

Doc News and Views

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DOC Efforts Spark Major Universities to Divest Tobacco Holdings

The tobacco divestment movement represents a dramatic new initiative to promote a smoke-free society. This effort originated in 1981 when DOC Founder Alan Blum, MD, was instrumental in persuading the American Medical Association (AMA) to eliminate several million dollars worth of tobacco stocks from its retirement fund. By 1986, the AMA was officially encouraging universities with medical schools to divest their tobacco holdings. In 1984, DOC created Project SNUFF (Stop Noxious University Funding Forever) which targeted Illinois universities with medical schools and succeeded in convincing the University of Illinois to drop its tobacco stocks.

In 1990, the Tobacco Divestment Project (TDP) was formally launched as

a new national campaign championing the proposition that it is unethical to profit from tobacco addiction. The TDP receives guidance from an advisory board of individuals who have distinguished

vices and materials to further the cause of divestment.

Last year while a student at the Harvard School of Public Health, DOC member Phil Huang, MD, MPH, created a radio advertisement in a course taught by media expert Tony Schwartz. The advertisement pointed out the hypocrisy of Harvard President Derek Bok's call for university leadership in demonstrating strong moral and civic values, while Harvard continued to invest in the tobacco industry. The advertisement was aired on the Harvard radio station and generated local media attention.

At the same time, Dr. Huang began working with a student representative to the University's Advisory Committee on Shareholder Responsibility (ACSR). The

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Harvard's reason for divestment of its tobacco holdings was "a desire not to be associated as a shareholder with companies engaged in significant sales of products that create a substantial and unjustified risk of harm to other human beings."

themselves in the struggle to bring tobacco use under control. Much of the work of the TDP is performed by pro-health advocates throughout the country, for whom TDP provides support ser-

Philip Morris Promotes Bill of Rights, Discourages Free Speech

Philip Morris' Benson and Hedges Blues Festival began its five-city tour around the nation in Houston, and DOC created a print counter-advertising campaign to draw attention to the cigarette-sponsored blues festival.

DOC Founder and Chairman Alan Blum, MD, and Eric Solberg, DOC executive director, submitted the counter advertisements to the *Houston Chronicle*, the *Houston Post* and *Public News*, a Houston weekly newspaper. *Public News* printed DOC's advertisement, which featured the slogan "Don't them cancer pushers give ya The Blues?" on June 5. The same advertisement also appeared in the *Houston Post* on June 9. A different advertisement featuring the slogan "Benson and Stenches gives Houston The Blues" appeared in the *Hous-*

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This bench was part of DOC's counter-advertising campaign against the Benson and Hedges Blues Festival in Houston.

Editorial

Children at Risk

by President Jimmy Carter

Children represent the future. International leaders at the first World Summit for Children held this past September focused universal attention on the needs of children for the coming decades. Heads of state have pledged their support and committed their countries' resources to specific goals for improving the quality of life and health of children by the year 2000.

One of those goals has to be a decrease in tobacco use, which poses the most serious health threat for children and adolescents in the next century. Steps must be taken to outlaw the advertising of cigarettes and tobacco products and to discourage the use of tobacco. Some outstanding leaders have taken a stand and implemented programs against tobacco advertising. Their courageous actions must be emulated by enlightened leaders of other

nations. Even in the United States minimal efforts are made to restrict advertising or to ban sales of tobacco to minors.

Most people who start smoking do so before the age of 19 and are easily addicted, many for life. This has resulted in approximately 390,000 deaths a year related to tobacco use in the United States alone.

The large multinational tobacco companies are now shifting their focus to developing countries. In these countries children and adolescents, along

"It is very sobering for me to know that more Colombians die smoking American cigarettes than Americans die using Colombian drugs."

**-- Jimmy Carter
Dallas Observer
(April 19, 1990)**

DOC News and Views is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals 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:

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with women of child-bearing age, are prime targets for sophisticated advertising and marketing campaigns. These children's lives are at risk. The tobacco companies are counting on these groups to increase their sales. The tobacco companies' efforts to entice and seduce children and adolescents into a lifelong addiction to nicotine is unpardonable. Heads of state must take a stand now to support advertising bans and marketing restrictions for tobacco. The health of the world's children, who are each nation's future, must become a global priority.

Reprinted with permission from the January 1991 World Health Organization Tobacco Alert

**Thank you for your
continued support of DOC!
Your contributions make this
newsletter and other DOC
pro-health activities possible.**

Journal of Family Practice Plans Special Issue on World Tobacco Pandemic

On December 5, 1983, *The Medical Journal of Australia* made history. It was the first major medical journal in the world to publish an entire issue devoted to the world tobacco pandemic. Until that special issue of *MJA*, there had not been a single journal which focused on the economic, political, social, personal and professional aspects of tobacco. The special issue became a world-wide reference. It was followed in December of 1983 by an issue of the *New York State Journal of Medicine* titled "The World Cigarette Pandemic" (later published in book form) and then by "The World Cigarette Pandemic Part II," the July 1985 issue of the *New York State Medical Journal*.

All three issues were edited by Alan Blum, MD, DOC founder and chairman. Dr. Blum has been writing and encouraging others to write about the world tobacco pandemic for over 13 years.

Dr. Blum is teaming up with Rick Richards, MD, associate editor of the *Journal of Family Practice*, to produce another special publication dealing with the world tobacco pandemic. Like the first three, it will deal with all aspects of the pandemic and will include a focus on practical things that physicians can do in their offices, with their patients and as individuals or with the leaders of their communities.

Through *DOC News and Views*, the *Journal of Family Practice* is issuing a call for manuscripts to be considered for inclusion in the special issue. Due date for the manuscripts is Oct. 1, 1991. They should be submitted according to *JFP* manuscript guidelines and sent to Paul Fischer, MD, Editor, *JFP*, HH-101, Medical College of Georgia, Augusta, GA 30912.

DOC Efforts Spark Major Universities to Divest Tobacco Holdings (continued from page 1)

ACSR subsequently made a unanimous recommendation to the Harvard Corporation that it establish a policy prohibiting future purchase of tobacco stocks. A petition calling for Harvard's divestment was signed by over 300 students and faculty in the School of Public Health. These efforts led to the announcement in May 1990 that Harvard had divested almost \$60 million worth of tobacco stocks because of "a desire not to be associated as a shareholder with companies engaged in significant sales of products that create a substantial and unjustified risk of harm to other human beings." The university also formally adopted a policy "prohibiting future purchase of stock in companies producing significant quantities of cigarettes or other tobacco products."

That same month, the Board of Trustees of City University of New York (CUNY) voted to divest its \$3.5 million of Philip Morris stock after trustees and TDP board member Edith Everett noted that owning stock in a company "whose purpose is to addict as many young people as possible to a lethal drug, calls our educational leadership into question."

Since then, the City of Pittsburgh and the Robert Wood Johnson Foundation have divested their tobacco stocks, and resolutions calling for tobacco divestment have been introduced in Massachusetts, Wisconsin, Oregon and Pennsylvania. The American Public Health Association (APHA) has adopted a policy statement calling for tobacco divestment and is developing a plan to actively promote the issue.

In October 1990, Dr. Blum addressed the subject of tobacco divestment by universities in the *Chronicle of Higher Education*. "For a university to continue to hold a stake in a tobacco company shows contempt for the very knowledge that has been gained by university re-

searchers about tobacco during the past 50 years," Dr. Blum wrote. "The only defensible purpose in holding tobacco stock is to use it to vote to end the companies' cynical promotion of tobacco to new markets."

In January 1991, Dr. Kenneth Kizer, director of the California Health Department, received national acclaim after sending letters to universities throughout his state as well as to the State Teachers Retirement System and the Public Em-

movement was led by a graduate student in the school of Public Health, Dr. Carl Latkin. His efforts began by gaining the support of the deans of the schools of medicine and public health and were followed by his delivery of an address to the Board of Trustees. In spite of a personal appearance by the chairman of Philip Morris and the fact that a Johns Hopkins faculty member is on the Philip Morris Board of Directors, the trustees voted unanimously in favor of divestment.

DOC has played an active role in divestment efforts at Rice University. DOC funded the airing of another Tony Schwartz-produced radio advertisement which targeted Rice University President Dr. George Rupp, using excerpts from his 1990 commencement address to point out inconsistencies between his public statements and the university's decision not to divest its tobacco holdings.

At the University of Texas, senior student Ron Turk, aided by DOC, has successfully mobilized political support in Texas for the tobacco divestment movement. The State Board of Health, the Texas Medical Association and Texas Governor Ann Richards have publicly spoken out in favor of divestment. Although the Board of Regents narrowly

voted against divestment by the University of Texas System, (a 4-4 tie vote was decided by the dissenting chairman), the discussion led to passage of a resolution banning smoking from all University of Texas facilities.

DOC members are encouraged to get involved in this issue by determining the holdings in their state, medical school, hospital, etc. For further information or assistance, contact Dr. Phil Huang (Associate Director of the Tobacco Divestment Project) at (217) 785-1873. Also, if you are aware of other institutions not mentioned in this article that have divested their tobacco holdings, let DOC know so we can spotlight them as well.

Tobacco Divestment Milestones

1981: American Medical Association eliminated several million dollars worth of tobacco stocks from its retirement fund.

1984: Project SNUFF (Stop Noxious University Funding Forever), created by DOC, succeeded in convincing University of Illinois to divest its tobacco stocks.

1990: Tobacco Divestment Project (TDP) formally launched as a national campaign. Harvard divested of almost \$60 million worth of tobacco holdings. The Board of Trustees of City University of New York voted to divest its \$3.5 million of Philip Morris stock. The City of Pittsburgh and Robert Wood Johnson Foundation divested their tobacco holdings. Resolutions calling for tobacco divestment were introduced in Massachusetts, Wisconsin, Oregon and Pennsylvania. American Public Health Association adopted a policy statement calling for tobacco divestment. Divestment efforts underway in California, spearheaded by Dr. Kenneth Kizer, director of the California Health Department.

1991: Johns Hopkins University announced divestment of its tobacco holdings after Board of Trustees voted unanimously in favor of such action. The Texas State Board of Health, Texas Medical Association and Texas Governor Ann Richards publicly spoke out in favor of tobacco divestment. Divestment efforts underway at Rice University.

employees' Retirement System, strongly encouraging their elimination of tobacco-related holdings. He noted the irony that while his public agency is engaged in an extensive anti-smoking effort, other branches of government are investing in tobacco companies. Media attention to Dr. Kizer's stand has increased public awareness of the issue and generated added pressure on the institutions to divest. The student governing body representing all of the University of California schools is also discussing efforts to support Dr. Kizer's initiative.

In February 1991, Johns Hopkins University announced the divestment of its tobacco holdings. The Johns Hopkins

EPA a Health Hazard?

The tobacco industry has been pulling out all stops to prevent the Environmental Protection Agency (EPA) from releasing the final draft of the technical compendium on environmental tobacco smoke. Although the report was completed in April of 1991, it has not yet been released.

The third of three reports, it consists of a scientific review of the literature. The first document deals with risk assessment. The second is the policy guide. These first two have been circulated for comment and are in the final revision phase. The third document was called for by Congress because it wanted to know not only about the cancer-causing effects of ETS but also to examine the correlation between ETS and heart disease.

In an Associated Press story on the report, DOC Founder and Chairman Alan Blum, MD, predicted, "Government just doesn't dare go the limit in challenging a big, financially powerful industry."

The tobacco industry has gone to such unprecedented lengths to prevent the report from being released, including having six members of their Center for Indoor Air Research appointed to the EPA's Advisory Board, pressuring the EPA to drop Dr. David Burns from the board (later reinstated) and continual lobbying to get the reports delayed and/or watered down, one must assume they think the report will be extremely damaging to tobacco industry profits.

Although the report has not been released to the public, a draft was given to the tobacco industry for their comments. A lengthy letter from Rep. Thomas Bliley (R-Va.) expressing the tobacco industry's concerns to the EPA apparently worked. The study will be sent out for another review.

If the tobacco industry is working this hard against the EPA report, then pro-health advocates must be equally vigorous in their efforts to assure that all EPA reports are released in the form and with the content that was originally approved by its advisory board."

DOC Sponsors Booth at Kidfest in Albuquerque



Jim Terr spreads the DOC message through music.

Humorous lyricist Jim Terr had kids singing the DOC message at a DOC-sponsored booth during Kidfest in Albuquerque. The event, held May 4-5 at Tiguex Park, featured booths, exhibits and activities aimed at kids.

Jim constructed a large replica of a cigarette package to mark the DOC booth. However, the "brand" name on the package was "Don't." Kids sang along with Terr and walked away with free posters and stickers.

Smokefree Educational Services Tries to Buy Shea Stadium Billboard

The Philip Morris contract with the Mets for billboard space at Shea Stadium expires in September, and Smokefree Educational Services of New York has offered to purchase the billboard space and match the \$240,000 that Philip Morris was paying for its Marlboro advertisement. The Mets refused to even discuss the offer or give any information.

Joseph Cherner of Smokefree Educational Services said, "We are outraged at the Mets' refusal to talk with us. Philip Morris uses the New York Mets to associate smoking with a healthy sport and to convince children that being an athlete goes hand in hand with being a Marlboro Man. Philip Morris strategically places Marlboro billboards in frequently televised camera angles to circumvent federal law which prohibits cigarette advertising on television."

Cherner points out that the Olympic Committee does not allow tobacco billboards in Olympic stadiums, the Minnesota Metrodome voted unanimously to remove its cigarette billboard, Dodger stadium and Wrigley Field are tobacco billboard-free and the Oakland Coliseum bans smoking.

New York Mayor Dinkins has publicly called on the Mets twice to take down the Marlboro billboard in Shea Stadium.

"We are offering the Mets an opportu-

nity to replace that anti-health message with a pro-health message and not lose any money in the process," Cherner said.

New York Newsday (Jan. 23, 1991) quoted Jim Ross, marketing VP for the Mets, as saying, "We have to see what legislation comes down, what the club wants to do. You also have to look at the fact that Marlboro is a long-time [10 years] sponsor." Ross was referring to legislation pending in the City Council which would ban tobacco advertising in city-owned stadiums such as Yankee and Shea.

"Smokefree Educational Services is certainly to be commended for not only going after the right target, the highly visible tobacco and sports connection, but even more so for 'putting their money where their mouth is,' so to speak," said DOC President Rick Richards, MD.

Ahron Leichtman, a pro-health activist who lobbied Congress to ban smoking on commercial airliners, wrote a letter to Baseball Commissioner Fay Vincent on May 2 asking if leaders of the sport would consider banning smoking in ballparks. An aide to Vincent, Richard Levin, responded, "We do not believe Major League Baseball, as an institution, should be in the business of regulating individual behavior. Clubs are encouraged to provide the best possible stadium environment for their fans."

"Zap! Bang! Puff?" Tobacco Ads In Video Games Are Far From Dead

Over a year and a half ago, after DOC first revealed that cigarette and alcohol ads were appearing in electronic video games, and a year after Philip Morris lawyers contacted one video game manufacturer, SEGA, to make them stop using the ads in the video games, it's still business as usual.

In a follow-up story to the one carried by the Associated Press in 1990, Paul Raeburn and his colleagues went to several cities around the U.S. and found that, other than the machine at Putt-Putt in Augusta, Ga. (where DOC members first noticed the videos), no changes have been made.

Days after the second Associated Press article appeared, Philip Morris publicly announced that it was filing a multimillion dollar lawsuit against SEGA. Again, nothing has been heard from Philip Morris since and the video games still keep sucking in those quarters, flashing those Marlboro ads.

Philip Morris claims it had no knowledge of the use of its trademarks in video games, even though an Australian Marlboro executive in Sydney was aware in 1982 of the Marlboro ads in the video game Pole Position, saying, "We have to keep up with and be aware of all our promotions" (*Medical Journal of Australia*, March 5, 1983).

Moreover, in Europe, a division of Philip Morris has been marketing a computer game called "Sunny Shine: On the Funny Side of Life" in Germany, Switzerland and Austria. The game is lined with logos of L&M cigarettes (manufactured by Philip Morris) and the player directs Sunny to talk with people and walk around in a cartoon setting. One scene features Sunny's car being destroyed by a steam roller, but Sunny is safe because he chose to be buying some L&M's at a nearby tobacco shop. The game plays on PC's, Amiga, Atari and Commodore.

DOC Members Receive Mead Johnson Awards

Three DOC members were among the twenty outstanding family practice residents nationwide selected to receive the 1991 Mead Johnson Awards for Graduate Education in Family Practice:

Matthew Cline, MD, a resident in the family practice program at Anderson Memorial Hospital in Anderson, S.C.;

Allen Naylor, MD, a resident in the Department of Family and Preventive Medicine at the University of Utah in Salt Lake City; and

Bernarda Mullek Zenker, MD, a resident in the University of Oklahoma Department of Family Medicine in Oklahoma City.

The award recipients are chosen based on leadership ability, community involvement and exemplary patient care. DOC commends these physicians for their achievements.

DOC Principles Incorporated into Medical School Curriculum

DOC has been integrated into the medical school curriculum at the University of Nebraska College of Medicine as part of the senior medical student Preventive Medicine elective. This elective, among the most popular in the school, teaches students "hands-on" patient counseling and requires students to give a "DOC Talk" to a local public school.

Besides giving a "DOC Talk" for a class of local school children, the students participate in role-playing exercises in which they are advertising executives in an agency that has just landed a big tobacco account. During the brainstorming session, students examine ways to design an advertising campaign for to-



Led by Dr. Paul Paulman, students at the University of Nebraska College of Medicine portray advertising executives plotting a cigarette marketing campaign.

bacco products and trouble shoot potential problems the campaign may cause.

The results of these sessions have

been that the students come up with counter campaigns very similar to the approach DOC has been using for the past 13 years. The students dissect and analyze the techniques used to sell tobacco and also identify the target groups. Most students express extreme discomfort about the values conflict they experience by playing advertising executives trying to sell tobacco.

The primary skill learned through the role-playing experience is the ability to think through the tobacco advertising and develop effective counter strategies for use within their own practices.

The elective is administered by Paul Paulman, MD, in the UNMC Department of Family Practice (600 South 42nd St., Omaha, NE 68198-3075, 402-559-6818) and coordinated by Margaret Safranek in the UNMC Department of Preventive Medicine and Karen Brodersen.

Sullivan Speaks Out on Tobacco and Sports

Secretary of Health and Human Services Dr. Louis Sullivan has made it clear that tobacco advertising and sponsorship have no place in the sports arena. This is a message DOC has been conveying since its inception in the 1970s.

"Certainly all of us are concerned that targeted tobacco advertising, including the sponsorship of athletic events, may perpetuate smoking by adults and lure young people into a smoking habit," Dr. Sullivan said.

"I am shocked that advertisers and the tobacco industry continue to paint a misleading picture about smoking. Even though the carnage of smoking is well documented, we still see young, good looking, seemingly healthy models in their ads. We know that a cigarette is the only legal product that, when used as indicated, causes death. Advertising that paints a different picture, especially targeted advertising which is designed to lure young people, women, minorities or bluecollar workers, is dishonest, irresponsible and unconscionable."

In April, Dr. Sullivan asked owners of all public and private arenas and parks to stop letting their complexes be used for tobacco-sponsored sporting events, and he asked sports promoters to stop accepting tobacco companies as sponsors. He called on sports fans to recognize that when a sporting event is sponsored by a tobacco company, it is being used to promote tobacco use and to decide whether or not they want to support that kind of promotion.

George Vecsey wrote in the *New York Times* (April 14, 1991): "[T]obacco companies are not foolish. Callous, sly, mendacious, avaricious, dangerous, contemptuous, contemptible, yes. But not foolish. Instead of paying designated athletes to plug their products, they went out and bought up entire sporting events."

"The disgraceful trade-off in American between profits and good health must stop!" Dr. Sullivan said. "But it will stop only when our citizens rise up and say, 'Enough -- no more!'"

STAT Conference Planned

The Second Annual STAT Community Organizers Conference will be held in Springfield, Mass., August 21-25. Co-sponsors include DOC, Bay State Medical Center and Bay State Health Systems, Children's Medical Network Telethon and the Massachusetts Medical Society. Speakers include DOC members Alan Blum, MD, Bob Jaffe, MD, Ron Davis, MD, and Greg Connolly, DDS. The three-day event includes 20 workshops covering a number of programs that have been proven to work in local communities around the country. Attendees will gain information and a network of resources and individuals to assist in developing successful local programs. Plus, each will receive the STAT Community Organizer's Resource Manual. Contact STAT (121 Lyman Street, Suite 210, Springfield, MA 01103 or call 413-732-7828) for more information.

Tobacco Companies Find Ways To Cash In on Desert Storm

Although North Carolina DOC President Adam Goldstein, MD, and medical students from the University of North Carolina at Chapel Hill succeeded in getting the Pentagon to stop shipments of free cigarettes to the troops stationed in the Persian Gulf, the battle wasn't over. The tobacco companies found other ways to get their messages to the military personnel as well as to cash in on the patriotic wave that has swept across our country.

Lorillard Tobacco Company added "patriotic" yellow stripes at the corner of ads for Newport, True and Kent cigarettes. Bob Garfield of *Advertising Age* commented, "Yep, God willing, every one of our soldiers, sailors and airmen will come back alive, so Lorillard can recommence killing them."

The Associated Press reported in January that a shipment of more than 200,000 donated magazines bound for U.S. military personnel in the Persian Gulf was held up by the Defense Logistics Agency because the magazines were wrapped in a special cover containing an

advertisement for Camel Filters cigarettes. Tim Kames, organizer of the effort, refused to allow the magazines to be shipped without the cigarette advertisement.

Philip Morris sent its employees to various stateside military bases to get family members to record Christmas messages included with greeting cards resembling Marlboro advertising scenes. Philip Morris, directly defying the Pentagon's ban on cigarette samples to the troops, sent Philip Morris "care packages" which included a variety of PM products like cheese, Jell-O and Marlboro.

According to Seraya Nelson, in *Army Times* (June 17, 1991), "Some of the best-selling cigarettes were available in the Persian Gulf region at less than two-thirds the price at military outlets back home. And despite a military ban on such donation, tens of thousands of free cigarettes found their way to Operation Desert Storm. According to media reports, they arrived via military cargo planes."

As part of the Marlboro Concert Series, Philip Morris has scheduled con-

certs at several military bases. One such concert took place on July 12 at Fort Ord Army Base in California.

At a recent air show by the Blue Angels at the Naval Air Station in Miramar, Calif., the team of precision military aircraft had its thunder stolen by a 15-foot inflatable pack of Camel cigarettes and its "spokesman," a giant cartoon camel with a three-foot long cigarette. Kids were drawn to this attraction which featured free cigarette lighters, hats, and tote bags all bearing the Camel logo.

Howard Mitchell, a former Air Force pilot and president of the Americans for Non-Smokers' Rights in San Diego, wrote letters to the Department of the Navy protesting the tobacco sponsorship of the event. Secretary of Defense Dick Cheney issued a directive stating that the military's sponsorship guidelines will be revised so that tobacco ads will no longer be permitted. Indeed, Secretary Cheney decided not to allow tobacco or alcoholic beverage companies to sponsor any USO events.

Chapter News

Cincinnati DOC Makes House Call to RJR Malignant Auto Show

In an effort to counter Magna cigarettes' sponsorship of a custom auto show, the Cincinnati Chapter of DOC held a Youth Outreach Activity on the sidewalks outside the convention center where the show was being held.

Magna, a brand of cigarettes recently introduced by RJR Nabisco, is the international sponsor of the ISCA auto shows and RJ Reynolds uses images of hot rods and rebellious "James Dean" characters to sell the brand. Magna's target market appears to be teenage boys and sponsorship of a custom car show appears to be an ideal way to attract that market.

Inside the auto show, anyone who claimed to be 21 or older (no proof of age was required) could receive free Magna cigarettes. In addition, anyone attending the event could receive free Armour All (in a Magna box), enter the hourly raffle for other Magna gifts or join "Club Magna" to receive "valuable" discounts on cigarettes. Free photos beside the Magna hot rod were offered to attendees.

The highlight of the massive Magna display was "Magnaland," a large model racetrack for slot cars where teenagers and children could race electric cars around a



Cincinnati DOC members spread the pro-health message outside the RJ Reynolds Malignant Cigarettes Auto Show.

miniature town featuring a Magna factory, a Magna train, a Magna warehouse and little Magna billboards tucked in every possible location. It was pure advertising aimed directly at the teenagers and children who crowded around the display to drive the model cars and check out the "neat-o" town.

Outside, Cincinnati DOC members protested with pro-health signs and gave away buttons and stickers. One DOC display featured actual lungs from smokers displayed in plastic bags so that viewers could see and feel emphysema and lung cancer. These were a huge hit with kids. The back of DOC's display featured "Joe Camel," the stiff character from Camel cigarettes, looking not-so-smooth with a Patriot missile stuck in his snout.

During the afternoon, several workers from the Magna Car Show came outside to express their concern regarding DOC's educational activity. They said that many of the participants and sponsors were upset about the "bad name" DOC's truthful exhibit was giving the car show. Apparently, several concerned parents had deliberately dragged their children away from the colorful, family-oriented Magna displays inside. One such worker remarked in frustration that people like DOC were making it very difficult for the Magna Car Show. A doctor who overheard the remark said that the tobacco industry had been making it very difficult for doctors and their patients as well.

Upcoming Stops on the Malignant Auto Show Circuit

Ocean City, MD	Sept. 20-22	13th Annual Ocean City Magna Auto Show, Ocean City Convention Center
Edmonton, AB	Oct. 18-20	16th Annual World of Wheels Motorsports Expo, Edmonton Northlands
Roanoke/Salem, VA	Oct. 18-20	3rd Annual Roanoke Valley Custom Car and Truck Show, Salem Civic Center
Allentown, PA	Nov. 9-11	33rd Annual Allentown World of Wheels, AG Hall
Portland, OR	Nov. 8-10	24th Annual Hanna Car Wash World of Wheels, Portland Memorial Coliseum
Long Beach, CA	Nov. 16-17	32nd Annual Championship MAGNA Auto Show, Long Beach Arena
Mobile, AL	Nov. 15-17	12th Annual Magna Auto Shows World of Wheels, Mobile Civic Center
Seattle, WA	Nov. 15-17	23rd Annual Al's Auto Supply AutoRama, Seattle Center - Coliseum
Salt Lake City, UT	Nov. 23-24	18th Annual Coors AutoRama Motorsports Expo, Salt Palace II
Wilkes-Barre, PA	Nov. 22-24	14th Annual Magna Auto Shows World of Wheels, Kingston Armory
Denver, CO	Nov. 28-Dec. 1	28th Annual CARQUEST World of Wheels Motorsports Expo, Currigan Hall
Houston, TX	Nov. 28-Dec. 1	32nd Annual Chief Auto Parts AutoRama, Astro Domain
Atlanta, GA	Dec. 6-8	25th Annual World of Wheels, Georgia World Congress Center
Ft. Wayne, IN	Dec. 6-8	33rd Annual Rod and Custom Auto-Rama, Allen County War Memorial Coliseum Exposition Center

Chapter News

Houston DOC Hosts 2nd Emphysema Slims

Houston had a new holiday to celebrate this year on April 13. Nobody got the day off, but Houston Mayor Kathy Whitmire proclaimed April 13 Houston's first "Throw Tobacco Out of Sports Day" in honor of the Houston Emphysema Slims Celebrity Tennis Tournament. While Philip Morris brought its annual Virginia Slims Cigarette Tennis Tournament to Houston's Westside Tennis Club, the Baylor College of Medicine Chapter of DOC and the American Lung Association/San Jacinto Area held the Emphysema Slims Tournament at the Homer Ford Tennis Center in MacGregor Park



on April 13 and 14.

"It's sickening to see a cigarette company calling the shots in women's tennis," said medical student Karen White, president of Baylor DOC. "Especially when lung cancer has now surpassed breast cancer as the leading cause of death from cancer among women."

Recent Baylor College of Medicine graduate and DOC member Kevin Reidy, MD, coordinated the Houston Emphysema Slims which featured local athletes committed to tobacco-free sports and to setting a better example for teenagers and children. Tennis pros included Leonardo Johns, tennis pro at Homer Ford Tennis Center, and Ann Eaton, a

Houston player who has won several American Tennis Association national titles. David Latin, former star of the Golden State Warriors, Phoenix Suns, Harlem Globetrotters and Texas West-



(Above) Houston City Councilman Dale Gorkzynski presents a proclamation from Houston Mayor Kathy Whitmire declaring Houston's first "Throw Tobacco Out of Sports" Day. (Left) Martina Nismokanova celebrates victory over the Filipe Morris executive. (Below, L-R) Tennis pro Leonardo Johns and DOC Executive Director Eric Solberg speak to a group of kids before the tournament.



ern University (a member of the only NCAA championship team ever from Texas) came out to show his support for tobacco-free sports as did Elmo Wright, former professional football player for the Kansas City Chiefs, and Leonard Ganther,

assistant director for Houston's Department of Parks and Recreation.

Also making guest appearances were Martina Nismokanova, the Barboro Man, hacking wheezing Filipe Morris executives, Mr. Camel Cartoon and the Dakota DaCough DaCancer girls.

The idea for Emphysema Slims began in January 1978 when family physician Alan Blum, MD, led a group of 30 health professional members of DOC on a house call to the Virginia Slims tournament to call attention to the devastating health and economic toll caused by tobacco in America.

In 1983, the Medical College of Georgia chapter of DOC in Augusta created an annual Emphysema Slims Celebrity Tournament and teaching clinic with the slogan "You've Coughed Up Long Enough Baby."

A National Emphysema Slims was held in Santa Fe, New Mexico, for the past two years featuring Olympic gold medalists, Hollywood stars and tennis pro Andrea Jaeger, once the number 2 ranked player in the world. These celebrity figures continue to be outspoken in condemning tobacco-sponsored sports, particularly the Virginia Slims Tennis Tournament.

"The emperor is not wearing any clothes," said Dr. Blum. "It's time for the mass media to start condemning tobacco companies and their allies and stop glorifying a stale cigarette promotion disguised as a tennis tournament. Ironically, the *Houston Chronicle*, which claims to be committed to improving the health of our community and educating our children, was listed as the principal co-sponsor of the Virginia Slims event. What a shame for a leading newspaper to be a part of a cigarette company promotion. We're hoping they'll support our healthful event next year, which is dedicated to raising a smoke-free generation."

Lexus was also a sponsor of the Virginia Slims event. Houston DOC had among its sponsors the local Mercedes and BMW dealerships as well as National DOC.

Chapter News

Tennis Tournament; Augusta DOC Hosts 7th

The 7th annual Emphysema Slims Celebrity Tennis Tournament in Augusta, sponsored by the Medical College of Georgia chapter of DOC, attracted more than 50 top players from the two-state area as well as a large crowd of spectators who enjoyed two days of exciting tennis. The tournament was held April 27-28 at Newman Tennis Center in Augusta.

More than 200 area school children participated in a three-month long counter-advertising contest which ridiculed the tobacco and alcohol industries. Winning posters were displayed along the tennis courts during tournament.

"We were really impressed with the work that the kids put into their posters," said medical student Lori Dangler, chairman of the poster contest. "They put a lot of thought and creativity into designing the posters. It was the best year ever."

DOC member and MCG medical student Tracy Ray, who coordinated the tennis activities, said, "The number of people who wanted to enter the tournament was overwhelming. We had more participants than the tournament has ever had in its history. In fact, this year we had to turn people away."

Patrick Reynolds, grandson of the late tobacco giant R.J. Reynolds, was the featured speaker for the three-day event. Reynolds, who is now active in the pro-health movement spoke the day before the tournament to students, faculty and members of the community at the Medical College of Georgia and at Augusta College. He expressed his sadness that his last memory of his father was "an image of a man dying with emphysema because of his addiction to the family brands, Camel and Winston. Reynolds also stressed the importance of monitoring tobacco advertising, especially sports marketing, and pushing for legislation for clean air.

Reynolds also announced a major donation to MCG DOC in recognition of Syed Naseeruddin, the second-year medical student who served as 1991 ESTT chairman. The personal donation

was "a way of supporting Augusta DOC efforts while at the same time recognizing the tremendous amount of work Syed and his committee members put into this year's tournament," Reynolds said.

Augusta Mayor Charles DeVaney officially proclaimed April 27 as "Throw Tobacco Out of Sports" Day in Augusta. During his remarks, the Mayor DeVaney thanked MCG DOC for its help in bringing the truth about tobacco to the attention of the citizens of Augusta. Mayor DeVaney also credited MCG DOC with raising the consciousness of local legislators which resulted in actions by the City Council and Board of Health to assure clean air in public buildings.

Congressman Doug Barnard missed the ESTT this year due to an unscheduled vote in Washington. His remarks, delivered by Barry Fielding, included a jab at

potential congressional candidate Pam Schriver of Maryland.

"Indeed, she is a hero and inspiration to aspiring young tennis stars," Barnard said. "However, had Pam Schriver ever been elected to Congress, I would challenge her on a statement attributed to her regarding the sponsorship of tennis events by tobacco companies. When Health and Human Services Secretary Louis Sullivan proposed that sports promoters shun tobacco industry sponsorship of tennis tournaments, Ms. Schriver was quoted as saying, 'It's not that easy.' To that I would cite the response of a New York Times editorial: 'Neither is lung cancer.'"



(Above Left) The grand prize winning poster is displayed during the tournament. (Above Right) DOC members and tennis tournament winners Rees Oliver and Tracy Ray celebrate their victory. (Right L-R) Patrick Reynolds, John Richards III, DOC President Rick Richards, MD, and Syed Naseeruddin, 1991 ESTT chairman, take a break from the action and festivities.



Chapter News

Intercourse Decision Game Breaks the Ice for Family Dynamics Talk

Any DOC member who has ever talked about Family Dynamics to a class of any age group knows that it can be difficult to get the kids to feel comfortable discussing the topic and asking questions. DOC members in Eau Claire, Wisconsin, have found an innovative way to get the kids to open up on the topic. Drs. Paul Loomis and Ken Adler created "The Intercourse Decision Game" specifically to help ease tensions and provide an entertaining approach that would require the kids to be involved.

The class is divided into small groups in which they actually roll the dice and play the board game which consists of a board, game cards, playing pieces and a die. Each player is dealt six cards at the beginning of the game and on each card is a different form of contraception (ranging from abstinence to unprotected intercourse) and what that form of contraception will guard against.

At the beginning of a player's turn, he selects a contraceptive card from his hand and places it face up in front of him. Then he rolls the die and moves the indicated number of spaces. The spaces

on the board represent the possible results of intercourse such as pregnancy and STDs. If the selected contraceptive protected the player from the consequences shown on the space (such as a condom protecting against STDs), then no costs are incurred. But if the player is

"The kids usually respond with a little nervous laughter at first," Dr. Loomis said, "But once they start playing, they seem to enjoy the game."

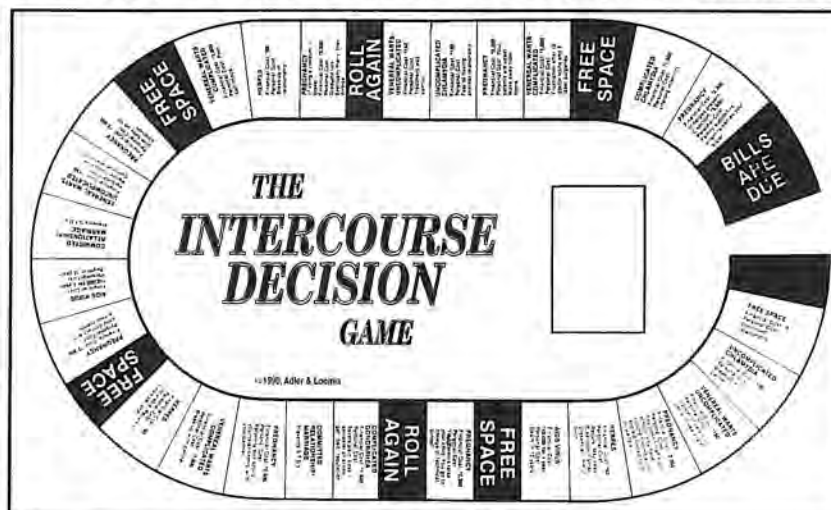
"It's a great way to get across the message that any potential sexual encounter has consequences, and the kids discover in a hurry that the best card to have is the 'abstinence' card because it protects against everything."

After the game has been completed, then the DOC member leads a discussion of the game and answers questions from the kids.

"The game has added so much to our DOC talks," Dr. Loomis said. "Now the Family Dynamics talk is our favorite one to give."

The response from teachers, administrators and parents has been positive, Dr. Loomis said. Before the day of the talk, a letter is sent to parents informing them of the content, and Dr. Loomis said that, as far as he knew, no parent had requested that their child be excluded.

For more information about the game, contact Dr. Paul Loomis at the Eau Claire Family Medicine Clinic, 807 S. Farwell St., Eau Claire, Wisconsin 54701-3832.



not protected, he incurs the health, financial and personal costs of the decision.

At the end of the game, players reach the space marked "Pay Your Bills" and total the medical bills accrued throughout the game. The player with the lowest medical bills wins.

"The game gets them involved and gets them thinking before we actually begin the talk," Dr. Loomis said. "It's a way of breaking the ice."

San Francisco Cinco De Mayo Celebration Refuses Tobacco and Alcohol Money

The Mission Economic and Cultural Association (MECA), which organizes the annual Cinco de Mayo Celebration in San Francisco, announced in April that it would no longer accept tobacco and alcohol sponsorship. MECA decided that health costs to Latin-Americans from tobacco and alcohol use outweigh whatever funds these companies make available for community events such as the Cinco de Mayo Festival.

This year's Festival was heavily

attended and, as a result of MECA's new policy, there were no Camel booths or inflatable cigarette packs or beer cans.

The Cinco de Mayo Festival also featured a health pavilion where health professionals rented space to educate the public and support the Festival. MECA did have a slight deficit as a result of declining the tobacco and alcohol funds, but organizers are confident that next year the Cinco de Mayo Festival will attract advertisers that have

not traditionally supported the Festival.

DOC contributed \$200 to MECA to help offset the deficit and any members interested in helping out can send a donation to the attention of Deborah Castro at MECA, 3007 24th Street, San Francisco, CA 94110. California DOC will have a booth at next year's festival and plans to help organizers in efforts to reach other health professionals who might want to assist in keeping Cinco de Mayo free of tobacco and alcohol promotions.

Chapter News

Nebraska DOC Creates Children's Museum Display



Children explore DOC's "Starship Health" exhibit, part of the Omaha Children's Museum pro-health display.

Nebraska DOC joined forces with Immanuel Hospital and ValCom Computers to produce a pro-health display for the Nebraska Children's Museum in Omaha. "Starship Health" features a computer with interactive software that encourages children to learn about tobacco, alcohol, drugs, safety and other health-related issues.

Starship Health will be the centerpiece of the new health exhibit at the Omaha Children's Museum. DOC members Audrey Paulman, MD, Paul Paulman, MD, and Jeff Susman, MD, were instrumental in development of the exhibit. Funding for the exhibit was provided by Immanuel Medical Center, and funding for the computers was provided by ValCom Computers of Omaha.

Send your chapter news and photos to:

**Rhonda Craig
DOC News and Views
1423 Harper Street
Augusta, GA 30912
or call (404) 721- 4040**

Cincinnati Smoke-Free Jazz Fest Draws Top Performers and Over 2000 Fans

Cincinnati DOC has proven that cool jazz music and cigarette smoking do not go hand in hand. The 4th annual Smoke-Free Jazz Festival on May 19 was a big success, drawing top jazz performers and a crowd of over 2000 jazz fans.

"The Smoke-Free Jazz Fest was developed to break the link between cool jazz music and smoking and, of course, as a blatant contradiction to the Kool Jazz Festival sponsored by Philip Morris," said Edwin Barnes, EdS, faculty advisor for the Cincinnati DOC chapter. "Thanks to the efforts of the tobacco industry, many people cannot imagine themselves listening to live jazz without lighting up a cigarette. DOC offers a healthful alternative by moving the great music out of the smoky bars and into the fresh outdoors."

This year's headline artist was Kathy Wade, a national recording artist who was voted "Best Female Vocalist" by readers of *Cincinnati Magazine* in 1989. The 16-piece Blue Wisp Big Band, following in the traditions of the Count Basie and Woody Herman big bands of yesteryear, was also featured. The Afrikan-American Drum and Dance Ensemble performed colorful West African dances to the sounds of native percussion instruments. Meridian 8, an a cappella group from the Cincinnati High School for Creative and Performing Arts, opened the show.

"This event is a true community collaboration focused on eliminating tobacco from people's lives," Barnes said.

Artwork from local school children was exhibited as part of Cincinnati DOC's pro-health poster contest.

University of Cincinnati medical students Andy Saal, Peter Britt and Bill Leininger, Cincinnati DOC co-presidents,

worked together with faculty advisors Edwin Barnes and Mary Anne Curtiss, MD, to coordinate the Smoke-Free Jazz Fest. The 1991 major sponsor was Marion Merrell Dow. Other sponsors included Hypertension Control Coordinating Council, the Academy of Medicine of Cincinnati, the Division of Neonatology of Children's Hospital, the American Heart Association and National DOC.

"Ever since we first started the Jazz Fest, it has been free to the public,"



National recording artist Kathy Wade performs at the Cincinnati Smoke-Free Jazz Fest.

Barnes said. "But professional performers aren't free, so we have been very fortunate in the sponsorship we have received. At this year's festival, for the first time, we had unsolicited, private businesses offering to sponsor the 1992 Smoke-Free Jazz Festival."

In recognition of this and its many other community activities, Cincinnati DOC was named Outstanding Public Health Education Program (Medical Division) by the Ohio Association for Parents Against Drugs and Ohio Chiefs of Police Association. The award was presented at the State Public Health Conference.

Chapter News

Nicotina Continues National Tour

DOC members and volunteers from other organizations across the country have kept Nicotina on the road with the Philip Morris Bill of Rights exhibit to spread the pro-health message. While Philip Morris has an entourage of paid employees to unload and set up its elaborate exhibit, a handful of volunteers unpack and assemble Nicotina, stay with the statue for the duration of its visit, pack it back up and drive it to the next destination.

Some of Nicotina's upcoming destinations include Iowa (August 19), Colorado (August 29), South Dakota (Sept. 6), Minnesota (Sept. 13), Missouri (Sept. 20), Indiana (Oct. 3), Mississippi (Oct. 12) and Illinois (Oct. 24), Kentucky (Oct. 31). To arrange for Nicotina to appear in your city, contact Bob Jaffe, MD, or Mary Sherhart of Washington DOC at (206) 726-9362.



Nicotina greets visitors at Philip Morris' Bill of Rights exhibit in Houston.

Philip Morris Promotes Bill of Rights, Discourages Free Speech

(continued from page 1)

ton Chronicle on June 9, the opening day of the Benson and Hedges Blues Festival.

The advertisement in the *Houston Post* appeared fuzzy and hard to read. When DOC called the *Post* to inquire about the poor quality of the reproduction and to ask that the ad be run again the following Sunday, Mark Lester, *Houston Post* national advertising supervisor, said the ad should never have run in the first place. Lester said DOC's ad had "slipped" past the *Post*'s advertising staff accidentally and that it wouldn't be running again. When Dr. Blum asked why the ad was not acceptable, Lester first replied that the *Post* doesn't accept advertising that criticizes other advertisers. When Dr. Blum pointed out that the *Post* accepts advertisements from

political candidates who criticize each other during political campaigns, Lester read from the *Houston Post* advertising code which states that the *Post* reserves the right to refuse any advertisement. The irony was that the *Post* was refusing an advertisement that it had already run.

This wasn't the first time that DOC in Houston had encountered newspapers afraid to challenge the tobacco companies. DOC's counter advertisements for "Dakota, DaCough, DaCancer, DaCoffin," spoofing the recently released RJ Reynolds cigarette brand Dakota being test-marketed in Houston, were rejected by both the *Houston Post* and

Houston Chronicle. *Public News* accepted the DOC ad, and RJ Reynolds immediately pulled out of a 13-week advertising contract with *Public News*.

The advertising agency in charge of Philip Morris' Benson and Hedges Blues advertising campaign complained to *Public News* for accepting the DOC advertisement this year and implied that no more advertisement would be placed in *Public News* by Philip Morris. Ironically, this occurred at the same time as Philip

"With illegal drugs, we all fiercely fight the pushers. Yet when it comes to so-called legal drugs like cigarettes, we not only ignore the pushers, we blame the users."

-- Alan Blum, MD

DOC Founder and Chairman

Morris' tour of the Bill of Rights.

The advertisement that appeared in the *Houston Chronicle* appealed to Houston Mayor Kathy Whitmire and Harris County Judge Jon Lindsay to stop allowing cigarette promotions on taxpayer-supported property.

Dr. Blum made the same request of Houston City Council. "With illegal drugs, we all fiercely fight the pushers," Dr. Blum said in his remarks to the council. "Yet when it comes to so-called legal drugs like cigarettes, we not only ignore the pushers, we blame the users. Indeed, in Houston, city council members have been seen at tobacco-sponsored

events thanking the tobacco companies for providing our community with entertainment while at the same time supporting a 'crackdown on drugs.'"

Three days after addressing the City Council, Dr. Blum called a branch of the Houston Public Library for information regarding a Benson and Hedges photo exhibit and noon concert, both listed on the Benson and Hedges Blues Festival official schedule. A library representative told Dr. Blum that those events were not being held at any branch of Houston's library system because they could not display the Benson and Hedges cigarette advertising that went with the exhibit and concert.

Further investigation revealed that the Houston Public Library is not permitted to participate in events of this nature according to Houston City Code 28-38. The code bans

advertising matter by any person or company on city property unless "express consent" is granted by the City Council and entered into its minutes. Houston City Councilman Dale Gorczynski described the ordinance as "terrific" and said he hoped to use it to eliminate tobacco-sponsored events from city property.

"We have to think about whether we want the city of Houston's seal of approval on activities that are sponsored by these types of companies," Gorczynski said. "We need to remove any semblance of respectability from the tobacco industry."

Chapter News

DOC Members Fight Smokers' Rights Bills

Now that Philip Morris has purchased the "right" to use the Bill of Rights to further its own interests, the company has gone a step further. Efforts to pass "smokers' rights" legislation are underway in more than 33 states with Philip Morris leading the way. By shifting the focus to "civil rights" and "workplace discrimination" issues, tobacco companies and their lobbyists have distracted legislators and the public from the issue of health. If successful, such legislation could result in companies being forced to set aside a certain percentage of the work space to accommodate people who smoke, and it could provide the legal justification necessary for such individuals to sue their employers for such "rights."

An editorial in the *Atlanta Journal/Atlanta Constitution* (March 1) said, "In the state legislature, even bad ideas have a chance to become law if they succeed in hanging around long enough. . . . The [smokers' rights] bill should be killed. It should be rolled up in a tube, stuffed in the mouths of its sponsors and then lighted. But only in a designated smoking area."

DOC members have been working to keep the health issue in the forefront of the debate over the proposed smokers' rights bills. Due to the tireless efforts of pro-health activist Carla Fried, with assistance from North Carolina DOC President Adam Goldstein, MD, and North Carolina GASP, citizens in Greensboro, N.C., voted to retain the clean indoor air law they passed in 1989. The president of the Tobacco Workers International Union at Lorillard, which is based in Greensboro with about 2300 employees, had gathered 28,000 signatures calling for a special election on the issue. The election, which cost the taxpayers in Greensboro about \$35,000, had a voterturnout of 31,000 with about 70 percent in favor of retaining the ordinance.

DOC Receives Grant In California

DOC has received a \$300,000 competitive grant from the California Department of Health Services to organize DOC chapters and activities in medical schools and communities throughout

fort between DOC, the California Medical Association and the State of California to implement more aggressive health promotion activity into the state's massive tobacco education effort. The project is funded through California's Proposition 99, a voter-approved initiative that increased the tax on cigarettes and dedicated those funds to pro-health education.

California DOC has toured Nicotina throughout the state, is now working to establish contacts in medical schools and will be producing new DOC materials. Nicotina's California itinerary included stops at George Washington High School in San Francisco, the Oakland Coliseum, El Dorado High School in Placerville, and the Shrine Exposition Hall in Los Angeles. In addition, Nicotina participated in an Amnesty Day Health Fair for immigrants applying for U.S. citizenship and rode in a U.S. Tobacco company sponsored parade in Santa Maria.

Efforts are also underway to organize a Latino DOC Coalition and develop hard-hitting Spanish language counter advertising. California members interested in organizing a DOC chapter and working on special projects to counter tobacco industry promotional efforts in their community should contact Jim Smith at (415) 882-3326.



Kids from KAPS in Los Angeles protest Philip Morris' sponsorship of the Bill of Rights Tour.

California. Susan Smith, director of DOC of the Bay, is project director and Jim Smith (no relation) is project manager.

California DOC is a cooperative ef-

Nebraska DOC Poster Contest Promotes Seatbelt Safety

Nebraska DOC, in conjunction with the Nebraska Department of Health and Nebraska Dental Association, sponsored its 1991 poster contest with the theme "Seat Belts Save Lives." DOC member Paul Paulman, MD, said that hundreds of students from across the state submitted posters.



This poster by a 5th grade student won the 1991 poster contest.

Doc Health Promotion Materials

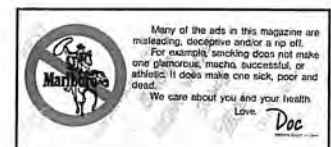
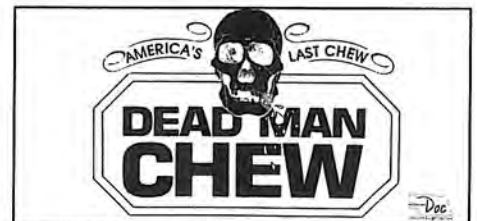
POSTERS



T-SHIRTS



STICKERS



Augusta Futurity Says "No" to Tobacco Advertisers

The annual Augusta Futurity, which features some of the finest cutting horses and skilled riders in the country, has made a decision that will not only have a positive impact with local citizens but also sets an example for other sporting events.

The Futurity draws participants and spectators from all over the Southeast including a large contingency of children. Upon entering the 1991 Futurity, a member of MCG DOC noticed that the entrance was surrounded by a large Marlboro display. Free samples of Mar-

lboro cigarettes were being handed out as well as game cards that revealed Marlboro logo prizes. During the course of the event, many children were seen wearing Marlboro hats and T-shirts.

This issue was brought up to the Futurity Board of Directors who recently voted that they will no longer accept money or other forms of sponsorship from cigarette companies. This meant a sacrifice of \$13,000, a substantial portion of their budget. The Augusta Futurity Board is to be commended for this action.

A&P Bags Cigarette-pushing Handbaskets in New York

The summer 1991 issue of *Smoke Free Air* reported that A&P, a national grocery store chain, has voluntarily agreed to cover the cigarette ads on its handbaskets in its New York City stores with a specially provided A&P logo at a loss of \$86,000.

A&P Vice-President William Pitulli, said, "Cigarette shopping carts and courtesy baskets turn parents into walking cigarette advertisements."

DOC Health Promotion Materials Order Form

POSTERS

- ☐ Just Jam It poster @ 5.00 ea
- ☐ Most Deadly poster @ 5.00 ea
- ☐ How to Spot a Nerd poster @ 5.00 ea
- ☐ Smoke for Smell poster @ 5.00 ea
- ☐ You've Coughed Up Long Enough poster @ 5.00 ea
- ☐ Slim and Smokeless poster @ 5.00 ea (temporarily out of stock)
- ☐ They'll Really Know You're Smoking poster @ 5.00 ea
- ☐ Up in Smoke poster @ 5.00 ea (not shown)
- ☐ Quit or Die Trying poster @ 5.00 ea (not shown)
- ☐ Get a Kick Out of Life poster @ 5.00 ea (not shown)

STICKERS

- ☐ Zoo Breath sticker (2 1/4" circle) @ .05 ea
- ☐ Love, DOC sticker (5/8" x 5/8") @ .01 ea
- ☐ Out of Order sticker (1 1/2" x 2") @ .05 ea
- ☐ Smoking Eats sticker (2 1/2" x 2 1/2") @ .10 ea
- ☐ Magazine sticker (4" x 2") @ .10 ea

BUMPER STICKERS

- ☐ Have a Heart bumper sticker @ 1.00 ea
- ☐ Dead Man Chew bumper sticker @ 1.00 ea
- ☐ Lung to Live bumper sticker @ 1.00 ea
- ☐ "Ash" of Yourself bumper sticker @ 1.00 ea

T-SHIRTS

- ☐ Throw Tobacco Out of Sports t-shirt @ 10.00 ea MED LG XL
- ☐ What's Up DOC t-shirt @ 10.00 ea SM MED LG XL
- ☐ Smokebusters t-shirt @ 10.00 ea SM MED LG XL
- ☐ Emphysema Slims t-shirt (logo/lady) @ 10.00 ea SM MED LG
- ☐ Superhealth 2000 t-shirt @ 10.00 ea SM MED LG XL
- ☐ Mr. Camel's Cartoon Cigarettes t-shirt @ 10.00 ea SM MED LG XL

SLIDE PRESENTATIONS AND VIDEOS

- ☐ Tobacco slide presentation and script @ 80.00 ea
- ☐ Alcohol and 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
- ☐ Video: "Sui-genocide: The Killing of Minority Groups by the Tobacco Industry" (56 min.) @ 75.00 ea
- ☐ Video: "Cigarettes and Sports: Striking Out Against Tobacco" (50 min.) @ 75.00 ea
- ☐ Video: "Confessions of a Simple Surgeon" @ 50.00 ea
- ☐ Video: "The Pushers and Their Victims" and curriculum guide @ 100.00 ea

OTHER ITEMS

- ☐ Obituary Cards from physician @ 4.00/100
- ☐ Obituary Cards from victim @ 4.00/100
- ☐ Throw Tobacco Out of Sports Cardboard Boomerang @ .15 ea
- ☐ Stuck on Smoking bookcover @ .10 ea
- ☐ Throw Tobacco Out of Sports bookcover @ .10 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 tax-deductible contribution of:

☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25 ☐ \$15 (student) ☐ other donation

☐ Please place me on your mailing list and tell me how I can get involved. ☐ I'd like information about starting a DOC chapter.

Pro Health Products: \$ _____
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 Contribution: _____

TOTAL AMOUNT ENCLOSED: \$ _____

POSTAGE AND HANDLING

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\$100.01-\$200	\$5.00
\$200.01-\$500	\$10.00
over \$500	\$15.00

Due to the large number of requests for materials, please allow sufficient time for processing of your order.

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Street _____ City _____ State _____ Zip _____

Occupation _____ Specialty (if MD/DO) _____

Because of limited resources, we can only process prepaid orders for materials, and we are not able to send out materials for preview. Mail this form along with your check, money order or purchase order to: DOC, 5510 Greenbriar, Suite 235, Houston, Texas 77005.

New York Boy Scouts Honor Tobacco Industry Leaders

"Good Scouts Honored" was the headline in the June 1991 issue of *U.S. Distribution Journal*, formerly the *U.S. Tobacco and Candy Journal*. The copy for the pictures read, "greater New York Councils of the Boy Scouts of America recently honored industry members at its food, beverage and tobacco industries luncheon. Among the honorees were J. Thompson Ryan, President, Helme Tobacco Company, joining him was Michael Kerrigan, President, Smokeless Tobacco Council. Also attending the luncheon were: Ralph Rossi, U.S. Tobacco Company; Charles Mullen, American Tobacco Company; Louis Bantle, U.S.T. and luncheon chairman, Richard Orcutt, Lorillard."

Perhaps the Boy Scouts should re-read their oath: "on my honor, I will do my best . . . to keep myself physically fit, morally straight . . ." It's ironic that the people the scout leadership is honoring sell a drug that is illegal for the scouts to buy. One must ask what these drug pushers did to deserve the title "good scouts?"

ETS Carcinogens

"Tobacco smoke is a most complex product and contains many thousands of chemical compounds. Some of these include recognized carcinogens and much effort has been expended in recent years in attempts to remove them from such smoke.

"The major carcinogens include those classes of compounds known as aldehydes, polynuclear aromatic hydrocarbons such as benzpyrene and dibenzanthracene" (From "Vitamin Supplement Prescribed for Hungarian Filter," an article which describes how researchers in Hungary have developed a cigarette filter that uses vitamin C to absorb formaldehyde in a novel chemical reaction that previously had no practical application. *World Tobacco*, May 1991).

Marketing Experts Discuss Youth-targeted Efforts

Ask any tobacco or alcohol executive or their advertising hirelings and they'll tell you that their advertising is targeted only toward adults. Indeed, toward adults who smoke. What follows are some recent examples to illustrate their position a little better.

"Who can escape the images of the smooth character, plastered on billboard and phone booths across the country? In his latest incarnation he is tobacco's answer to Madonna. With his wiseguysmirk, he is the idol of post pubescent males and nemesis of anti-smoking activists.

When you see teenage boys -- people the cigarette companies aren't supposed to be targeting in the first place -- going crazy for this guy, you know they're hitting the target." (*Adweek's Marketing Week*, May 20, 1991)

"The reason for Miller Light's sluggish performance, beer industry analysts say, is that Bud Light and Coors Light have been increasingly successful in attracting young consumers with youth-focused advertising campaigns." (*The*

New York Times, May 13, 1991.)

"The orbiting fruit is aimed at increasing Stolichnaya's share of young (21-25 year old) drinkers, most of whom drink their vodka mix. 'Absolut pointed out to us imported vodka's young fran-



Since when did rewards for good grades need to be accompanied by a Surgeon General's warning?

chise,' says Gary Matthews, Marketing Vice President for PepsiCo, which markets Stolichnaya." (*USA Today*, May 6, 1991.

According to a recent *Advertising Age* article, ads for Trojan-Enz Large were rejected by *Sports Illustrated*. According to the campaign's art director, Jeff Yates, "the ad was shot down by *Sports Illustrated*. The magazine cited ethical reasons because of its younger readership.

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