

Doc News and Views

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...a journal of medical activism

Winter 1991

Free Cigarette Shipments Halted

DOC Board Member Adam Goldstein, MD, distributed a news release that resulted in an abrupt halt of the distribution of Marlboros and other cigarettes to troops stationed in the Persian Gulf, a formal statement on tobacco from the Pentagon and a series of *Doonesbury* cartoon strips.

When doctors and medical students at the University of North Carolina at Chapel Hill found out from Dr. Goldstein that the tobacco companies sent free cigarettes to military personnel stationed in Saudi Arabia for Operation Desert Shield, they responded by sending the troops thousands of pro-health messages printed on slips of paper the size of a pack of cigarettes. The messages read: "WARNING: Tobacco companies don't care about your health or our national security. Marlboros are addicting."

The messages also contained alternatives to smoking for curing boredom and stress such as writing letters home, practicing meditation and organizing contests for push-ups or arm wrestling. In addition, DOC sent hundreds of decks of playing cards.

Dr. Goldstein, President of North Carolina DOC, organized and led the effort. "Research has shown that smoking reduces combat readiness. Military and health care professionals have been working hard over the past few years to decrease smoking by military personnel," he said. "It is time for the health care community and the American public

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'Nicotina' Accompanies PM Tour

Instead of a proud torch of freedom, she holds a lit cigarette high in her right hand. Her left arm clutches a pack of Marlboros. A chain symbolizing addiction binds her to both. The "Statue of Nicotina" may resemble the Statue of Liberty, but she stands as a reminder that the addiction to nicotine and smoking is anything but freedom.

Nicotina was designed by Washington DOC Executive Director Bob Jaffe, MD, as a counter-strategy to Philip Morris' sponsorship of a national tour of the Bill of Rights. Nicotina serves to remind those who visit the exhibit of the company's real motive -- to boost its corporate image and, therefore, to help the public overlook the lethal effect of its major products -- Marlboro, Virginia Slims, Benson and Hedges, Merit and other cigarette brands.

Masterminded by Ed Sweda of Massachusetts GASP in the Northeast, Bill Gottshall of Smokefree Pennsylvania in the Mid-Atlantic and Gordon Draves of Georgia GASP in the Southeast, Nicotina's tour has been an outstanding success to date, often drawing more media attention than Philip Morris. Nicotina has been touring along with Philip Morris' exhibit, and, via a built-in digital computer clock, has been displaying the number of Americans who have died from tobacco-caused diseases and fires since the tour began -- an estimated 1,069 people each day.

The 15-foot tall statue stands on a base composed of hundreds of crushed packs of cigarettes that were illegally purchased by children in the Seattle area. A bronze plaque at the base reads: "Give me your tired, your poor, your women, children and minorities yearning to breathe free," reflecting the current advertising and promotional strategies of Philip Morris.

In addition to the "Death Clock," an electronic reader board flashes messages such as "Philip Morris pushes tobacco...Their products will help kill 400,000 Americans this year...Eighty percent of smokers get hooked by the time they are



Children demonstrate their support for Nicotina at her debut in Seattle. The statue is touring the country with Philip Morris' Bill of Rights exhibit.

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Editorial

DOC Moves National Office to Houston, Adds Staff

Transition. A lot of it has taken place lately. It is an exciting time to be involved in DOC and any of the many DOC activities around the world.

As we closed our 12th and begin our 13th year, DOC has been in transition from a grassroots medical activist organization run out of offices in Kansas, Georgia and Texas to a grassroots medical activist organization with a true national office, which includes the DOC Tobacco Archive and International Resource Center and over 7,000 supporters with many new people in key DOC positions.

Without a doubt, 1990 was DOC's most successful year, locally as well as nationally. "Results" is the operative word to describe 1990: Marlboro off ski slopes, Salem off sail boats, Virginia Slims shamed off tennis courts in many cities, educational and medical institutions divesting their tobacco stock.... Indeed, much of DOC's 12-year-old agenda is now being dis-

cussed not only at medical meetings and in CME courses, but also in Congress and at national, state and local legislative and regulatory committee hearings. (And if you believe the tobacco industry: tobacco ads will be taken out of movies and video games, brand name candy cigarettes will no longer be sold, and cigarette logos will no longer appear on kids' toys and clothes.)

Sarah Ragland, MBA, DOC's Augusta, Ga., Administrative Coordinator, has moved up to a management position with the Medical College of Georgia. **Karen Shipp**, Managing Editor of *DOC News and Views* since its inception in 1986, has moved up to the position of Assistant Editor of the *Journal of Family Practice*. **Jim Smith**, Project Coordinator for the DOC Tobacco Archive and International Resource Center, has moved to San Francisco to become Project Manager of "California Community DOCs."

Tom Houston, MD, DOC's National Coordinator from 1981 to 1990, has been named Director of the Department of Preventive Medicine for the American Medical Association. **Paul Fischer**, MD, DOC's National Research Coordinator, has been named Editor of the *Journal of Family Practice*. **Rick Richards**, MD, President of DOC, has been named Associate Editor of the *Journal of Family Practice*.

Perhaps one of the most eagerly anticipated transitions has been the establishment of a national DOC office and hiring of full-time staff. This is something talked about for years. With generous donations from supporters, we have secured enough funding to finance a national DOC office for a little over a year. Time will tell what happens after that.

DOC's new home, Houston, is home of the world's largest medical center and is a gateway to Central and South America, the focus of the next Surgeon General's Report on Smoking and Health. Houston is easily accessible

and makes for a logical location for the national office.

Houston is also a major test market for cigarette brands and tobacco and alcohol sponsored sports events. Houston DOC has worked closely with voluntary health agencies and with local and state government to monitor and protest such events. Such coordinated efforts have helped increase the awareness of DOC as a national organization and its health promotion efforts.

The connection of the DOC Tobacco Archive and International Resource Center and the DOC National Office is a natural one. Both have served many requests for information regarding tobacco control and have provided materials for thousands of people, programs and exhibits around the nation. Consolidation of material and staffing will help DOC respond to such requests in a more timely manner.

Eric Solberg has been hired to assist in the direction of the new national office and its activities. Eric came from the North Dakota State Department of Health where he served as the state coordinator for tobacco and health programs and a grant writer. With a strong competitive sports background and a sideline of doing stand-up comedy, Eric brings much needed and unique resources to DOC.

DOC News and Views has a new Managing Editor. **Rhonda Craig** will continue the effort to get pertinent and practical information to our supporters. In addition to several new concepts in this, her first edition, she plans to enlarge its scope to better focus on local DOC efforts.

This year will also find DOC having a meeting of its national board June 9-12, hosted by Washington DOC in Seattle and a national meeting for its members and supporters August 21-25 in conjunction with STAT's annual conference in Boston. More details will be forthcoming.

Transition. It is indeed an exciting time.

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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Shank Receives Award for Patient Education

The 12th Annual Conference on Patient Education in September recognized Fairview General Hospital's family practice residency program, headed up by Cleveland DOC founder Chris Shank, MD, with one of three 1990 *Patient Care Awards* for Excellence in Patient Education.

The residency program, housed in the Hassler Center for Family Medicine, has an extensive patient education program which includes many DOC materials and community programs. A computer database keeps track of available patient education materials on a wide range of topics. In addition, nearly 8,000 households served by the program receive a quarterly patient education newsletter.

"Our residency program has made a commitment to patient education both in the office and in the community," said Dr. Shank who is also a National DOC Board member.



Dr. Chris Shank

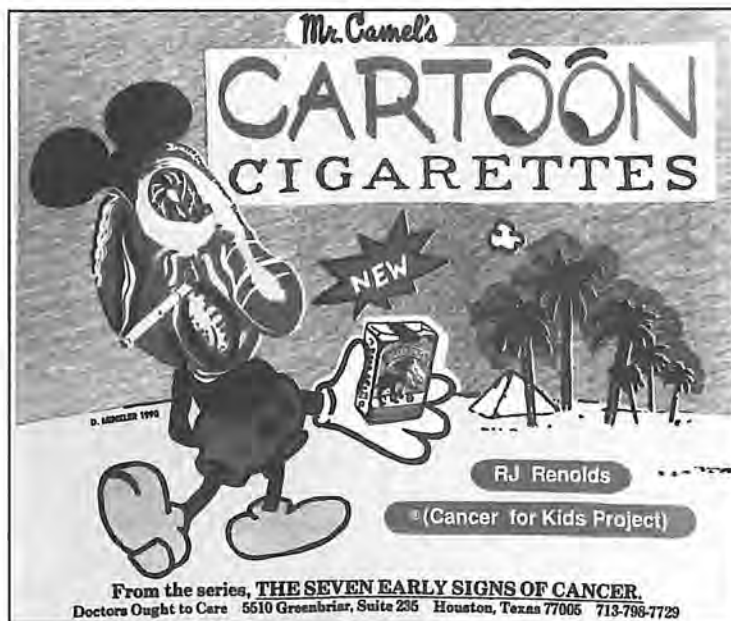
Jim Smith Relocates to work with 'California DOCs' Project

Jim Smith, Project Coordinator for the DOC Tobacco Archive and International Resource Center since 1989, recently moved to San Francisco where he now serves as the Project Manager for "California Community DOCs," a project undertaken by DOC in association with the California Medical Education and Research Foundation's "Tobacco Free California," a project of the California Medical Association. The goal of the project is to establish DOC chapters in each California medical school and then to train medical students, physicians and other health professionals in community-wide and school-based strategies to combat tobacco use and promotion. Funding is being provided through a \$250,000 two-year grant made possible by Proposition 99.

In his former DOC position, Jim responded to hundreds of information requests, wrote press releases, represented DOC at meetings, coordinated several DOC counter-advertising campaigns (most notably "DaKota, DaCough, DaCancer, DaCoffin" and "Killer Lite Beer . . . We're Pushing a Drug") and lectured at Texas high schools and universities. Jim also maintained contact with government agencies, voluntary health organizations, activist groups and media.

All DOC chapters and individual DOC members in California are encouraged to contact Jim during the next couple of months so that he can identify key contacts throughout the state. Call (415)882-3326 or write: Jim Smith, California DOC, c/o CMA, 221 Main St., San Francisco, CA 94105.

'Artists as Ashtrays' Exhibit Continues its Message



California artist Doug Minkler produced "Artists as Ashtrays" in 1988 as part of the DOC P.U. Project. His series of commissioned lithographs and other artwork exposed the evolving strategies of Philip Morris Companies, Inc. Since then, Minkler has created several additions to the series: "Little Puffs Cigarettes" and "Mr. Camel's Lumps," portray R.J. Reynolds' Joe Camel in a more accurate context than the "smooth character" image on billboards.

Minkler's spoofs are aimed at mobilizing public ridicule and anger at the tobacco industry. The exhibits have been displayed in museums and art centers around the country. Some of the stops so far include the San Francisco Women's Center, the Next Gallery in Berkeley, the Festival by the Lake (part of the Oakland County Fair), the California College of Arts and Crafts and the Social Movement Gallery in Nashville, co-sponsored by DOC.

Another DOC exhibition, "When More Doctors Smoked Camels: Health Claims in Tobacco Advertising 1890-1990," originally held over on display for four months in the Jones Medical Library in Houston, has been adapted for loan to medical schools and other institutions. For further details or to reserve the exhibit, contact the DOC National Office.

"Mr. Camel's Cartoon Cigarettes," part of Doug Minkler's "Artists as Ashtrays" exhibit, is now available as a t-shirt through the DOC national office.

Emphysema Slims Scores Big:

With a budget of greater than \$40,000 raised by New Mexico DOC President Chris Fletcher, MD, the 1990 Emphysema Slims Celebrity Tennis Tournament and Balloon Rally held Sept. 15-16, 1990, was the largest sports event with an anti-tobacco industry theme ever held in the United States.

The three-day festival, which included two days of tennis at the El Gancho Tennis Club in Santa Fe, New Mexico, drew tennis pros and celebrities from around the nation. Eighteen brightly colored hot air balloons took the DOC message of "Throw Tobacco Out of Sports!" to new heights. St. Vincent Hospital was the major sponsor of the event along with DOC, Smoke-Free Santa Fe and La Posada Hotel.

Celebrities shared their views on why tobacco and sports don't mix. Richard Crenna, Jr., of the TV movie *On Wings of Eagles* said, "All of Hollywood should rally behind DOC in its efforts to get tobacco not only out of sports but also out of movies and television shows."

Other celebrities who came to show their support for DOC and its activities were Stephanie Kramer of *Hunter*, Mariska Hargitay of *Falcon Crest*, Teri Ann Linn of *The Bold and the Beautiful*, Cathy Podewell of *Dallas*, Ben Murphy of *Alias Smith and Jones*, Matthew Perry of *Sydney* and local television and radio personalities.

World and nationally ranked tennis professionals George Hardie, Bud Guion, Margaret Redfearn, Don Brewer, Liviu Mancus and John Gardner competed with local tennis players and celebrities.

Ex-Winston cigarette advertising model David Goerlitz



Five of the 18 hot air balloons prepare to lift-off and fill the Santa Fe sky with bright colors and DOC's clean air message.

gave presentations at local junior high and high schools and the Santa Fe Boys and Girls Club on how tobacco companies use advertising to get kids to smoke.

Patrick Reynolds spoke of how his grandfather and father used advertising and public relations to sell more tobacco. "My grandfather, R. J. Reynolds, worked incessantly to get people to buy his cigarettes. We must work even harder to get people to stop buying them now that we know the devastation tobacco causes," Reynolds said. "The tobacco companies don't tell people to smoke. They show them images they associate with using a particular product. We have got to use the same techniques to point out just how stupid smoking looks."

Health activist Art Hoffman, author of *Tail Tiger-swallow*, was on hand with his hot air balloon which was featured in *Ripley's Believe It Or Not* for having the world's largest "no smoking" symbol on it. Another of Hoffman's accomplishments is his 700-mile bicycle trek across Iowa with "Oscar," a full-size skeleton representing the tobacco industry and the deadly effects of smoking.

In honor of the festivities, singer and songwriter Jim Terr wrote and performed several anti-smoking tunes including "Kids, Let's Have a Cigarette!" Kids were encouraged to participate in the song by coughing and wheezing at certain points to emphasize the serious message behind Terr's humorous lyrics.

Some of the lyrics read: "Kids, let's have a cigarette! Now isn't that a strange idea? Why would somebody put one of those things into their mouth or ear? Starting to smoke is a real dumb joke, you'd have



Kids watch as Mariska Hargitay of television's *Falcon Crest* takes part in a puppet show by puppeteer Paul Glickman that teaches how ridiculous smoking makes a person look.

Pros, Celebrities Lend Support

to be a little bit off to actually do something that you know is gonna make you cough (kids cough)."

Another feature for children was a mobile puppet theatre with puppet shows performed by Paul Glickman and Susan Marcus. With names like Dr. Fafoofnick and Pierre Oolala, the puppets and their celebrity co-stars interacted with the children to point out the negative effects of smoking and the good things that can happen when kids don't smoke.

Dr. Fletcher received letters of support from Louis Sullivan, MD, Secretary of the Department of Health and Human Services, and C. Everett Koop, MD, ScD, former Surgeon General of the United States. "By sponsoring an event or advertising in an arena, the [tobacco] indus-



(Above, L-R) Pro-health activist Art Hoffman and DOC Founder Alan Blum, MD, interact on stage. (Left) Singer and songwriter Jim Terr leads kids in an anti-smoking sing-a-long written especially for Emphysema Slims. (Below) Chris Fletcher, MD, organizer of the event, is interviewed by a local television station.



try uses the vigor and energy of healthy athletes as an incorrect and dishonest way of linking smoking with good health," Dr. Sullivan wrote. "Your Emphysema Slims Celebrity Tennis Tournament is a good example of how communities can help us educate the public about the adverse health effects of tobacco use."

Several previous sponsors of Philip Morris' Virginia Slims Tennis Tournament in Albuquerque pulled out in 1990 after Dr. Fletcher and others made a house call and pointed out how unethical and inappropriate the tobacco/sports mix is. In fact, some sponsors switched to Emphysema Slims. It is doubtful that Virginia Slims will return to New Mexico in 1991.

Dr. Fletcher says that plans are already underway for the 1991 Emphysema Slims event. Slated for the fall, the festival will again feature hot air balloons, as well as a variety of sports activities for young people. The festival hopes to attract DOC members and their families from around the country.



Nicotina Accompanies PM Tour (continued from page 1)

18...Teenagers will spend \$1.26 billion on tobacco this year."

Dr. Jaffe said the Bill of Rights Tour is just a smokescreen for Philip Morris. "Sponsored by tobacco giant Philip Morris, the \$60 million national tour of Virginia's original copy of the Bill of Rights features a high-tech display and is traveling to 51 locations nationwide to promote the erroneous concept that Philip Morris is a benevolent company."

Dr. Jaffe said the idea for Nicotina came about in August during a conference sponsored by STAT (Stop Teenage Addiction to Tobacco) and DOC. Washington DOC agreed to contribute the \$10,000 needed to construct the statue and work got underway immediately in order to unveil the statue during the "Great American Smoke-out." Nicotina was created and built by artists at the Dillon Works in North Seattle.

Nicotina has caught the media's attention wherever she appears. Coordinators are still needed in cities along the tour to receive the statue, set it up and monitor it at the exhibit site. (Contact Mary Sherhart at 206-726-WDOC for information.)

As for Philip Morris' Tour, the high-tech display arrives at each location in a specially-equipped truck accompanied by 26 ex-Marine honor guards. In each city on the tour, Philip Morris has organized a "host committee" made up of groups such as the Daughters of the American Revolution, Veterans of Foreign Wars, Kiwanis Club and school board associations. These organizations have marched in parades, spoken at kick-off celebrations, and conducted tours of the exhibit.

Children have been a target on the tour. Philip Morris has mailed information and curricula to tens of thousands of schools throughout the United States. In some cases, Philip Morris has provided transportation for school children to the exhibit. At the end of the tour,



Nicotina stands as a reminder that addiction to tobacco is anything but freedom.

visitors are asked to sign a parchment and provide their address along with comments on the exhibit. Philip Morris has not said how this list will be used.

In a *USA Today* article on Nov. 13, 1990, Philip Morris apologist Mary Taylor was quoted as saying, "We hope this will broaden our reputation as a civic-minded company. We hope the public will think well of us for doing it."

Philip Morris Attempts To Suppress Rights Protected By the Bill of Rights

Among the many ironies of the Philip Morris Bill of Rights Tour is the company's repeated violations of the document it has spent so many millions of dollars to exhibit. Some examples:

— Philip Morris suppressed and attempted to eliminate a 1976 documentary called *Death in the West*. The film documents the fatal lung diseases of six cowboys who had smoked for many years. After it was first shown in Great Britain, Philip Morris sued the television station which broadcast it and had its

distribution barred by court order. The filmmakers were even prohibited from speaking publicly about the film. When producers of the CBS News program *60 Minutes* attempted to buy a copy, they were similarly barred. Only because a copy found its way to the United States where it was shown on San Francisco television station KGED does it exist at all today. The film is available through Pyramid Films and Video, Box 1048, Santa Monica, CA 90406, (213)828-7577.

— Philip Morris attempted to suppress the free speech of DOC in 1989 when DOC sought to inspire public ridicule of Miller Brewing Company (a Philip Morris subsidiary) for its self-glorifying sponsorship of the Texas Special Olympics. In a satire of a widely advertised theme, "Miller Lite Beer -- We're having a party," DOC printed and publicized the availability of t-shirts with the slogan "Killer Lite -- We're Pushing a Drug." Philip Morris sought unsuccessfully to obtain a restraining order in State Court to prevent DOC from distributing the shirts. Judge David West felt compelled at the hearing to remind Philip Morris of the First Amendment.

Philip Morris then sued DOC in Federal Court, essentially threatening to destroy the group if it refused to destroy the shirts. Thanks to the American Civil Liberties Union, the Houston law firm of William V. Wade, and professors at South Texas School of Law and Northeastern University School of Law, Miller subsequently settled out of court.

— Philip Morris threatened diver Greg Louganis' Olympic future to keep him from speaking out against tobacco. As he explained at a Congressional hearing: "In early 1984, I was approached by the [American] Cancer Society to take over the chairmanship of their annual Great American Smoke-Out program. My manager, Jim Babbitt,

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Nicotina Accompanies PM Tour*(continued from previous page)*

thought this was a good idea, but as soon as the officials of the Mission Viejo aquatic facility heard about it, thumbs were turned down. You might wonder why they were not happy... Mission Viejo is owned by Philip Morris. Jim was told in a round-about way that if I agreed to take on the Great American Smoke-Out that I might have to give up my use of the

training facilities because it could prove embarrassing to Philip Morris. With the Olympics but a few months away, I had little choice but to turn down chairmanship of the Great American Smoke-Out."

"Free" speech is available only to those with enough money to rent the Bill of Rights. Shame on the National Archives for permitting this document to be used by a tobacco profiteer. The shame is on all of us.

**Physician Workshop:
Tobacco and Youth**

Created by Washington DOC, a speaker's training workshop for physicians focusing on tobacco and youth was held on Nov. 17, at the University of Washington in Seattle.

The objective of the workshop was to foster an understanding of local, state, national and global aspects of tobacco and health, as well as to study the fundamentals of public speaking, with a particular emphasis on speaking in schools.

Materials available as part of registration at the conference included slides, overhead transparencies and basic presentation outlines. Participants were given the opportunity to practice their presentation skills and to receive specific critiques from the faculty, which included Rick Richards, MD, DOC President; Bob Jaffe, MD, Executive Director of Washington DOC; and Michael Lippman, MD, President of Washington DOC.

**Efforts Underway to Ask Grocery Stores
To Remove Cigarette-Pushing Handbaskets**

In response to postcards sent by GASP members in North Carolina, King Soopers has replaced handbaskets promoting Merit cigarettes. Tobacco companies provide these baskets to supermarkets free of charge.

A letter from King Soopers said, "We began using these [baskets] as a cost containment measure, and we certainly did not realize the negative feelings our customers would have in this decision...We have reevaluated the use of these baskets and have notified [the tobacco company] that we no longer will be requesting additional Merit baskets."

Grocery stores are a prime advertising spot for cigarettes. Look around in your own grocery store. If you see cigarette advertising in an inappropriate location, pick up a suggestion card at the customer service desk and suggest they be removed; or print up a few thousand postcards like the one pictured above and hand them to friends, neighbors and patients to mail.

Dear Mr. (President of Company):

I am very concerned about (name of grocery store chain)'s continuing promotion of Marlboro and other brands of cigarettes on store courtesy baskets. I have no objection to (name of store) having advertisements on these baskets, but please find a sponsor other than tobacco or alcohol. I think these courtesy baskets send a bad message to all the children who see them. Cigarette ads have no place on courtesy baskets or shopping carts.

Smoking kills more people each year than the combined death rates for AIDS, cocaine, heroin, auto accidents, homicide and suicide. To replace the 1,000 Americans who die of smoking-related diseases each day, the tobacco industry has to recruit young children through advertising and promotion. Tobacco is an addictive drug, and I don't want to see any more kids hooked on it.

I am asking that you take steps to remove these baskets by (date). If this objectionable practice continues after that date, I will boycott your store and will urge my friends and neighbors to do likewise.

Sincerely,

Free Cigarette Shipments Halted*(continued from page 1)*

to tell the U.S. Government: "Quit allowing the tobacco companies to use poisonous gas on our soldiers."

Dr. Goldstein, who is also a Clinical Instructor in the Department of Family Medicine at the University of North Carolina at Chapel Hill, said that the tobacco industry has traditionally used the military services to increase consumption of its products. Thus, based on a hunch that the tobacco industry might see Operation Desert Shield as a marketing

opportunity, he called Philip Morris headquarters only two weeks before the Philip Morris shipment to inquire as to whether any free shipments were planned. The PM spokeswoman replied, "No . . . that might be illegal."

An article in *Army Times* on October 22, 1990, reports that the members of the morale, welfare and recreation panel of the House Armed Services Committee urged military officials to accept donations of tobacco products for the military personnel stationed in Saudi Arabia.

After Philip Morris and Brown and Williamson had sent more than 2 million free cigarettes, the Pentagon put a stop to tobacco companies sending free cigarettes to the troops.

An article in the Chapel Hill newspaper quoted Pentagon spokesman Pete Williams as saying, "Tobacco products are not an acceptable gift for distribution to service personnel. Department of Defense policy is that smoking is one of the leading preventable causes of disease and death among military personnel."

Chapter News

Denver DOC Receives Award for Tar Wars II

The Denver chapter of DOC recently received a major award for its "Tar Wars" program from Secretary of Health and Human Services, Dr. Louis Sullivan. The award recognized "Tar Wars" as an Outstanding Community Health Promotion Program as part of the Secretary of Health Community Health Promotions Award Program.

The award was presented at the Hall of Life in the Denver Museum of Natural History. During the awards ceremony, Jeff Cain, MD, and Glenna Pember, Health Educator and Director of Outreach Programs for the Hall of Life, accepted the award and gave a presentation to Dr. Sullivan and the Assistant Secretary of Health and Human Services, Dr. Audrey Nora, about "Tar Wars." Dr. Sullivan was then presented with a postcard made from last year's "Tar Wars" winning poster.

"Tar Wars" is a statewide program co-directed by Denver DOC and the Hall of Life. It is designed to present school children with information about tobacco and the advertising tech-



(L-R) Dr. Audrey Nora and Dr. Louis Sullivan, Assistant Secretary and Secretary of Health and Human Services respectively, present the award for "Tar Wars II" to Glenna Pember of the Hall of Life and Dr. Jeff Cain of Denver DOC.

niques used to manipulate children into smoking. After the presentations, the kids are asked to create posters demonstrating their new knowledge about the tobacco industry.

Nebraska DOC Supports Cross Country Cyclist

With the help of Nebraska DOC and National DOC sponsorship, champion cyclist Kay Ryschon competed in the Race Across America (RAAM). She was leading the women's division and riding fifth overall in the 3,000-mile race when a severe neck injury forced her to drop out after three days and more than 1,000 miles.

Unlike the Tour de France in which riders take up to three

weeks to complete a 2,110-mile course in stages, RAAM is a test of endurance in which riders try to finish the 3,000-mile trek in just one week.

Ryschon had set her goal at finishing the race in eight days -- riding 400 miles each day -- to break the women's record of nine days and nine hours. She was expected to challenge even the reigning men's champion, Paul Solon.

A biostatistician at the Creighton University Medical Center in Omaha, Nebraska, 32-year-old Ryschon trained for the race by riding 1,000 miles a week for several months before the race began in August.

Ryschon expressed her appreciation to DOC in a recent letter: "Thank you so much for supporting me in the Race Across America... Since RAAM, I have been working with physical therapists at the Sports Medicine Center in Omaha to first regain my range of motion, and then to strengthen my neck and shoulder muscles. I plan to compete in RAAM again next year and I know I will be an even stronger competitor. After leading the women's field by such a huge margin this past year, I am even more confident that I can set a new women's record and be competitive in the men's field."

Ryschon also said she plans to continue to work with Nebraska DOC on several special projects throughout the coming year. DOC member Mo Mellion, MD, President of the American Academy of Family Physicians, helped arrange for DOC's sponsorship and was part of Ryschon's road support team.



This logo appeared on Kay Ryschon's jersey as she competed in the Race Across America.

Chapter News

DOC of the Bay's Halloween Protest Points Out Scary Truth about Tobacco and Sports

Halloween provided an opportunity to point out the scary connection between tobacco and women's tennis as members of DOC of the Bay protested during the Virginia Slime Tennis Tournament at the Oakland Coliseum on October 31. Physicians and other concerned volunteers handed out Barfboro bags and leaflets asking fans to "Throw tobacco out of sports!" and write to the Women's Tennis Council to express their feelings about the inappropriate-

ness of role models for young women being associated with smoking.

A flyer announcing the protest pointed out an advertisement for the Virginia Slime tournament, which ap-



DOC of the Bay members protest and distribute Barfboro bags at the Virginia Slime Tournament in Oakland.

peared in the newspaper with its Surgeon General's warning at the bottom, and appropriately asked, "Should women's tennis come with the Surgeon General's warning?"

Smokers Help Other Smokers Quit

Every time a smoker buys a pack of cigarettes in California, he may be helping another smoker quit. Money brought in by the Proposition 99 tax on cigarettes in California is being used to fund a multitude of tobacco education programs. Of particular interest is a program sponsored by the California Medical Association and Tobacco Free California to train physicians who want to offer office-based smoking cessation for their patients.

There are two levels of training. The first level is trainers' workshops which are all-day programs for health professionals who have experience in smoking cessation counseling and are committed to teaching these techniques to their colleagues. The second level involves intervention workshops taught by "graduates" of the trainers' workshops. These teach basic intervention techniques.

DOC member Luis Perez, MD, who is involved in the program as a trainer, explains that physicians are taught the "4A's": (1) ASK about smoking at every visit, (2) ADVISE your patient to quit, (3) ASSIST by helping to develop a plan for your patient, and (4) ARRANGE follow-up visits and phone calls.

The program manual, originally designed by the National Cancer Institute (NCI) in consultation with several DOC members, has been rewritten to make it more relevant to California. It includes sections on secondhand smoke, smokeless tobacco, smoking and pregnancy, minority populations, teens, prevention and advocacy.

For information about workshops scheduled in California, contact Kathy Haas of Tobacco Free California in Northern California at (415) 882-3324 or Linda Busa in Southern California at (619) 565-8888.

Eau Claire DOC Writes to Doctors

One of national DOC's first efforts following its founding in 1977 was to urge physicians to discontinue their subscriptions to waiting room magazines that contain tobacco advertisements. Over the years the American Medical Association, the American Academy of Family Physicians, the California Medical Association and the Maine Medical Society are some of the organizations that have lent support to this idea. Since DOC created its waiting room magazine sticker, more than 100,000 have been distributed across the country.

Recently the Eau Claire, Wisconsin, chapter of DOC sent a letter to local doctors along with several of DOC's magazine stickers to alert doctors to the cigarette and tobacco advertisements often contained in waiting room magazines. The letter reads in part:

"Did you know that you may be unknowingly promoting harmful products in your office? Your waiting room likely includes magazines that advertise a product that kills 1,100 persons. . . each and every day. I am of course referring to cigarette and tobacco advertisements. Tobacco annually kills more people than the sum total of alcohol, drugs, AIDS, homicides, suicides, and motor vehicle accidents.

"The Eau Claire Chapter of DOC urges you to subscribe to periodicals that do not promote tobacco products. A list of these is included. If this is not possible, or in your transition period, we would like to offer free stickers to place on magazine covers that inform your patients of the false illusions of these ads; a sample is enclosed."

Eau Claire DOC also has a very active Speakers Bureau whose members spoke to over 1,000 students last year.

Chapter News

DOC Members Make House Calls in Several Cities

Even though cigarette advertising was banned from television more than 20 years ago, what do we see every time we watch a baseball game on TV? "MARLBORO" in huge letters on billboards if the game is being played in San Francisco's Candlestick Park, Boston's Fenway Park or 12 other major league stadiums. To protest cigarette advertising in stadiums and sports arenas, DOC members organized a bi-coastal housecall on August 19.

In Boston, DOC members and other attendees at the STAT (Stop Teenage Addiction to Tobacco) conference protested at Fenway Park. "We handed out at least a thou-



Susan Smith holds up the Barlboro sign at Candlestick Park.

sand flyers blasting the Marlboro billboard at the park," DOC Board Member Ed Sweda, JD, said. A photograph from this house call was featured in the Sept. 26, 1990, issue of the *Journal of the American Medical Association*.

In San Francisco, it was "Barlboro Day" at Candlestick Park as DOC protesters handed out Barlboro bags by the thousands. DOC of the Bay dynamo Susan Smith reported that several hundred signatures were collected on petitions to encourage the San Francisco Board of Supervisors to ban tobacco ads in the stadium and requesting Attorney General Richard Thornburgh to enforce the FCC ban on tobacco advertising on television.

These billboards make a mockery of our national pastime and major league baseball, which tries hard to get parents to take kids out to the ballpark," said DOC Founder Alan Blum, MD. "Imagine the outrage if Cocaine Menthol Lights or Heroin 100's Ultra Slims billboards appeared next to the scoreboards in baseball stadiums."



Patrick Reynolds speaks to a group of people waiting to sign a petition against illegal cigarette advertising on television.

On Sept. 9, during the Third Annual Conference on Nicotine Addiction, sponsored by the American Society of Addiction Medicine, Dr. Blum led conference participants on a house call at San Diego Stadium, home of the San Diego Padres baseball team and an enormous Marlboro billboard. The group handed out Barlboro bags to individuals who were asked to guess the number of Americans who die from tobacco industry products each year. Stadium security guards, on orders from the Padres, tried to stop the group's action and to expel them from the stadium grounds, but when San Diego police were summoned, they insisted that the DOC group be permitted to remain on the sidewalk at an entrance to the stadium where they would not be at risk from traffic. One police officer expressed his personal support for DOC's house call.

The security team in San Diego had nothing on their counterparts at the Houston Astrodome, where on May 5, Dr. Blum, Houston City Councilman Dale Gorczyński and DOC stalwart Ross Bannister paid a housecall on the Cinco De Mayo Festival sponsored by R.J. Reynolds' Camel Cigarettes, Philip Morris' Miller Beer, and Pepsi Cola. The event featured Camel carnival games, watched by hundreds of children. When DOC members sought to hand out flyers to each child and parent at the entrance to the event with the headlines "Cinco De Cancer" and "Un Tipo Estupido" (mocking Camel's "Un Tipo Suave"), they were threatened with immediate arrest. Eighteen uniformed armed off-duty Houston police department officers were summoned and were about to arrest Dr. Blum and the Councilman when a compromise was reached. Dr. Blum led the councilman and several newspaper reporters and photographers on a tour of the grounds pointing out the large amount of tobacco advertising at the event which resulted in a front-page story in the *Houston Post* the following day.

Chapter News

MCG DOC Protests Camel Monster Truck Event in Augusta

A group of physicians and students from the Medical College of Georgia and private practice paid a house call to the Camel Monster Truck and Mud Racing event in Augusta on Jan. 20, sponsored by Camel cigarettes. Thousands of spectators at the two-day event -- many of them children -- were exposed to an estimated 400 advertisements for Camel.

"People think they're going to see monster trucks, but they're really just paying to see a giant Camel commercial," said Danny Heithold, co-coordinator of the MCG DOC chapter.

The physicians and students gave away pro-health stickers to children. Flyers given to adults read: "Camel. 75 Years and Still Cancerous" and asked, "How many monster trucks will it take to pull your child's casket?" The flyers also contained a message to parents pointing out the serious consequences of tobacco addiction and highlighted Camel's effort to appeal to young people.

"We wanted to make the public aware of the way tobacco companies are targeting our youth in this country," said Mark Gresham, co-coordinator of MCG DOC. Sponsorship of events like this one is one of the key ways R.J. Reynolds reaches kids."

Send your chapter news and photos to:

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

Baylor Medical Student Voices Concern Over Miller Special Olympics Sponsorship

Patrick Whelan, a MD-PhD student at Baylor College of Medicine in Houston and member of DOC, has recently become an award-winning photographer. In September, Whelan entered a photo contest sponsored by the Texas Special Olympics and Miller Lite Beer for the best photographs of parties. Whelan's photograph of medical students at a beer party won runner-up honors from the Special Olympics judges. But when Whelan showed up at the awards event with other members and supporters of Houston DOC and a photo of the car in which his brother had been killed by a drunk driver, officials threatened to arrest him.

The photo contest was a centerpiece of Miller Lite's "Great Tastes of Houston" festival, which drew 80,000 people. Lite Beer blimps, a "six-pack" of skydivers, 30-foot roadside beer



Patrick Whelan and Eric Severud stand in front of Whelan's winning photo sporting "Killer Lite" t-shirts.

Olympics has a special responsibility," he said. "Both have to be among the leaders in the fight to decrease the damage done by alcohol in our society. My photo sought to point out the hypocrisy of either group ignoring or actually promoting the heavy-handed marketing by the beer companies."

The DOC group had informed the Houston Police Department that they would be paying a house call on the

"Miller Beer and the Special Olympics both applauded the idea of medical people getting drunk and condemned us for trying to raise people's awareness of the irony of letting beer companies sponsor huge community events."

-- Patrick Whelan

bottles and stages marked the prelude to Miller's sponsorship of the Texas State Fair. A Lite Beer media blitz billed the state fair in Dallas as the site of actor Randy Quaid's "world's largest photograph." The photo contest was tied into this theme with a large "photo gallery" which displayed Whelan's picture. For \$2, one could have his photograph taken with the Miller Lite girls.

Whelan said he submitted the prize-winning photo to make a point. "Like physicians, who are faced every day with treating victims of disease and violence due to alcohol, the Special

Great Tastes event, but Miller officials succeeded in getting the police to eject the group when they produced placards titled "The Photos Randy Won't Show You" depicting crash scenes, cirrhotic livers, and domestic deaths.

"Miller Beer and the Special Olympics both applauded the idea of medical people getting drunk, and condemned us for trying to raise people's awareness about the irony of letting beer companies sponsor huge community and family events at the same time we're trying to fight a drug war," Whelan said.

Chapter News

Camel 'Stiff Character' Participates In Sioux Falls Trick or Treat Fun Run

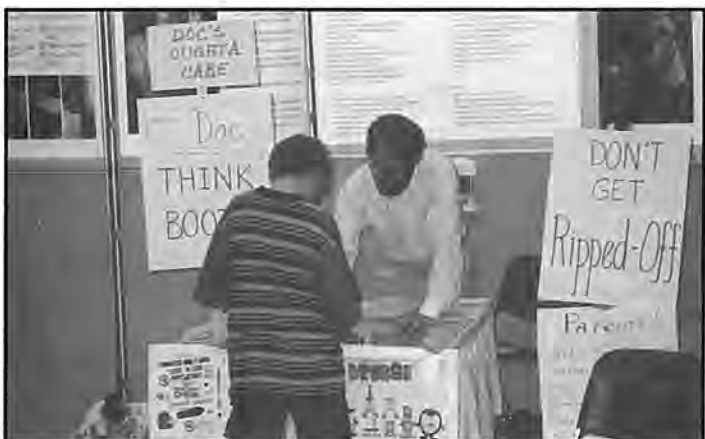


The Camel "Stiff Character" and his mourners aren't moving too fast during the Sioux Falls Annual Trick or Treat Fun Run.

Pro-health advocates in Sioux Falls, SD, have recently been spreading the DOC message. During the annual Trick or Treat Costume Fun Run, several people from the Sioux Falls Family Practice Center participated with Camel, the "Stiff Character," as his grieving widow, pall bearers and mourners. They distributed "Zoo Breath" stickers to spectators along the two-mile course and placed second in the event for group effort, although their times were nearly the slowest.

DOC materials were also used by residents and staff as part of the Sioux Falls Family Practice Residency Program's Adolescent Health Fair, which received a very positive response from 160 junior and senior high school students.

Nebraska DOC Sponsors Booth at Children's Health Fair WELCOM



Dr. Jeff Sussman of Nebraska DOC talks to a young visitor at the DOC booth at WELCOM.

DOC Supports STAT Boycott

Each time you buy a KRAFT cheese product, you're putting another dollar in the Marlboro Man's pocket, and every Nabisco product you buy keeps the RJR-Nabisco Camel smiling at your kids, according to Joe Tye, founder of STAT (Stop Teenage Addiction to Tobacco).

Because KRAFT General Foods is owned by Philip Morris and Nabisco is owned by R.J. Reynolds, STAT has initiated a boycott of their products as long as these companies: (1) Continue to use cartoon characters to promote smoking, (2) Promote cigarettes in association with sports, (3) Place cigarette advertising in television and movies, (4) Target young women, and (5) Fail to abide by all health warning and advertising restrictions applicable in the United States when pushing cigarettes in other countries.

The slogan for the boycott is "Don't buy your family's food from companies that sell cancer: Boycott Nabisco and Kraft products." At the suggestion of DOC Founder and Chairman Alan Blum, MD, during the 1990 STAT National meeting, the boycott concept was expanded from RJR-Nabisco alone to include Philip Morris because the latter company, while not currently employing cartoon characters to sell its cigarette brands, is no less nefarious in its youth-oriented advertising and promotion around the world. - DOC fully supports this boycott and encourages its chapters and members to actively participate in order to make the boycott even more effective.

DOC supporters are urged to do the following:

- (1) Ask local hospitals, churches, and schools to remove Nabisco and KRAFT products from their approved bidding lists;
- (2) Ask local educators, health professionals, ministers, politicians and other influential community members to endorse the campaign; and
- (3) Write letters to the editor and publisher of your local newspapers.

"The boycott is simple and easily enacted since one only has to look for the logos of KRAFT, General Foods and Nabisco before buying a product," noted Dr. Blum who says he has found that his family doesn't miss Post cereals, Jell-O, Oreos or Fleischmanns Margarine at all. "There are plenty of other brands of cookies, cereal and margarine made by other companies."

The boycott has already reaped results. Ben and Jerry's Ice Cream has dropped Oreos from one of its most popular flavors.

For more information, contact STAT at 121 Lyman St., #210, Springfield, MA 01103 or (413) 732-7828.

DOC Member Testifies on Hazards of Passive Smoking

During recent hearings on the hazards of passive smoking, Tom Houston, MD, former DOC National Coordinator, testified before a scientific advisory committee of the Environmental Protection Agency. Dr. Houston's testimony was in part as follows:

I cannot help thinking about the irony in hearings like this when the tobacco industry brings in an army of statisticians to defend them, after years of saying that the links between illness and smoking were only statistical and meant nothing. But these hearings are not just about statistics. The deliberation is about real people who become ill, die and whose families mourn them. It is about children who are exposed to ETS [environmental tobacco smoke] and who have recurrent ear disease, bronchitis, pneumonia and asthma.

First, the plausibility of ETS as a carcinogen makes inherent sense to clinicians. The same carcinogens, for which we believe there is no known threshold, exist in ETS as in MS [mainstream smoke]. Many avenues for exposure are present, including home, worksite, recreation, mass transit and public areas such as shopping malls. Biologic markers of MS are found in ETS exposed individuals in such fre-

quency that it is, as has been stated earlier, a common exposure in our society. . . .

We have reviewed the recent study by Repace and Lowery in which a remarkable consistency among eight out of nine risk appraisal studies involving ETS was found: 5000 deaths per year as a lung cancer risk. . . .

Most of DOC's members are family physicians, and have long noted the relationship of childhood respiratory illness to ETS exposure. Clinically, we have had firsthand experience in seeing those effects and the results of clearing up the air in those homes, with the improvement of health that accompanies removal of indoor air pollution. Physicians who care for children, and their parents must become more aware of this hazard and act accordingly. . . .

The public perceives risk differently when they have no control over the hazard to which they may be exposed. ETS is not like riding a motorcycle without a helmet, in which the rider takes upon himself the risk of head injury.

Even if the risk of ETS were an order of magnitude less, the health risks would be unacceptable. Consider the saccharine controversy of a few

years ago, when the excess deaths were projected at about 400 per year. Or the Tylenol murders which led to the retooling of an entire industry because of 10 deaths. Or the voluntary removal of bottled water recently because minute amounts of benzene were discovered in Perrier. ETS has over 40 carcinogens with a much higher risk of illness.

The EPA has written a Workplace Smoking Policy Guide which is also under review. While we commend the document, we wish it had been stronger in its recommendations. We agree that source control will be the most effective method of ETS risk reduction, with two major ways this can be accomplished: reducing the areas in which the public will be potentially exposed, and reducing the prevalence of smoking in the population. OSHA and employers have a responsibility to protect employee health in ETS exposure. We hope they take this information and use it appropriately to reduce the health risks imposed on nonsmoking workers.

Other recommendations could have been made, such as calling for a ban on smoking on all US air carriers, and adoption of smokefree policy in hospitals and schools.

Non-Smoker Receives Settlement in Lawsuit

A non-smoking waiter will receive worker's compensation for a heart attack he suffered in March 1989, according to an article in the SCARC Daily Bulletin on Dec. 17, 1990. Avtar Uhbi claims his heart attack was caused by exposure to other people's cigarette smoke in the Sausalito, California, restaurant where he worked. The California Compensation Insurance Fund agreed to pay a total of \$85,000 for Uhbi's medical bills. Mr. Uhbi's attorney, Charles Crane, explained that "[t]hey've admitted that our claim is substantial enough that if they went to trial they'd probably lose."

DOC member Stanton Glantz, PhD, a researcher at the University of California-San Diego who testified as an expert witness on passive smoking, said that the case was the first worker's compensation decision based on ETS-induced heart disease: "And this was successful." Glantz's

research shows that second-hand smoke causes 32,000 deaths per year due to heart disease.

Attorney Crane argued that the case could have far-reaching implications for employers: "Basically what this says is that employers who have to pay for worker's compensation insurance better make sure their employees are not breathing in stuff they shouldn't be breathing in." He said of Uhbi's case: "There are just no environmental factors other than what we found in his workplace... This place was your real smoky bar."

Uhbi has no family history of heart disease, ate a mostly vegetarian diet and had otherwise little risk of heart disease. He worked at the combination bar and restaurant for five years before suffering a heart attack. He has since opened his own restaurant which bears a "No Smoking" sign.

DOC Health Promotion Materials

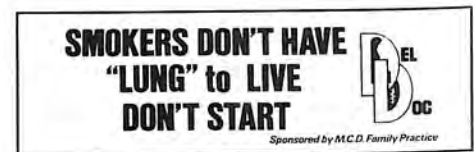
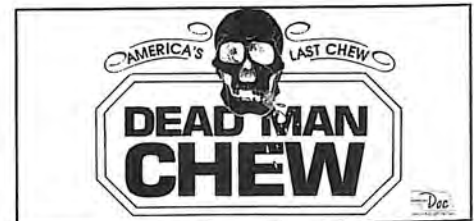
POSTERS



T-SHIRTS

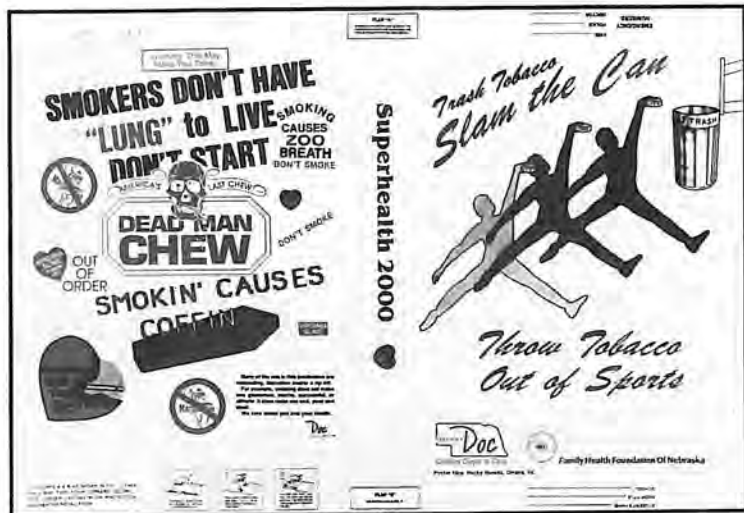


STICKERS



Most school systems have funds for bookcovers. Most bookcovers are printed with only the name of the school. Taking an idea from Nebraska DOC and others, a collage of stickers, slogans and other artwork have been assembled and printed on a bookcover for school text books. Order in quantity, or order one and have them printed locally.

If your DOC chapter has an innovative health promotion product or an idea for one, let the DOC National Office know.



DOC Health Promotion Materials Order Form

POSTERS

- ___ 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
- ___ You've Coughed Up Long Enough poster @ 5.00 ea
- ___ How to Spot a Nerd poster @ 5.00 ea
- ___ *Most Deadly poster @ 5.00 ea
- ___ *Quit or Die Trying poster @ 5.00 ea
- ___ *Emphysema Slims Santa Fe poster @ 5.00 ea
- ___ *Just Jam It poster @ 5.00 ea

STICKERS

- ___ 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

BUMPER STICKERS

- ___ 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

* Indicates New Items

T-SHIRTS

- ___ Superhealth 2000 t-shirt @ 10.00 ea SM MED LG XL
- ___ Smokebusters t-shirt @ 10.00 ea SM MED LG XL
- ___ *Emphysema Slims t-shirt (Santa Fe) @ 10.00 ea SM MED LG XL
- ___ Emphysema Slims t-shirt (logo/lady) @ 10.00 ea SM MED LG
- ___ What's Up DOC t-shirt @ 10.00 ea SM MED LG XL
- ___ Throw Tobacco Out of Sports t-shirt @ 10.00 ea 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.) @ 50.00 ea
- ___ *Video: "Cigarettes and Sports: Striking Out Against Tobacco" (50 min.) @ 50.00 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 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.

Pro Health Products:

Postage and Handling Fee: \$2.50
TOTAL _____

Membership Fee:

Additional Contributions: _____
TOTAL _____

TOTAL AMOUNT ENCLOSED: \$ _____

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

Street _____ City _____ State _____ Zip _____

Occupation _____ Specialty (if MD/DO) _____

Area of Interest _____

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 or money order to: DOC, 5510 Greenbriar, Suite 235, Houston, Texas 77005.

Salem Snuffed Out; Pro Sail Loses Wind

Controversy stirred up by DOC over the tobacco sponsorship of a sporting event may have taken the wind out of Salem's sails. *USA Today* recently reported that the ProSail Regatta lost Salem's sponsorship at the end of 1989, and *Sail* magazine confirmed that ProSail has been unable to secure a new sponsor.

In what may have been in part a direct reaction to DOC's sponsorship of Mariah Sailsport's Hobie Cat 21 sailboat in the Salem ProSail regatta in 1989, Pro Sail ruled that competitors (1) must have the names of their boats approved in advance; (2) make space available on their "sailboats, team uniforms and apparel, team equipment, and supplies" for sponsors' logos; and (3) agree that they will not commit any act that is "competitive or conflicting in any way with the interests of ProSail or its sponsors."

A letter to the editor of *Sail* by DOC President Rick Richards, MD, which appeared in the August 1989 issue, shortly before Salem dropped its sponsorship, stated in part: "ProSail represents no effort to promote sailing. It is a cleverly disguised effort to use a healthy, physically demanding sport to promote the sale and use of Salem cigarettes...It's definitely an ill wind that fills these sails and the lungs of those unfortunate 1,000 people who die each day from smoking."

DOC Tobacco-TV Sports Connection Established

The long-awaited and very much needed "DOC Tobacco-TV Sports Connection" monitoring and action network has been established at the Houston office. Its purpose is simple: to seek and destroy the fastest growing, most powerful, and largely illegal advertising strategy of the tobacco industry.

Details will be included in a special upcoming edition of DOC News and Views that will be dedicated to the subject of tobacco and sports. In the interim, please forward all information, articles, pictures, flyers, promotion pieces and sports clothing which depict the connection between sports and tobacco to the National DOC Office in Houston.



(Above) A store in a rural South Carolina town advertises children's toys in its window and Marlboro (without the warning) on its awning and door. (Below) Kids and adults at the Exchange Club Fair in Augusta race their Spuds McKenzie dogs in attempt to win a stuffed Spuds.



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