



South Carolina Family Practice Residents Association

November 5, 1979

DOC NEWSLETTER

Participation and the scope of the DOC programs continue to grow at an unprecedented rate for the grassroots effort of Superhealth '79. Indeed, the strong support of the National Conference of Family Practice Residents, the American Academy of Family Physicians, and the American Medical Association insure a broader basis for support and participation.

The growth has been rapid since the NCFPR meeting this past Labor Day. To date there are eighteen states represented on the DOC list of chapter coordinators (see last page). Because the interest has been so favorable and the enthusiasm so great among students, residents, and established physicians and paramedical personnel, Superhealth '79 has changed to Superhealth 2000--denoting the target date for establishing healthier lifestyles rather than "killer habits" as the norm.

PRINTED MEDIA:

Approximately 1000 posters have been distributed nationally, the bulk of which have been distributed to the schools and health care facilities in South Carolina. Greenville, S.C. (Harmon Patrick, M.D., Coordinator) recently attended the Oktoberfest celebration to give posters and T-shirts to children with up-to-date immunization cards.

A new bus bench "CUTTY SANK" will be out in December. (People wanting pictures to copy should write me.)

Numerous articles are appearing around the country where DOC Chapters are forming. The Associated Press picked up an article recently from Atlanta.

ELECTRONIC MEDIA:

The DOC Line radio show continues to do well. The spots are expanding to other stations nationally.

NBC recently covered a presentation by Alan Blum, M.D. at the Illinois Academy meeting.

Rick Richards, M.D. participated in a panel discussion on the George Forum: "Lifestyles" TV presentation in Atlanta along with other members of the AAFP.

SPEAKERS BUREAU:

The number of students and educators surpassed the 12,000 mark this month. South Carolina is still most active in this area being firmly established in a number of areas. North Carolina, Alabama, Massachusetts, Illinois, Georgia, and New York are making headway and the rest are in the planning stages.

FUNDING:

The donations are beginning to come in from sources outside the individual chapters, a good sign of broad based support. A number of local chapters have been fortunate to find local sources. There will be major grant applications made in the near future. Individuals wanting brochures describing DOC should send the number desired to Dr. Blum or me.

NATIONAL:

The Massachusetts chapter was formally launched in October at their Family Medicine Career Day (U Mass). The program will be coordinated by Michael DeMatteo. In Georgia the contact person is Karl Snyder, M.D. A number of speaking engagements have already been well received by the students and faculty in the Augusta area.

In addition to the formation of DOC Chapters in 18 states, several other events have transpired since the September newsletter. Perhaps most important have been the resolutions passed by the AAFP and the AMA, those listed below were submitted by the resident delegation.

...that the AAFP "establish and promote positive public health education, both on the national and local levels, through its members." The DOC program was specifically mentioned in the Reference Committee's report as one of the ways.

"...the AAFP logically concludes that the sale of tobacco within healthcare facilities should cease and policies against smoking should be enforced."

...that the AAFP publically commend those publications which have refused to accept cigarette advertisements and circulate a list of its members via the AAFP Reporter." (The AMA passed a similar resolution.)

...the AMA "RESOLVED, That the AMA Specifically develop and promulgate a multi-media anti-smoking and 'positive health' program directed towards the public, in much the same way as the AMA developed its anti-TV violence efforts with the similar fiscal commitments."

INTERNATIONAL:

Alan Blum, M.D. will be speaking in Toronto this month. A feature article was recently in Sidney, Australia newspaper. Excerpts will be in the next newsletter. Dr. T. Egsmose, University of Copenhagen Institute of Hygiene send his support saying "much could be done to activate the practitioners to go in for preventive medicine to a far greater extent."

FEEDBACK:

Concerning the resolution passed by the AAFP originating from the residents in Spartanburg, S.C., "AAFP's action showed imaginative leadership, and all organized medicine should rally to its support. Better still, medicine should go one step further and work for a ban on smoking itself in all places devoted to improving health and sustaining life. The symbolic importance alone of such a campaign--even if not successful--would probably carry more weight than any number of Surgeon General's reports." Medical World News (10/29/79)

COMING UP:

Of importance is the Chicago medical students DOC convention in December and a similar residents meeting in New York. The N.C. annual meeting the end of November will feature DOC as one of their projects. The NCFPR has adopted the DOC effort as one of the areas of much importance in the coming year. Chairman Henley plans to incorporate DOC as a full workshop next year as well as promote the concepts during his year of leadership.

The Alabama chapter under the leadership of Mike Hartsell, M.D. will kick off formally on December 3, at a presentation by Rick Richards, M.D.

The Texas Chapter will kick off under Mike Purvis, M.D., after Alan Blum, M.D. addressed the TMA annual meeting in Austin on November 10.

Phyllis Hollembeck, M.D., the 1980 Delegate to the AAFP will have an article on DOC featured in the New York Academy's journal. She will also be in Hawaii in December at the AMA-RPS meeting.

The contact list for mailings is being updated at this time. Those wishing to get on this to receive mailings (like this superb publications) should send your address to me. Please send in your monthly reports. If your chapter was not mentioned, you didn't have a report into me.

WANTED:

New ideas, methods, and reports of all activities. With the next edition of the DOC Newsletter, we plan to have a new format. Suggestions are welcome and solicited. If you like this say so, if you would like a change, what?

Rick Richards, M.D.
3942 Willowood Road
Martinez, Georgia 30907