australia* entitled "Video game serves up Marlboro ads" which questioned the influence Marlboro ads appearing in a new video car-racing game by Namco, called Pole Position, might have on Australian teenagers. The article states "A Marlboro executive in Sydney was aware of the video game, saying, 'We have to keep up and be aware of all our promotions.'" That

statement was contradicted by Phil Francis at PM's headquarters in Melbourne, who much like PM's current VP, told the reporter, "No one from this end has solicited anything from Namco—definitely not. I would object to the Marlboro brand name being used."

Apparently not satisfied with the answers to their initial inquiry, in March 1990, Rep. Luken's office launched a formal investigation into the matter. In a letter to Hamish Maxwell, Chief Executive Officer of PM, Rep. Luken stated "As indicated in its November 13, 1989, letter to you, the Subcommittee has been informed about the use of the Marlboro logo in video games. Your failure to appear at our hearing on March 1 and the inability of the Tobacco Institute to answer the Subcommittee's questions about Philip Morris's marketing activities requires the Subcommittee to seek additional information." A letter was also sent to Sega Enterprises requesting similar information. Results of the investigation are pending at this time.

In March, an article in the *Washington Post* quoted FTC Chairman Janet D. Steiger who referred to the "unexplained appearance of cigarette logos in video games" as an example of possible targeting of children and teenagers that concerns the agency.

In April, video arcade owners across the nation received a new computer chip from Sega for the Super Monaco GP game and a letter asking them to replace the program which contained the Marlboro ads. No action has been taken by Sega to remove similar ads from two other video games cited by DOC.

Also as a result of DOC's findings, a bill was introduced by Assemblywoman Tanner to the California Legislature which would "prohibit the sale, lease, rental, or provision, or offer of any video game intended primarily for use by minors which contains any reference to alcoholic beverages or tobacco products." DOC member Jack Higgins, MD, of Chico, California, has been asked to testify at a hearing on the bill in May 1990.

"The bill will serve to put one additional limit on the ability of the tobacco industry to force their products on kids," Dr. Higgins said. "As we put more limits on tobacco products and establish more effective counterads, we may stand a chance of reducing the number of kids who become addicted to tobacco."

As DOC continues to monitor the situation, advertisements have been discovered in conjunction with several home video games. In *Ferrari Formula One* (Electronic Arts), available in computer stores for Amiga, Commodore and PC's, three Marlboro ads appear on the race car and its

driver on the front of the box, and the Marlboro racer is pictured on the back, but none appear during the game. In *Final Lap* (by NEC for the TurboGrafx 16), a Marlboro race car appears on the front and back of the box and Camel billboard lookalikes appear frequently throughout the home video game. In the *AI Unser, Jr. Turbo Racing* (Nintendo) a picture of the race car with the Marlboro logo is on the box (this game has not yet been reviewed by DOC).

Join DOC in opposing the appointment of a Philip Morris Attorney as a Commissioner of the FTC!

For several months, the Bush Administration has been seriously considering the appointment of PM attorney James Breedlove as one of five Commissioners of the FTC. With tobacco and alcohol advertising and promotional campaigns currently being some of the most controversial issues facing FTC review, DOC would find such an appointment highly unethical and totally unacceptable. Write or telephone your senators and representatives today, or call the White House at 1-202-456-1414 to leave a message for the President.

Parents Unaware Camel Sponsorship Aimed at Kids

Before fans who attended the January 13th Camel Monster Truck Race in Augusta, GA, entered the arena, DOC members from the Medical College of Georgia (MCG) were on hand to offer them literature disclosing Camel's true motives for sponsoring sporting events. A group of DOC members made up of students, residents and faculty handed out approximately 2,000 flyers to adults and DOC notebook stickers to children and teenagers who made up an estimated 50 percent of the audience. MCG DOC founder Adam Goldstein, MD, commented, "The true monsters in the Camel Monster Truck Series are the R.J. Reynolds drug pushers who are selling corporate death and addiction to our kids."

The reaction of the fans to DOC members was incredibly favorable. "The parents didn't realize the dangerous association of tobacco and sports or that the event was a marketing ploy aimed at their kids."

This was the third house call by the MCG DOC chapter within the last year (the two others being the Barboro Country Music Festival and the Benson & Heartattack Blues Festival).

DOC Health Promotion Materials



Posters



SMOKERS HAVE ZOO BREATH DON'T SMOKE Love, Doc

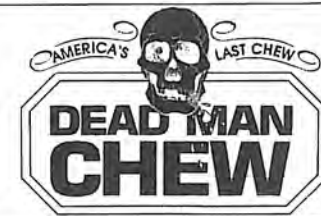
Please use the form on the opposite page to order DOC health promotion materials.



Many of the ads in this magazine are misleading, deceptive and/or a rip off. For example, smoking does not make one glamorous, much, successful, or athletic. It does make one sick, poor and dead. We care about you and your health. Love, Doc



Stickers



DON'T MAKE AN "ASH" OF YOURSELF DON'T SMOKE

Sponsored by M.C.D. Family Practice

SMOKERS DON'T HAVE "LUNG" to LIVE DON'T START

Sponsored by M.C.D. Family Practice



T-shirts

Bumper Stickers

McSmoke the Tobacco King and Nikki Teen

now available from DOC

New York DOC is proud to announce the release of its exciting new rap music video, *McSmoke the Tobacco King and Nikki Teen*. In the video, a talented teenage cast performs a rap song with compelling rhythm and catchy lyrics kids can sing along with:

*Black are his lungs, yellow are his teeth.
Fingernails are gritty, his breath smells like feet.*

An educational packet is included to assist teachers and health educators. To order, send a check (payable to NYC DOC) or a money order for \$100 (postage included) to:

DOC Video
Edward Anselm, MD
329 East 17 St., Apt. 2
New York, NY 10003

Drug-Free All the Way with Kay

National DOC, in cooperation with Nebraska DOC, will be helping to sponsor Kay Ryschon, an international award winning bicyclist in her drug-free Race Across America (RAAM) in August 1990. Kay, who has won such competitions as the Paris-Brest-Paris 1215 km race, expressed to DOC her desire to use her athletic ability to spread the pro-health message. "I want to show young people what they can accomplish if they don't abuse their body."

The RAAM, an annual event sponsored by the Ultra Marathon Cycling Association, will begin in Irvine, CA, on August 5, and end in Savannah, GA. Twenty-eight men and seven women will be competing in the race which traditionally draws widespread media attention. Kay will be followed at all times by a support vehicle with a rotating road crew of nine people. "We're going to see so many people on the route and when they ask about the DOC logo, members of my road crew will have an opportunity to promote the pro-

health message."

DOC needs your support to allow us to sponsor Kay. Send your contribution to: Drug-Free All the Way with Kay, c/o DOC, 1423 Harper St., Augusta, GA 30912.

DOC Cosponsors 1990 STAT Conference

DOC is proud to announce it is a cosponsor of the 1990 STAT Community Organizer's Conference to be held August 17-19 in Boston.

STAT (Stop Teenage Addiction to Tobacco) is expecting a capacity audience of over 300 dedicated activists from around the country.

The faculty will include 35 of the nation's leaders in tobacco activism and control including DOC members Alan Blum, MD, Tom Houston, MD, Bob Jaffe, MD, Michael Lippman, MD, John Slade, MD, Ron Davis, MD, Rick Richards, MD, Joe DiFranza, MD, Greg Connolly, DDS, and Ed Sweda, JD.

For further information write to STAT, P.O. Box 60658, Longmeadow, MA 01116, or call (413) 732-STAT.

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 (____) _____

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Randi Lynn Hubbard in her monster truck surrounded by some of her excited young fans.

Washington-DOC Sponsors Monster Truck Momma with a Message

When her children and others go to sporting events, Randi Lynn Hubbard doesn't want them bombarded by alcohol and tobacco advertisements and promotions. No doubt a viewpoint shared by thousands of other health conscious mothers across the nation, but Randi Lynn backs hers up with a monster truck that she built herself.

Washington DOC teamed up with Randi Lynn last year to try to decide how she could best use her unusual truck driving talents to spread a pro-health message. Both agreed Randi would enter her truck in a competition in January sponsored by the National Hot Rod Association and Camel. Randi decided to paint the Washington DOC logo on her truck in exchange for DOC's support with her media contacts. Washington DOC also found a hotel for her family and crew in exchange for having their name mentioned and parking the truck in front of the hotel the day before the race.

Prior to the race, instead of holding a press conference, Washington DOC decided to stage an event at a local school. Bob Jaffe, MD, president of Washington DOC, gave a presentation to 350 students about tobacco, alcohol and marketing drugs to children. Randi Lynn followed up by answering questions and demonstrating her monster truck on the playground. The presentation was covered by three local television stations, one newspaper and a health reporter for a large HMO. "The event went beautifully," Dr. Jaffe said.

An NHRA corporate sponsor relations representative was waiting for Randi when Dr. Jaffe drove her back to the racing field.

According to Dr. Jaffe, he proceeded to read Randi the riot act. He told Randi that she would not be allowed to carry any "no smoking" or "anti-tobacco/anti-Camel" messages on her uniform or on the truck. Furthermore, he told her that she would be required to carry three Camel ads (two on her uniform and one on her truck) the next day. He then asked her if they "had an understanding" and then told Dr. Jaffe he didn't want "any surprises" the next day.

The NHRA representative then proceeded to tell Dr. Jaffe that he didn't like the "no smoking" tie he was wearing and didn't want to see him wearing it the next day. He

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also told Dr. Jaffe he didn't like his smile and asked him why he was always smiling around him. Dr. Jaffe commented to *DOC News and Views*, "The presence of a tobacco industry prostitute acting like a jerk does tend to evoke spontaneous smiles from me."

As Randi's sponsor, Washington DOC's primary concern was for her well-being, so Dr. Jaffe cancelled plans to bring "no-smoking" flags to the race and to leaflet the Kingdome the next day. Instead, members of the Tobacco Addiction Coordinating Council (TACC) prepared leaflets addressing tobacco and sports sponsorship and passed out 2,500 to fans entering the gates.

Randi was in competition with 7 other drivers, most of them from out of state. She sat in her truck, surrounded by over 200 Camel ads and a giant Marlboro advertisement on the wall. Her 500 hp engine was no match for the souped-up 1500 hp engines in the larger trucks. The crowd was behind her, the only woman driver in the meet, but she ended up in last place. First place went to U.S. Tobacco's Skoal Bandit.

"So, the bad guys finished first," commented Dr. Jaffe, "this time."



Randi Lynn Hubbard and her monster truck take on the Skoal Bandit.

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