

# Doc News and Views

Vol. 7 No. 1

The Journal of Medical Activism

Spring 1992

## DOC Members' Studies in JAMA Reveal the Effects of Cigarette Advertising on Children

Three studies published in the Dec. 11 issue of the *Journal of the American Medical Association* revealed what DOC members have suspected all along – that tobacco ads do influence children. The first study focused on children ages 3 to 6 and their ability to recognize Old Joe the Camel, Mickey Mouse and other popular brand logos. The study found that 91.3 percent of the six-year-olds correctly matched Old Joe with a picture of a cigarette.

"While cigarette companies claim that they do not intend to market to children, their intentions are irrelevant if advertising impacts what children know.... R.J. Reynolds Tobacco Company is as effective as The Walt Disney Company in reaching 6-year-old children. Given this fact and the known health consequences of smoking, cigarette advertising may be an important health risk for children," the study concluded.

When children played a game in which they were asked to place 22 product logos — including products for adults and children — on a game board featuring 12 products including Mickey Mouse, pizza, hamburgers and automobiles, 30 percent of the 3-year-olds were able to match Old Joe with cigarettes.

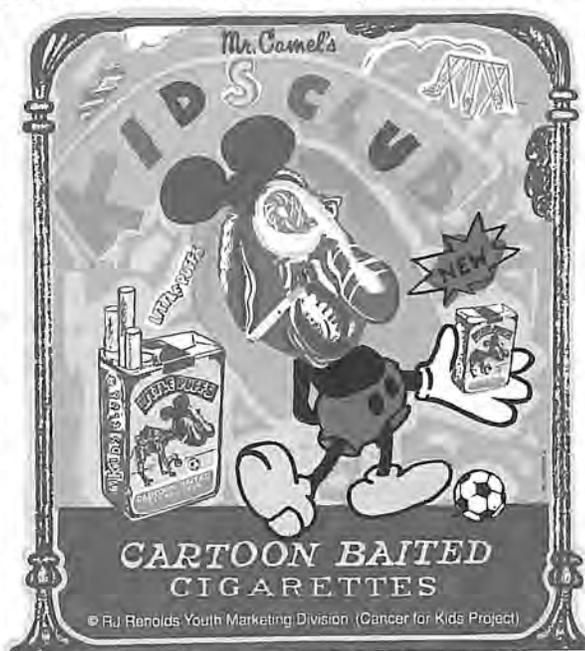
Cigarette logos tested in the study included the Marlboro man, the traditional Camel pyramid and the cartoon Camel character Old Joe. None of the tested logos had specific image or word clues that might indicate what kind of product it represented; for example the Marlboro man was not smoking.

"Cigarette logo recognition rates ranged from 11.4 percent (Camel brand) to 30.4 percent (Old Joe) for 3-year-old subjects. This rate increased to between 43.5 percent (Camel brand) and 91.3 percent (Old Joe) for children 6 years old," the study reported.

A U.S. Surgeon General's warning — "Quitting Smoking Now Greatly Reduces Serious Risks to Your Health" — was included among the logos, and only 10 percent of the study group paired the warning with a cigarette. "The recognition rate for the warning in subjects aged 3, 4 and 5 years was only 8.4 percent, a rate equal to that expected from random guessing," researchers said.

The authors introduced a new term into the public health lexicon when they concluded, "Children's knowledge of cigarette brand logos is most likely the result of their exposure to

*continued on page 6*



From the series, **THE SEVEN EARLY SIGNS OF CANCER.**  
Doctors Ought to Care 5510 Greenbriar, Suite 235 Houston, Texas 77005 713-795-7729

## Surgeon General Antonia Novello Says "Old Joe Must Go"

U.S. Surgeon General Antonia Novello is sending a message to R.J. Reynolds: "Old Joe must go." She has called on magazines, retailers and outdoor advertising companies to refuse signs and ads bearing the R.J. Reynolds cartoon character "Old Joe the Camel." It is not certain whether publishers and retailers will heed her request, but she lends the voice and authority of the U.S. government to a message DOC members have been conveying ever since the advertising logo was first introduced in 1988.

Dr. Novello said that Old Joe is a blatant effort to appeal to young children and the use of such a cartoon character to

advertise cigarettes is deplorable. Her public reprimand of R.J. Reynolds for its Old Joe campaign came swiftly after the *Journal of the American Medical Association* published research findings by DOC board members revealing that preschool children recognize Old Joe as well as Mickey Mouse and teens find Old Joe much more appealing than adults.

Many in the advertising community wonder how much heat and negative publicity R.J. Reynolds will take before it finally discontinues the campaign. But the tobacco giant is reluctant to pull the campaign because it has been so successful in improving its market share among young smokers.

## Editorial

## Tobacco, Sports, and Television

**Eric Solberg**  
DOC Executive Director

A recent crackdown on spitting tobacco advertising practices by the Federal Trade Commission (FTC) has sparked increasing interest in the dilemma of tobacco sponsorship of sports. The FTC charged that Pinkerton Tobacco Company Inc. violated the Smokeless Tobacco Act of 1986 — which includes a television advertising ban — through its brand name sponsorship of the "Red Man All-American Pulling Series." The company's Red Man spitting tobacco logo is prominently advertised at these events which are videotaped and broadcast on cable television networks nationally, primarily on TNN (The Nashville Network).

Although the recent FTC action taken against Red Man spitting tobacco is significant, the Justice Department (U.S. Attorney General) has remained silent

*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:

Doctors Ought to Care  
5510 Greenbriar, Suite 235  
Houston, TX 77005  
(713) 798 - 7729

**Alan Blum, MD**  
Founder and Chairman  
**Eric Solberg**  
Executive Director

**J. Christopher Shank, MD**  
National DOC President

**Rick Richards, MD**  
Editor, *DOC News and Views*

**Rhonda C. Craig**  
Managing Editor, *DOC News and Views*

for the past 20 years with respect to enforcing the continued violations of the 1971 ban on television advertising of cigarettes, such as Virginia Slims Tennis, Winston Cup Auto Racing, and tobacco advertising in sports stadiums.

DOC first approached the U.S. Attorney General in October of 1977 with a petition to block telecasts of the Marlboro Cup (horse racing) and Virginia Slims Tennis. DOC activities have also included petitioning the FTC in the early 1980s to question the SKOAL Bandit television advertising campaign during the 1980 and 1984 Olympic Games.

A recent petition (May 6, 1991) submitted to the FTC by the Coalition on Smoking OR Health was well-intentioned, but focused on the requirement of health warnings, which is provided in the Smokeless Tobacco Act of 1986. The Coalition's petition stated that, "the Commission [FTC] should, therefore, clarify and enforce the requirements that all such advertisements [racing cars, flags, and banners displayed at sporting events] must have the health warning labels required by the Act."

Understanding that warning labels are ineffective (see *JAMA* Jan. 6, 1989; 261(1):84-89), they would be even less effective when moving at speeds of 270-290 mph on Don Prudhomme's SKOAL Bandit top fuel dragster. However, the Coalition's petition, which provided excellent pictures of SKOAL/Copenhagen and Red Man-sponsored sports events (contributed by the DOC Tobacco Archive and International Resource Center), may have urged the FTC to begin taking action on such promotions.

A well-planned effort to get the U.S. Justice Department to act on these televised tobacco promotions masquerading as sports events is needed. If the Attorney General of the United States were to enforce the Public Health Cigarette Smoking Act of 1969, complete with a \$10,000 fine for each violation of the law, televised sports sponsored by cigarette and other tobacco product manufacturers would become extinct in the United States.

## DOC in the 1990s

**J. Christopher Shank, MD**  
Cleveland, Ohio

As the new national president of DOC, let me briefly share my personal experiences with the DOC philosophy. As a young family practice residency faculty, my work mirrored DOC's basic objectives to 1) educate the public about the major causes of ill health and 2) encourage and promote the purchase of counter-advertising space.

Along with medical students and residents in a community hospital program in Iowa, I expanded the vision of family practice beyond the stream of patients passing through the waiting room, toward a concern for proactively and systematically dealing with the health needs of the larger community. While not at all ashamed to at times be labelled a zealot and a medical activist, I have promoted the DOC philosophy in a responsible and professional manner.

Secretary of Health and Human Services, Louis Sullivan, MD, remarked, "The glamorization of smoking must end... As we disseminate this message, we cannot be faint-hearted, hesitant or easily discouraged. What is required from each one of us is persuasion and courage: the persuasion to convince ... and the courage to take a stand..." (*JAMA*, 10/16/91).

As the country's health care system steps boldly into the 1990s and reacts to the publication of *Healthy People 2000*, DOC as a philosophy and organization stands well prepared to assist physicians, other health professionals, communities and governments in effecting significant counter-promotion to the relentless marketing of tobacco use, irresponsible alcohol use, and promiscuous sexuality to the youth of America.

Together with DOC members everywhere, I want to realize DOC's objective of tapping the highest level of commitment from all health professionals to counter the promotion of lethal lifestyles.



## More Than A Century Later, Doctor's Words Still Hold True

The following letter was found by Walter Brown, MD, among some old family belongings. It was written by his great-grandfather Dr. Arthur C. Davidson whose wise words still hold true more than a century later.

The letter originally appeared in the *Crawfordville (Ga.) Democrat* on August 14, 1891, in response to an inquiry made by Hon. W. A. Sinquefield of the House of Representatives:

Dear Sir:

Your letter of the 28th came duly to hand and was read with much interest. In reply as a matter of course I cannot in so short a communication write in particular of all the deleterious effects the habit of smoking cigarettes produces in the human body. The practice of smoking cigarettes produces effects varied and multitudinous, and, I might add, in many instances disastrous to the well-being of the smoker. When we take into consideration the number of chemical substances, poisonous and otherwise, which a man draws into his mouth, throat and lungs, and receives into his blood through his lungs, when he smokes a cigar or cigarette, we are not astonished at the many diseased conditions brought about in his system if he persists in the baneful practice.

When a person smokes a cigar or cigarette, he inhales into his system in the smoke, besides water in a state of vapor, free carbon diffused in minute particles, some ammonias in a state of vapor, carbonic acid and carbonic oxide, each in a state of gas, and an oily-like substance called nicotine. This last named substance, which is a deadly poison, is a complex body. In it has been found pyridine, picoline, lutidine, collodine, coridine, rubidine, and viridine.

The effects of these substances upon the human system are called by medical men primary and secondary by way of distinction, but the secondary effects are the more disastrous. The secondary effects of cigarette smoking are manifest in two classes of diseased

conditions: functional disorders or derangements and pathologic or textural lesions wrought in one or more of the vital organs by the continued and constant presence of one or more of the above mentioned poisons peculiar to cigarette smoke. Of the former class may be mentioned impairment of the digestive powers of the stomach, deranged action of the heart, disordered respiratory functions, general neurasthenia or nervous prostration and greatly impaired activity of the brain.

The later class, and by far the more serious, are diseased conditions or changes in one or more of the organs of digestion, assimilation, secretion and excretion, or in other portions of the system. That condition of the heart called by Dr. R. W. Richardson "broken heart," a condition in which the heart is entirely broken down, tired out, and ready to quit work at any time, so that its owner

nephritis, or what is commonly known as Bright's disease, is a direct result of impaired digestion and assimilation and that this latter trouble is not infrequently the result of the use of tobacco, and of cigar and cigarette smoking.

However, of all the organs of the human body which suffer in their function and texture by the excessive and even moderate indulgence in the practice of cigar and cigarette smoking, there is none more exposed, and none more frequently involved and deranged and disordered in its function and texture than the brain. Upon this alone a considerable treatise might be written. It is sufficient to state here that no boy who indulges in the practice of habitually smoking cigarettes can expect to attain proficiency in anything. Indeed, he will have no desire to attain anything. His sensibilities and ambitions will have become so weakened, impaired, repressed,

blunted, that he will be satisfied at anything — even to be a drone in the great hive of human workers!

Mental imbecility seems bad enough, but this is not the worst effect this deplorable practice produces in the brain. In-

sanity in all its various phases and degrees of development, mania, melancholia, dementia idiocy and such finds, not infrequently, its origin in the practice of cigarette smoking. Suicidal mania is not infrequently the result of this practice. Vertigo, the confusion of vision, and the ringing in the ears accompanied by symptoms of giddiness and unsteadiness, is another result of the practice of smoking cigars and cigarettes.

As stated in the outset, it is impossible for me to particularize with regard to all the deleterious effects of cigarette smoking. I will conclude by saying emphatically that the practice of cigarette smoking is an evil only, and that continually, and ought to be prohibited by the enactment of proper and suitable laws prohibiting their manufacture and sale.

Thank you for your kind references, I am, with much respect,

Arthur C. Davidson, MD

---

***"Cigarette smoking is an evil only, and that continually, and ought to be prohibited by the enactment of proper and suitable laws prohibiting their manufacture and sale."***

***— Dr. Arthur C. Davidson (1891)***

---

is liable to fall dead at any exertion, is a frequent result of excessive cigarette smoking. Cancer of the lips, tongue, or throat, is an occasional result of cigar or cigarette smoking. More especially is this the case if the smoker is of a cancerous diathesis, or inherits a tendency to have cancer.

I believe some of the most incurable and fatal diseases of the liver are produced by excessive use of tobacco. I will mention only one, interstitial hepatitis and its consequent result, cirrhosis of the liver. I am sure that a frequent cause of jaundice is excessive use of tobacco, more especially is this the result of cigar and cigarette smoking.

I am not sure but that some of the most intractable diseases of the kidneys may be traced back to an inordinate indulgence in tobacco as a remote cause of their genesis and development. I am well satisfied that parenchymatous

## DOC Booth Receives Outstanding Scientific Exhibit Award from AAFP



(L-R) Dr. Alan Blum (DOC Chairman and Founder), Dr. Tom Houston (Immediate Past National Coordinator), Dr. Rick Richards (Immediate Past President) and Eric Solberg (Executive Director) stand in front of DOC's booth at the annual meeting of the American Academy of Family Physicians, displaying the award for the Outstanding Scientific Exhibit.

## Tony Schwartz Named Honorary DOC Chairman

DOC's executive committee recently named Tony Schwartz as its Honorary Chairman. Tony is not a physician, yet he has mastered a technique which, in his words, "can prevent more disease, illness and accidents than medicine can cure." The tool is media, and Tony Schwartz knows how to use it.

Tony has worked closely with DOC Founder and Chairman Alan Blum, MD, in developing hard-hitting counter-advertisements. He has been one of DOC's best advocates and has helped shape DOC's philosophy of paid counter-advertising as the primary means for countering tobacco use and promotion.

According to Tony, public service media is not very effective. "Public service ads are the ads that are on at 3 o'clock in the morning telling kids not to take rides from strangers, when the only ones up at that time are the strangers," Tony said.

## DOC Board of Directors Elects National Officers

The annual meeting of the DOC Board of Directors was held on Sept. 27, 1991, in conjunction with the American Academy of Family Physicians (AAFP) Annual Assembly in Washington, D.C. The AAFP Annual Assembly has been a logical place for DOC's Board to meet over the years. DOC was founded by Dr. Alan Blum while he was a resident in family medicine, and AAFP members have been leading supporters of DOC over the years.

The focus of this year's meeting was "Planning for the 1990s." A new Executive Committee was elected and includes Alan Blum, MD (Chairman), Chris Shank, MD (President), Luke Burchard, MD (Vice-President), Paul Paulman, MD, and Audrey Paulman, MD (Co-Secretaries), and Joel Dunnington, MD (Treasurer). Rick Richards, MD, will serve on the Executive Committee as Immediate Past-President. Additionally, new members were added to the Board of Directors, which now includes 38 individuals



DOC board members at the annual meeting discuss plans for the organization.

from 17 states and the District of Columbia.

Additionally, a larger staff will be available to provide assistance to members, local DOC chapters, and inquiries from other individuals and organizations. Eric Solberg is DOC's Executive Direc-

tor. Program Assistants Teresa Maslonka and Scott Corron, will provide needed assistance to DOC's activities in Houston. Rhonda Craig will continue as Managing Editor for *DOC News and Views*, published in Augusta, Ga.

# Nicotina Wraps Up National Tour in Richmond

The statue of Nicotina wrapped up her cross-country tour of the U.S. in Richmond, Va., in December, but her journey and message are far from finished. As a counter-advertising symbol to Philip Morris' sponsorship of the Bill of Rights tour, Nicotina encountered many friends and foe along the way. Pro-health activists in each state she visited took care of her and helped her safely to her next destination. But the tour sponsor, fuming because Nicotina was stealing media attention from its estimated \$60 million investment, tried to stifle her message at every turn – changing dates and locations for the tour at the last minute and making it difficult for pro-health demonstrators to exercise their right to free speech. Nicotina weathered the tour nonetheless and stood as a tireless reminder of the lack of freedom that nicotine addiction represents.

The Richmond exhibit was marked by parades of young people and speeches by government leaders, including Virginia Governor L. Douglas Wilder who was quoted as saying, "The true power of these documents comes from words that overpower the flaws of their creators.... A belief in natural human freedom and equality pervaded these amendments, yet personal prejudices and greed led our founding fathers to adopt truncated justifications against the rights of blacks, women and even those without fortune of property."

Ironically, the inscription on the statue of Nicotina reads: "Give me your

tired, your poor, your women, children and minorities yearning to breathe free," reflecting the advertising targets of Philip Morris. An electronic board on the base of the statue flashed the number of deaths nationwide from tobacco-related illnesses since the tour began 14 months earlier: 570,245.

Pro-health activists from Virginia as well as other states were out in numbers at the Richmond festivities. "Mr. Butts," the Grim Reaper and Thomas Jefferson were among the pro-health attendees. A banner was displayed with the words, "Philip Morris guarantees the right of assembly..." next to a drawing of a cemetery.

Under the headline "Bill of Rights limps home," a Roanoke newspaper quoted Anne Morrow Donley, executive director of the Virginia Group to Alleviate Smoking in Public, as saying, "When you strip away the hype, the gloss, you are left with a greedy drug pusher."

"They talk about freedom, when actually what they are selling is a product that enslaves people in the chains of addiction.... [Philip Morris] is implying that the right to smoke is in the Constitution."

An estimated 1.2 million people have viewed the Bill of Rights exhibit – the majority children. However, kids have been receiving mixed messages in terms of free speech and the Bill of Rights from Philip Morris. One example is Philip Morris' lawsuit (along with R.J. Reynolds) against French school children who had created anti-smoking posters featuring parodies of popular cigarette brands. The tobacco giants won the suit – and stifled free speech.

Another example occurred in Arizona where pro-health activists were handing out pins which read, "Yes, Bill of Rights, No, Philip Morris" to school children attending the exhibit. Upon entering the exhibit, the children were asked



*Nicotina's creator, Dr. Bob Jaffe, receives a special award in recognition of his efforts from Susan Smith of California DOC and Tobacco-Free California.*

by Philip Morris staff members to remove the pins. Many older kids questioned the staff about their right to free speech and were allowed to keep the pins on.

Yet another example was at the tour's stop in Kansas when the Senate president ordered that Nicotina be removed from display at the statehouse. Similarly, in Little Rock, Arkansas, off-duty police officers providing security for the tour stopped pro-health activists for not having a city protest permit, although it was later revealed that no permit was necessary.

Rep. Ann Seibert of Vermont, where the Philip Morris Bill of Rights exhibit began its 50-state tour, called the tour "a classic example of how Americans are being exploited for the greed of one industry." She said the tour sponsor, Philip Morris, "is pretending to be friends of children, friends of education, friends of history." But the exhibit is nothing more than a smokescreen to cover Philip Morris' true motive – to promote tobacco which is "the number one preventable cause of death in this country."

Nicotina's mission and message are far from over now that the Philip Morris Bill of Rights Tour has ended. She will be available for use at pro-health demonstrations. For more information, contact Washington DOC at (206)726-9362.

***"In light of what is known about the deleterious health effects of tobacco, cigarette advertising is the moral equivalent of a national campaign to 'Drive Drunk — Just for the Fun of It.'"***

***— Rep. Henry Waxman (D-Calif.) in JAMA, Dec. 11, 1991.***

## Study Reveals Kids Recognize Old Joe as Well as Mickey Mouse

(continued from page 1)

'environmental tobacco advertising.'"

DOC Board Member Dr. Paul Fischer, lead author of the study, said the idea for the study came to him one day while sitting in a restaurant with his son who was then two-and-a-half years old. "He picked up a soda straw and pretended to smoke it," Dr. Fischer said. "I asked him what he was doing. He said, 'Daddy, when I grow up I want to be a man. I want to smoke cigarettes and I want to drive fast cars.' For the first time, I was struck by how young the association that the tobacco industry was trying to promote has been made — fast cars, smoking, adulthood.

"Most of the research on tobacco has looked at teenagers because that's the age they start to experiment with cigarettes. But this led me to think that maybe there was learning going on a much younger age than then was acted upon when people became teenagers.

"I don't think we need to do any 20-year follow-up studies to find out whether those kids who could match Old Joe the Camel with a cigarette later became smokers. The fact is that at an early age there are associations being made between images that the tobacco company is trying to sell and that product. That's scary enough. We should do something to prevent children from being potentially harmed by this exposure."

Rick Richards, MD, co-author on the study, pointed out that kids are exposed to cigarette advertising everywhere they turn, "in newspapers, magazines, on billboards, T-shirts, hats, shoes, in movies, video games, point of purchase advertising placed at kid level, as they walk into the convenience store or grocery store, as they lie on the beach with planes flying up and down the coast with huge banners featuring Joe Camel.

"It's irrelevant whom the tobacco industry says it is targeting with its advertising. The bottom line is we have shown that advertising does in fact impact what kids know," Dr. Richards said.

The second study published in the

same issue of *JAMA* focused on the appeal of the Old Joe the Camel cartoon logo to both high school students and adults in five states. A survey revealed that the Old Joe the Camel cartoon logo is more effective at reaching young people than adults and that the majority of adolescents find Joe "cool," "interesting," and someone they would like to be friends with.

DOC Board member Joseph DiFranza, MD, lead author of the study, stated, "Our study provides further evi-

***"It's irrelevant whom the tobacco industry says it is targeting with its advertising. The bottom line is we have shown that advertising does in fact impact what kids know."***

***— Rick Richards, M.D.***

dence that tobacco advertising promotes and maintains nicotine addiction among children and adolescents."

Subjects for the study consisted of 1,055 students ages 12 to 19 in ninth through 12th grades in five states and 415 adults ages 21 to 87 who were renewing their licenses at the Massachusetts Registry of Motor Vehicles.

Both groups were shown advertisements used in popular magazines over the three-year period that the Camel cartoon character has been used. One advertisement was masked to hide any direct reference to the product being advertised.

Study participants were shown the masked ad first and asked if they had seen the Old Joe character. Then they were asked to identify the product and brand name of the product associated with Old Joe. Participants then looked at the unmasked ads and were asked to rate their appeal.

The study reported that the teens were much more successful than the adults in identifying the product being advertised (97.5 percent vs. 67 percent) and the Camel brand name (93.6 percent vs. 57.7 percent), confirming that the Old Joe cartoon advertisements are

more effective at communicating product and brand name information to young people than to adults.

These two studies were funded by DOC and the American Cancer Society.

A third study in the same issue of *JAMA* by Dr. John Pierce, funded by California Proposition 99 funds, further strengthened the association between advertising and teen smoking.

These studies were highlighted on Dec. 10 at a national press conference in New York by *JAMA* Editor George Lundberg.

RJR's reaction was swift and predictable. By early afternoon RJR had already put together a four-page rebuttal (containing numerous inaccuracies, misstatements and statistics out of context) which it faxed to more than 100 major media outfits. Due to the extensive coverage of the research, RJR then hired consultants to discredit the research.

Mark Pirstchuk, executive director of Americans for Nonsmokers Rights, who described the research as "the most important studies in tobacco control history," immediately predicted a major move toward a tobacco advertising ban.

Since publication, the Coalition on Smoking or Health has filed a petition with the FTC to ban Joe the Camel. The FTC has launched an inquiry into the campaign and even *Advertising Age* has, for the first time, agreed that RJR should stop the Joe Camel campaign.

**This newsletter and DOC's pro-health efforts are made possible through membership contributions. Show your support for DOC...**

**Fill out the membership form on Page 15 and send it with your contribution today.**

## DOC Picks Up Speed Through Sport Sponsorship

The newest name in motor sports has got a few heads turning. As a result of a generous grant awarded to DOC by a family physician, DOC has stepped up its efforts to get cigarette advertising off television once and for all, and to throw tobacco companies out of sports. DOC is combining paid advertising and the offer of sponsorship money to sports organizations and athletes.

Recently, DOC sponsored Team Obsolete, a vintage motorcycle racing team, in the Camel Motorcycle Week held in Daytona Beach, Florida. DOC's logo, which featured the cartoon Camel mascot with a slash running through it and the slogan, "No Kiddin', Love DOC," was seen by 17,000 race fans who attended the event.

Team Obsolete Owner and Manager Rob Iannucci, a New York City lawyer and former district attorney in Brooklyn, said, "My decision to collaborate with DOC is based on a desire that there be a very active public debate on the appropriateness of advertising and promotion of cigarettes and tobacco products. I believe very strongly that the public, especially young people, should be given every opportunity to discuss and debate this issue in a public forum. We are just helping to bring this to the public's attention."

Camel sponsors the "week" at Daytona including the AMA (American Motorcycle Association) Grand National Championship/Camel Pro Series Short Track and Camel Supercross Series.

As a result of coverage of DOC's unprecedented sponsorship in *Cycle News*, a national weekly motor sports publication, DOC has received calls from individuals throughout the country looking for sponsorship opportunities to carry the same message. DOC will continue its sport sponsorship program and involvement with motorcycle racing, and has



*This motorcycle, with its pro-health message, was part of a team sponsored by DOC during the Camel Motorcycle Week in Daytona Beach, Florida.*

planned sponsorship of teams and individuals at upcoming national events. This program will continue to ridicule Camel's involvement with motor sports.

### DOC Issues Challenge to Members

DOC and Fred Elsass, owner and manager of the Little Guys Racing Team, began developing a multi-year, national level program in August 1991, designed to get tobacco companies out of sports. The philosophy is to have an impact in leading spectator sports among young people. A main objective of the program is to exert public and political pressure on the U. S. Justice Department to enforce the law and take action on the televised cigarette promotions disguised as sports events. Another primary objective is to counteract cigarette-sponsored auto racing through DOC's satire and ridiculing of tobacco brands.

"A ruling from the United States Attorney General is not going to happen any time soon," said DOC Chairman Alan Blum, M.D. "While we wait for the Justice Department to take appropriate action, we need to be out there, in the pits, immunizing children from cigarette promotions and getting them to laugh at these drug pushers."

DOC's national office is issuing a challenge to its members to contribute to the sponsorship program. One family physician on DOC's Board has already committed \$30,000 for the next three years of the program. Another family physician has contributed \$50,000 for DOC's efforts. Race car driver Fred Elsass has also contributed \$20,000 of his own money.

"I think it's time we all put our money where our mouths are," said Dr. Blum. "If we really want to get something accomplished on this issue, then we have to aggressively go after young people with positive health messages."



*DOC's car smokes its tires in front of a record crowd at Houston Raceway.*

## Chapter News

## DOC 'Down Under': AMA Serves As National Chapter

Since 1982, when DOC Founder and Chairman Alan Blum served as Editor-in-Chief for *The Medical Journal of Australia*, DOC has had a presence in the world "down under." Recently, DOC activities have greatly increased in Australia and New Zealand.

As a result of the initial enthusiasm generated by Dr. Blum, and recent correspondence with the Australian Medical Association (AMA), DOC Executive Director Eric Solberg worked with Dr. Peter Wilkins, Assistant Secretary General of the AMA, to put together the AMA-DOC. The result has been the formation of a national coordinating center for DOC in Australia, supported by the AMA's Health and Medical Services Committee of Federal Council. Slightly different from DOC in the United States, the acronym "DOC" in Australia simply means "Doctors Care."

The AMA has pumped an initial \$10,000 into the DOC program. AMA National Vice-President Dr. Brendan Nelson said the Australian Government was placing the continued corporate freedom of tobacco companies ahead of the future health of young people. "Despite all the effort of the AMA and [other health organizations] it has still not given effective legislation to remove the tobacco industry from sport," Dr. Nelson said.

Dr. Nelson said the AMA felt it was not doing enough to educate patients who were also voters on the broader social issues of the effect of tobacco sponsorship. Materials developed by DOC in Australia will be distributed to doctors nationwide as part of the cam-

aign, encouraging them to tell their patients to consider the issue (tobacco and sports sponsorship) when they vote.

Additionally, although cigarette advertising is not the only reason young people smoke, it is the single most important issue in Australia.<sup>1</sup> DOC in Australia will be working with youth scouting organizations to counteract the promotion of cigarettes.

DOC in Australia has also made contact with DOC in New Zealand. DOC's New Zealand effort

was started by medical students after presentations made by Dr. Blum in Auckland and Wellington. The collaboration of the DOC chapters in Australia and New Zealand includes efforts to ban smoking on airlines operating between Australia and New Zealand. DOC in New Zealand and Australia, together with the New Zealand Medical Association, Australian Medical Association, and the New Zealand Drug Foundation, have contacted the trade unions representing pilots and flight attendants in both countries to assist in the effort. They have also directly contacted Air New Zealand but have not yet received a response. In the most recent correspondence with Air New Zealand, the coalition of health organizations threatened that a continued lack of response would result in a release of information to the public and



Dr. Alan Blum meets with Dr. Allen Passmore, Secretary General of the Australian Medical Association.

a boycott of Air New Zealand. The boycott would have substantial impact considering the frequent use of Air New Zealand by the major health organizations in both countries.

Additional DOC activities in New Zealand include planning for this summer's Benson and Hedges World Cup Cricket matches to be held in Wellington. DOC New Zealand plans to purchase advertising space overlooking the cricket matches to counteract the event, which is being held just 500 feet from a local high school.

<sup>1</sup> Armstrong, BK, et al. Influence of education and advertising on the uptake of smoking by children. *Med J Aust.* 1990; 152:117-124.

## Grocery Chains Respond to Concerns Over Cigarette Ads on Customer Handbaskets

DOC members' efforts to get grocery stores to stop making customers into walking cigarette advertisements every time they pick up a handbasket have met with some positive results.

Richard Arnold of Augusta wrote to Winn Dixie about the issue and received a letter in response from Winn Dixie which said the buyers would "research

the availability of products that could be used as substitutes from other firms to see if we can eliminate the logos and ads you mentioned."

Also, it is a corporate policy for Harris-Teeter stores not to place tobacco or alcohol ads or logos on shopping carts, handbaskets, list of hours posted on doors, or parcel pick-up signs outside.

**The National Cancer Institute spent \$47 million during 1990 to educate the public about the health hazards of smoking and tobacco. During the same year, the major cigarette manufacturers spent \$3.6 billion in advertising portraying smoking as cool, fun, sexy, relaxing, tasty, carefree, athletic, macho, feminine, liberating, etc.**

## Chapter News

# Chapel Hill Enacts Strong Legislation Restricting Smoking in Public Places

The Chapel Hill (N.C.) Town Council unanimously endorsed clean air legislation at its town council meeting in October. By a vote of 7-0, council members passed a law aimed at protecting nonsmokers as well as smokers from the harmful effects of environmental tobacco smoke. The legislation, originally drafted by DOC Board Member Adam Goldstein, MD, is the strongest yet enacted in the tobacco state.

"Chapel Hill has taken a tremendous step in breaking its addiction to tobacco's profit and taxes and the associated economic blackmail employed by the Tobacco Institute, while at the same time it has strongly affirmed the importance of protecting the public's health," said Dr. Goldstein, President of North Carolina DOC.

Dr. Goldstein presented testimony during two public hearings about the ordinance showing that environmental tobacco smoke is responsible for over 50,000 deaths yearly in the United States, is a major contributor to lung cancer deaths in nonsmokers and results in increased illness in infants. Further, a recent survey in Raleigh, N.C., showed that 80-100 percent of smokers favored restrictions on public smoking.

The Chapel Hill ordinance will require many public places to be completely smoke-free, such as taxis, buses, museums, libraries, polling places, bus stations, supermarkets, service lines and the seating areas of sports arenas and convention halls. In addition, retail stores,

hotels and the concourses of sports arenas must ensure that at least 75 percent of their areas are smoke-free and that access to all essential services must not subject a person to passing through an area designated for smoking.

It requires that restaurants with 30 or more seats designate at least 25 percent of their seats as non-smoking. Further, all employers are now responsible for providing smoke-free work environments for non-smoking employees, and non-smoking employees have the right to seek a smoke-free work environment without fearing loss of their job. Finally the sale of cigarettes to individuals under the age of 18, either through retail sales or through vending machines, will be punishable by a fine of up to \$500 or imprisonment for up to six months.

"Chapel Hill has taken a bold and important step for the rest of North Carolina and the nation," said Dr. Goldstein, who is also a Clinical Instructor in the University of North Carolina's Department of Family Medicine. "Communities across North Carolina and the Southeast will now realize that they too can enact similar measures in their own communities."

Chapel Hill Mayor Jonathon Howes, who sponsored the legislation to the council, said that this legislation was not as strong as many in the community, including himself, would have wished, and that one day he was sure that "a future council might wish to pass a stronger resolution."

## Washington DOC Tracks Compliance Rates with Ordinance

In conjunction with the Seattle/King County Department of Public Health, Washington DOC has been tracking compliance rates with an ordinance that restricts sales to minors. For over two years, 14-year-old students recruited through Washington DOC have been sent to stores throughout the county to see how easy or difficult it is for a minor to illegally buy cigarettes.

Initial rates showed that 67% of the time, most 11-year-olds could buy cigarettes without any difficulty. Girls had an easier time buying than boys.

After an inspector spent a year visiting every store in the county, illegal sales rates dropped to about 44%. These findings were presented at the last international tobacco and health conference in Perth, Australia, by Michael Lippman, MD, president of Washington DOC and a major force behind the initial county ordinance drafted and passed.

The next step in community education involved having elected officials and local media accompany the inspector to witness the illegal sales and issue fines to the store owners.

After publicity of these sting operations, sales dropped to 26%. These research efforts by DOC illustrate a cost effective way for local governments to reduce illegal sales to minors. For more information on these efforts, contact Washington DOC at (206)726-9362.

## Updated DOC Tobacco Slide Presentation Now Available

While many organizations now offer imitation versions of DOC's tobacco slide presentation, DOC's original presentation, created in 1973 by DOC Founder Alan Blum, M.D., goes beyond the traditional health education efforts which focus primarily on the health consequences of smoking and tobacco use. It provides an understanding of how tobacco is promoted in the mass media,

and how that can be countered in the office or clinic, the classroom, and in the community. It goes beyond the cognitive and behavioral objectives of traditional health education by influencing the attitudes of young people, which can be shaped through the advertising developed on Madison Avenue.

This image-based humorous presentation can be adapted for addressing

many ages and groups, from children to adults, health professionals, teachers and educators, civic and community groups, and others.

The presentation has been updated in 1992 to reflect the tobacco industry's ever changing identity. It includes 70 slides, selected from a collection of more than 10,000, and a curriculum guide designed for grades 5 through 8.

## Chapter News

## New Videos Available from Washington DOC

Working with the Comprehensive Health Education Foundation (CHEF), Washington DOC produced two new videotapes for a nationally distributed drug abuse curriculum called "Here's Looking at You — 2000." The fifth grade tape, "Deciding," helps young adults understand the many forces that influence decision making. It follows a 6th grader as he works for a summer to save money for a baseball card collection and a new pair of shoes for the fall. Swept away by peer pressure, ad campaign and ignoring advice from his best friend and his family, he spends all of his money (and some of his friend's money) on one pair of basketball shoes. As an adult in the year 2010, he tells the story to his daughter, an avid card collector who couldn't figure out why he never finished his card collection in the 6th grade. Bob Jaffe, MD, President of Washington DOC, wrote the script.

The second tape, "Ad Libbing It," is a revision of an earlier tape for 7th graders, made by Washington DOC in 1986. It teaches students how tobacco and alcohol companies use advertising techniques to catch their attention and get them to buy their products. In the end, students learn that they have the power to make up their own minds if they can read between the lines of advertising.

The tape is based on the work of Alan Blum, MD, DOC Founder and Chairman, and numerous other DOC members.

For more information, contact Washington DOC at (206) 726-9362.

Send your chapter news and photos to:

Editor

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

## Former President Carter Keynotes ACT-DOC Conference in Atlanta

"By the year 2000, cigarettes will be the number one killer of all on earth," said President Jimmy Carter in his opening address at the Atlanta Conference on Youth and Tobacco. The conference, held Oct. 25, was sponsored by The Atlanta Coalition Against Tobacco (ACT), a DOC chapter.

John Hardman, senior scientist at the Carter Center's Tobacco and Health Program, spoke on Global Tobacco Issues. He emphasized Canada's successes in the fight against tobacco. One-fourth of each pack of cigarettes in Canada must carry a warning in two languages on the front and back. Also, one-fourth of the top of each billboard must contain a warning. In Canada, cigarettes cost about \$5.00 per pack, of which \$3.57 is taxes. Smoking among Canadian youths has dropped 10-12% as a result of these actions.

The Reverend Jesse Brown, Founder of the National Association of African Americans for Positive Imagery, stressed that 6,000 smokers quit or die each day. He said that the tobacco companies look to children and minorities to replace them.

ACT presented the F. Levering Neely



President Carter greets guests at the ACT-DOC Conference on Youth and Tobacco in Atlanta.

Award to Georgia Lieutenant Governor Pierre Howard. Dr. Neely founded ACT-DOC for the purpose of working toward the elimination of tobacco use by children. After more than 50 years of community service, Dr. Neely died in 1990.

In his remarks, Lt. Governor Howard urged ACT-DOC to continue supporting his efforts to control tobacco.

Other featured speakers at the conference were Dr. William Foege, Executive Director of the Carter Center, J. David Allen, DDS, immediate past president of the Georgia Dental Association, and Jerelyn Jordan, editor of "World Smoking and Health."

## Wyoming DOC Wins in Tobacco-Free Challenge

Wyoming DOC captured a first place award in the Rocky Mountain Tobacco-Free Challenge for its "Tobacco-Free Ski Areas" project which eliminated the Marlboro race course at the Jackson Hole Ski Area.

Wyoming also earned the award for "Most Improved State." Of the six applications for community tobacco control projects entered in the contest, Wyoming won five. Only Colorado had as many first place winners.

Brent Blue, MD, President of Wyoming DOC, received a plaque honoring this achievement at an awards ceremony.



Dr. Brent Blue shows off his award.

## Chapter News

# Pro-Health Message Takes to the Skies in Santa Fe

The beauty of colorful hot air balloons again filled the skies of Santa Fe as New Mexico DOC's Santa Fe Emphysema Slims Balloon Rally and Glow took place on Nov. 9-10 to raise funds to support the upcoming Santa Fe Emphysema Slims Sports Festival 1992. Major sponsors for the Balloon Rally and Glow included KBAC, St. Vincent Hospital, Radwest and DOC.

The balloons launched around sunrise on Nov. 9 at Salvador Perez Park, and the balloon glow was held at dusk at the Downs at Santa Fe. A Balloon Glow Party was held afterward at the Jockey Club at the Downs at Santa Fe featuring dinner, dancing and entertainment provided by "Lawyers, Guns and Money." Balloons were again launched on Nov. 10.



Balloonists prepare a balloon with an uplifting message.



Balloons prepare to take the pro-health message sky-high.

The Santa Fe Emphysema Slims Sports Festival will take place Sept. 19-20 this year. The pro-health sports festival will feature tournaments in golf and tennis as well as a soccer event, biathlon (running and cycling), pre-teen dance and, of course, a balloon rally.

New Mexico DOC invites all DOC members to attend the Emphysema Slims Sports Festival, participate in the events and celebrate DOC's 15th anniversary.

For more information and a schedule of events, contact the DOC National Office at (713)798-7729.

## DOC Continues to Protest Virginia Slims Tennis

Leaders of the National Organization for Women (NOW) teamed up with members of DOC and Miami GASP (Group to Alleviate Smoker's Pollution) on March 8 to make a "house call" to the Virginia Slims tournament in Boca Raton, Florida.

Sheila Jaffe of Boca Raton, vice president of NOW's issues and action section, worked closely with DOC's Executive Director Eric Solberg to coordinate the pro-health effort. They were joined by members of Miami GASP who paid for a plane dragging a banner with the message, "Tennis Yes, Tobacco Sponsors No." The plane circled the Polo Club during the tennis tournament and then flew over a city festival.

DOC has stepped up its activity to counteract tobacco-sponsored sports during the past year. DOC's own tennis

tour, the Emphysema Slims, will be held in five cities this year. The big finale will be the Emphysema Slims Sports Festival in Santa Fe organized by Chris Fletcher, MD, President of New Mexico DOC.

DOC's efforts to protest and ridicule the Virginia Slims tournament in New Mexico have been so successful that local Virginia Slims tournament promoter Trish Faulkner said publicly that Virginia Slims tennis is no longer welcome in Albuquerque. She added that it's possible that Kraft General Foods – a Philip Morris subsidiary – may sponsor this year's women's tournament in Albuquerque. Dr. Fletcher said that New Mexico DOC will continue to protest any sponsorship linked to the cigarette manufacturer.

## Chapter News

### Billboard Company Refuses Winning Poster In Delaware DOC Contest

Sixth-grade student Anna Evans won Delaware DOC's "Superhealth 2000 Pro-health Poster Contest," but Revere National, an outdoor advertising firm, refused to display the winning poster.

Miss Evans' poster said, "Virginia Slime—You haven't gotten anywhere!" and showed a cigarette smoker's body melting away. The billboard company said it wouldn't use her design—chosen from about 1,500 entries—because it ridiculed a specific brand.

The rejection letter from Revere National said, "This piece of art is directed explicitly against one brand and one tobacco co., specifically Virginia Slime and the Philip Morris Co. (our client)."

A second winner was chosen whose design was used on six local billboards. Natalie Watson, a seventh-grader, chose the theme of second-hand smoke with her poster that read, "When you smoke, the world smokes with you."

Delaware DOC President Mark Glassner, MD, was disappointed but not surprised by the decision. This is not the first time DOC has had its designs—including paid ads—rejected by outdoor advertising firms.

### DOC Health Promotion Materials . . .

- Are perfect for displaying in clinics, classrooms, health fairs and anywhere else.
- Make great prizes for poster contests in schools.
- Are great for giving out at pro-health demonstrations.
- Can make your presentations easy and more fun.

See pages 14 and 15 for details on products and ordering.

## Greensboro kids get a kick out of DOC

The first DOC-sponsored youth soccer team has been established in Greensboro, N.C. The Rockets, a team consisting of kids ages 12 and under, proudly wear shirts with the slogans "Proud to be tobacco free" and "Doctors Oughta Care."

DOC member Bo Fried coaches the team which competes in the Greensboro Youth Soccer Association's boys under 12 South America division fall recreational league. The *Greensboro News and Record* featured the team on the front page of its sports section in November.



## Denver DOC Expands "Tar Wars"

More than 22,000 5th grade students, representing 60 percent of the schools in Colorado, participated in the annual "Tar

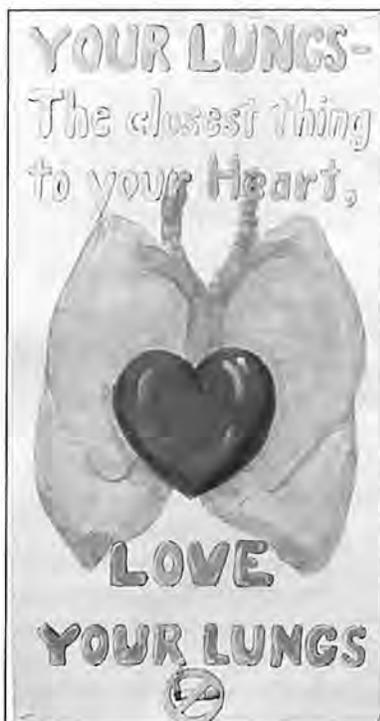
Wars" program. The program is sponsored by Denver DOC and the Hall of Life in Denver.

Jeff Cain, MD, of Denver DOC, said he was particularly impressed with the 180 volunteer physicians from the Colorado Academy of Family Physicians who went into the schools and led educational sessions with the students. The kids look at tobacco ads aimed at them and discuss the dangers of smoking. Then the kids participate in a voluntary poster contest in which they create posters ridiculing cigarette brands and advertising.

Sponsors for the program included the Coalition for a Tobacco-Free Colorado, the Colorado Academy of Family Physicians, Provenant Health Partners, Remax, and Marion Merrill Dow.

Last fall, Denver DOC held a training session for health educators in eight states who wanted to run the Tar Wars program in their states. States represented included Colorado, Utah, North Dakota, South Dakota, Arizona, New Mexico, Wyoming and Montana. Dr. Cain reported that all of those states currently have the program underway.

Dr. Cain said anyone interested in getting a Tar Wars program going in their state should contact the DOC National Office for an information kit (see page 15 to order.)



This first-place poster was created by a fifth grade student.

# How to Get Involved: Organizing a DOC Chapter

During 1991, there was a surge of interest in DOC among many groups and individuals. DOC's national office, located in Houston, Texas, receives requests each month for information about how to organize a DOC chapter. At present, there are more than 150 DOC chapters in the United States and in 27 other countries.

Several groups and individuals received assistance from DOC to establish chapters in 1991. In California alone, new chapters have been established at the UCLA School of Medicine, the California Osteopathic Medicine Program in LaVerne, the Stanford University School of Medicine and as part of the Family Practice Residency at Stanislaus Medical Center in Modesto. In Frederick, Maryland, a new chapter was started by Joseph Ashwal, MD, a family physician. DOC is growing on the international scale as well with activities in Germany, Australia, New Zealand, Guam and the Philippines.

## Chapter Profile: MAD-DOC

Since the inception of the University of Wisconsin-Madison DOC program (MAD-DOC) in 1984, the program has matured into a successful organization geared towards promoting community education about healthy lifestyles. MAD-DOC primarily consists of first- and second-year medical students, with two second-year students serving as co-presidents. Approximately one-third (100/280) of the total enrollment of first- and second-year medical students are actively involved with the chapter. Faculty Coordinator Cindy Haq, MD, assists and facilitates student involvement.

MAD-DOC sponsors a speakers bureau which is accessible to educators throughout the surrounding community. Teams of students make presentations to elementary, middle, and high schools on a wide range of health-related topics, including Healthy Lifestyles, Smoking/Tobacco Use, Drug/Alcohol Abuse, Sexuality, AIDS/STDs, Eating Disorders, and Suicide. Curriculum materials have been adapted by medical students from materials available from DOC nationally. The Speakers Bureau reaches approximately 3,200 students annually.

Like many DOC chapters, MAD-DOC also sponsors an annual counter-advertising poster contest for elementary and middle school students. Kids create posters with their own anti-tobacco messages depicting the reality of smoking through clever sarcasm and artistic satire. Winning posters are printed on bookcovers which are distributed to schools throughout the area.

Funding for MAD-DOC's activities come from several sources. A portion of the operational expenses is provided through the Medical School's Medical Student Association. Additional funding required for the annual poster contest is provided by the Wisconsin State Medical Society, the Wisconsin Academy of Family Physicians, and through donations from local businesses.

**Patrick Ramsey, MAD-DOC Co-President**

## Chapter Profile: Oregon DOC

Oregon DOC was formed in 1988 after four residents learned about DOC through a workshop given by Rick Richards, MD, and Alan Blum, MD, at the 1987 NCSM-NCFPR, the annual meetings of family medicine residents and students. Since then, Oregon DOC's members have been active throughout the state by participating in school health fairs, making presentations to elementary and middle schools, conducting research of teenage access to tobacco, and providing testimony at state legislative hearings in support of bills passed to restrict the sales of tobacco to minors.

Recently, Oregon DOC enlisted new members in many areas of the state with a new center of activity springing up in Oakridge. As Oregon DOC looks to the future, one objective is to reproduce Denver DOC's "Tar Wars" program on a state-wide level. Oregon DOC continues to enjoy the support of neighboring Washington DOC in Seattle and is appreciative of the assistance provided by Dr. Bob Jaffe.

Overall, DOC is a great organization to be involved in because it provides an excellent opportunity to become involved in community education. Through these experiences, we acquire and develop skills which will be useful as future health professionals.

**Bruce Thompson, MD, Oregon DOC Coordinator**

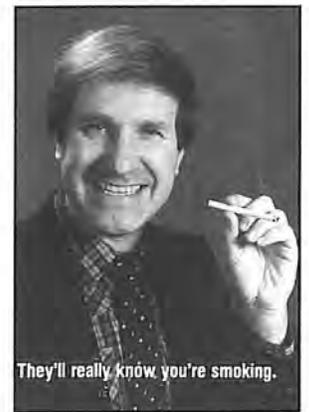
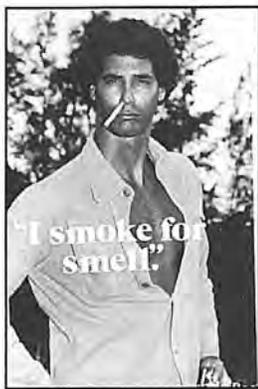
The process for the development of local DOC chapters has become more defined in recent years. At DOC's annual meeting in 1991, the Board approved an updated manual, *Organizing a DOC Chapter: Guidelines for Application*. The process differs slightly from chapter to chapter, depending on the context of the chapter. For example, DOC chapters have been established in association with medical schools, residency programs, family practice centers, physicians' private offices, and other health and medical groups and individuals. Additionally, some chapters are backed by medical organizations who have become contributing institutional members of DOC, such as California DOC which receives support from the California Medical Association's Medical Education and Research Foundation.

Further, a number of DOC chapters have been established out of the medical and health training context by interested individuals and local community groups. Often, organizations or groups of people who are interested in working together toward achieving DOC's objectives, and thus utilizing DOC's concepts and strategies, will establish a chapter as a community project.

Regardless of the type or context of the chapter, each chapter maintains specific activities consistent with the objectives set forth by DOC nationally. For more information or a copy of *Organizing A DOC Chapter: Guidelines for Application*, contact DOC's national office at 5510 Greenbriar, Suite 235, Houston, Texas 77005.

# Doc Health Promotion Materials

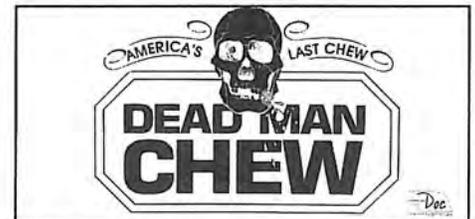
## POSTERS



## T-SHIRTS



## STICKERS



## BOOK COVER



# New DOC Posters Now Available

California artist Doug Minkler has created two new posters for DOC. "Virginia Slime" and "Barbboro Chunks" were made possible by funds received from California's Tobacco Health Protection Act of 1988 - Proposition 99.

These colorful posters are available through the national DOC office and, like all of DOC's posters, are great for displaying in classrooms, clinics, health fair booths, etc. If you are interested in ordering one or both of these posters, please use the order form below.



## 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
- They'll Really Know You're Smoking poster @ 5.00 ea
- Barbboro Chunks (shown above) @ 5.00 ea
- Virginia Slime (shown above) @ 5.00 ea
- Up in Smoke poster @ 5.00 ea (not shown)
- Quit or Die Trying poster @ 5.00 ea (not shown)

### T-SHIRTS (PLEASE CIRCLE SIZE)

- Throw Tobacco Out of Sports t-shirt @ 10.00 ea LG XL
- Smokebusters t-shirt @ 10.00 ea LG XL
- Emphysema Slims t-shirt (logo/lady) @ 10.00 ea LG XL
- Superhealth 2000 t-shirt @ 10.00 ea LG XL
- Mr. Camel's Cartoon Cigarettes t-shirt @ 10.00 ea LG XL
- Barbboro t-shirt (not shown) @ 10.00 ea LG XL

### 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

- Dead Man Chew bumper sticker @ 1.00 ea
- Barbboro bumper sticker (not shown) @ 1.50 ea
- DaKotA, DaCough, DaCancer, DaCoffin (not shown) @ 1.50 ea

### SLIDE PRESENTATIONS, VIDEOS AND EDUCATIONAL PROGRAMS

- Tobacco slide presentation and script (Updated version 1992) @ 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
- Rap Video: "McSmoke the Tobacco King and Nikki-teen" @ 100.00 ea  
*(This award-winning video was produced in New York by Dr. Ed Anselm and includes a teaching guide and was developed for grades 5-9.)*
- Video: "The Pushers and Their Victims" and curriculum guide @ 100.00 ea
- "Tar Wars" A School and Community-based Tobacco Education Program @ 15.00 ea  
*(Developed in part by Dr. Jeff Cain of Colorado DOC for grades 4-6)*

### OTHER ITEMS

- Obituary Cards from physician @ 4.00/100
- Throw Tobacco Out of Sports Cardboard Boomerang @ .15 ea
- Throw Tobacco Out of Sports bookcover @ .10 ea
- Barbboro barf bags @ .10 ea
- Barbboro lapel pin @ 6.00 ea

## DOC Membership Form

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 for 1992-93 membership in the amount of:

- \$1000 Lifetime member
- \$50 Physician
- \$25 Resident
- I'd like information on starting a DOC chapter.
- \$500 Corporate/Institution
- \$25 General Membership
- \$10 Student

The first 1000 members to send in their 1992-93 contribution will receive a free Barbboro lapel pin.

Pro Health Products: \$ \_\_\_\_\_  
 Postage and Handling Fee: \_\_\_\_\_ (see chart)  
 Contribution: \_\_\_\_\_

POSTAGE AND HANDLING	
under \$10	\$2.00
\$10.01-\$50	\$2.50
\$50.01-\$100	\$3.50
\$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.

TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_

Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_ Business Phone (\_\_\_\_) \_\_\_\_\_  
 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.

## California Doctor Faces Threats, Harassment for Pro-Health Views

Family physicians have taken the lead in medicine's war against cigarettes. This has included an active role in counseling patients to stop smoking, community leadership in educating the public about the harms of tobacco and in research.

Some physicians have suffered harassment and threats for their pro-health viewpoints. One such example is Jack Higgins, MD, a family physician in private practice in Chico, California, and President of Chico DOC. Dr. Higgins has been active in supporting clean indoor air ordinances. In part because of his efforts, the cities of Oroville and Paradise in California passed clean air ordinances.

In November, Dr. Higgins testified at a county council meeting in favor of putting a similar ordinance up for public vote in the county of Butte. There was angry opposition at this meeting. The following morning, Dr. Higgins received a telephone call on his unlisted number at home. The unidentified caller said, "Lay off the smoking ban, or else." Upon returning home Dr. Higgins found an unused 9mm cartridge lying in his mailbox. Dr. Chester Ward, the County Health Officer who had also testified before the county council in support of the ordinance, said that he received three bomb threats the following day.

One week later, Dr. Higgins was returning home at night during a rainstorm when a white pickup truck came up behind him. The truck tried three times to push his car off the road. On the third attempt, his car was pushed off the road and onto the flood plane. Dr. Higgins suffered back and neck injuries that forced him out of work for two weeks.

DOC members salute Dr. Higgins and the countless other physicians, health professionals and concerned individuals who are out in the trenches every day waging war on tobacco and its effects on those who choose to smoke as well as on those of us who are not permitted to choose.

## Koop Donates Work on Tobacco to DOC



Former U.S. Surgeon General C. Everett Koop autographs copies of his book for Dr. Alan Blum and Eric Solberg at a Houston bookstore.

Dr. C. Everett Koop, former U.S. Surgeon General and a supporter of DOC's efforts over the years, recently visited Houston to promote his book "Koop: The Memoirs of America's Family Doctor."

While in Houston, home of DOC's National Office, Dr. Koop donated all of his work on tobacco to the DOC Tobacco Archive and International

Resource Center.

During his tenure as Surgeon General, Dr. Koop awarded Drs. Tom Houston, Rick Richards and Alan Blum the Surgeon General's Medallion of Honor for their steadfast pro-health efforts. They were three of 12 individuals (and the only physicians) to receive the Department of Health and Human Services highest award from Dr. Koop.

**Is your address correct below? If not, let DOC know. Just tear off the section below, cross out the incorrect address and write the correct address, or drop us a postcard with your new address.**

*Doc* News and Views  
1423 Harper Street  
Augusta, GA 30912

Nonprofit  
Organization  
US POSTAGE  
PAID  
Permit No. 210  
Augusta, GA

**ADDRESS CORRECTION REQUESTED**