

Doc

Calendar for March & April, 1995

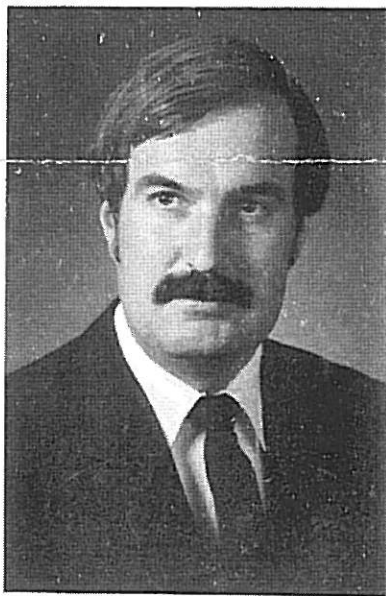
More Doctors Smoke Camels... Health Claims in Cigarette Advertising

Saturday, March 5, 1995
Grand Rapids, Michigan
State-wide Conference on Tobacco
"Containing the tobacco epidemic: The
primary care providers role"

This traveling exhibit was developed by DOC in 1988. The exhibit first appeared in conjunction with the first American Medical Association conference on tobacco and health at M.D. Anderson Cancer Center. Since then, it has traveled to several medical schools, universities, and conferences throughout the world. In 1991, the exhibit was awarded "Outstanding Scientific Exhibit" by the American Academy of Family Physicians Annual Assembly.

The exhibit recently made its way to the Annual Meeting of the *New Hampshire Medical Society* in Concord, New Hampshire (January 28-29, 1995) and the *North Shore Area Boards of Health Collaboration, Tobacco Control Section* in Salem, Massachusetts (February 6-17, 1995).

The Marlboro Grand Prix: Circumvention of the television ad ban on tobacco advertising



Paul Paulman, MD
President,
DOC (1995), and
Associate Professor
Department of Family Medicine
University of Nebraska
Medical Center

This exhibit was created in 1991 and is based on the research by DOC founder Dr. Alan Blum published in the *New England Journal of Medicine* (1991;324:913-916), which documents the extent to which tobacco companies are able to circumvent the ban on

broadcast advertising through the sponsorship of televised motor sport events.

Joe Camel and Mickey Mouse: Cigarette brand logo recognition by children

This exhibit is based on the research of DOC Board Members Dr. Paul Fischer, Dr. Rick Richards, and Dr. Adam Goldstein published in the *Journal of the American Medical Association* (1991;266:3145). The exhibit illustrates the findings of the study showing the influence that tobacco advertising has on children.

For more information about reserving these exhibits, please contact DOC's national office at (713) 528-1487.

Lectures and Forums

The Everett Lecture Series

In honor of an endowing contribution to DOC's International Resource Center on tobacco made by Henry and Edith Everett, New York philanthropists, a visiting lecture series on tobacco issues began in 1995.

The first guest lecture was presented earlier this year:

Monday, January 30, 1995
Dolores Mitchell: "Erotic Images in Tobacco Advertising" (co-sponsored by Rice University, Department of Art History and Department of History). Details will be included in the next issue of the *Journal of Medical Activism*.

In the Forum

Thursday, March 9, 1995
John Slade, MD; Associate Clinical Professor with appointments at St. Peter's Medical Center and the Robert Wood Johnson University Hospital, is one of the world's leading experts on the tobacco issue. Dr. Slade will be meeting at DOC's new national office to discuss the Food and Drug Administration's consideration for regulating nicotine. (Dr. Slade will present earlier in the day at a meeting of the American Society of Preventive Oncology).

March/April, 1995

The Food and Drug Administration, which announced last year that it will consider regulating nicotine, has contacted DOC several times in an effort to seek information and consultation. Jack Mitchell of the FDA's Special Investigations is eager to set up a meeting and said that the FDA investigation would be incomplete without a visit to DOC's national office. Unfortunately, a meeting has not yet been set, as the FDA is in a holding pattern until they have better organized the information they have already gathered. We will provide further updates on this development as additional information becomes available.

Consulting and Lectures

Friday, March 3, 1995

Alan Blum, MD consultant to the state-wide tobacco control coalition in Charleston, West Virginia as part of their state-wide conference on tobacco.

Saturday, March 4, 1995

Alan Blum, MD: "The role of the health care professional in counteracting tobacco use and promotion" (a keynote address at the state-wide conference on tobacco in Grand Rapids, Michigan--Containing the tobacco epidemic: The primary care providers role).

Monday, March 6, 1995

Erik Vidstrand provides training for parents and teachers in Columbia, Texas (rural, Southeast Texas community).

March 13-15, 1995

Eric Solberg consultant and presenter at the Bemidji Area Indian Health Service Coordinator's Meeting to promote school and community-based tobacco and alcohol prevention activities. Over the past decade, DOC has worked with Indian Health Service from the national level to tribal activities, including work with DOC members Dr. Tom Welty and Bruce Leonard.

Thursday, March 16, 1995

Alan Blum, MD lectures for the Medical Grand Rounds at Louisiana State University in New Orleans, Louisiana.

Thursday, March 23, 1995

Alan Blum, MD lecturing for the Quarterly Medical Staff Meeting of the Bellin Hospital, Green Bay, Wisconsin.

Friday, March 24, 1995

Eric Solberg presenting to the annual meeting of Student-to-Student, a national effort to encourage college students to interact with middle and high school age students in the area of drug use prevention.

Friday, March 31, 1995

Alan Blum, MD: "A consumerist approach to smoking cessation," a keynote address to Union Hospital's Sixth Annual Oncology Symposium, Terre Haute, Indiana.

Friday, April 7, 1995

Alan Blum, MD addressing the Erna Yaffe Foundation and the Massachusetts Tobacco Control Program, Boston, Massachusetts.

Monday, April 24, 1995

Alan Blum, MD: "The pharmacists role in ending the tobacco pandemic," annual lecture at the University of Texas School of Pharmacy.

Resources

Medicine vs. Madison Avenue
VHS, 1992, 25 minutes, \$100

This video documentary was developed as a collaborative project with DOC's national office and California DOC (a two-year project funded by the California Department of Health Services).

The film, which won First Place in its category in the 1994 International Health and Medical Film Festival, is the first to provide an accurate documentation of the promotional strategies of the tobacco industry in the United States, while also describing the many allies (eg, media corporations, sports and cultural organizations) that work in concert with tobacco companies.

The humorous and off-beat documentary illustrates the political history and social acceptance of the cigarette and provides a blueprint for engaging individuals in ending the most costly and devastating of all health problems.

McSmoke the Tobacco King and Nikki Teen
VHS, 1989, 15 minutes, \$95

This award winning video features inner-city youth from Brooklyn, New York in a rap-style music video format designed to help young people identify and laugh at the misleading images in tobacco advertising.

The film and accompanying study guide were produced by DOC members Dr. Alan Herschenfeld and Dr. Ed Anselm. The video and educational packet are suitable for classes or small groups from grades four through ten.

General Information

Chapters

There are currently 78 active chapters in the United States. All chapters are established and organized through DOC's national office.

For information about a DOC chapter in your area, or for more information about how to organize a local chapter, please contact Erik Vidstrand, National Coordinator, at (713) 528-1487.

Volunteers

We are always looking for members interested in serving as volunteers for our many projects. If you have the time and energy to help, please write to us and tell us about yourself:

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