

# The Journal of Medical Activism

Volume 10 Number 1

September 1995

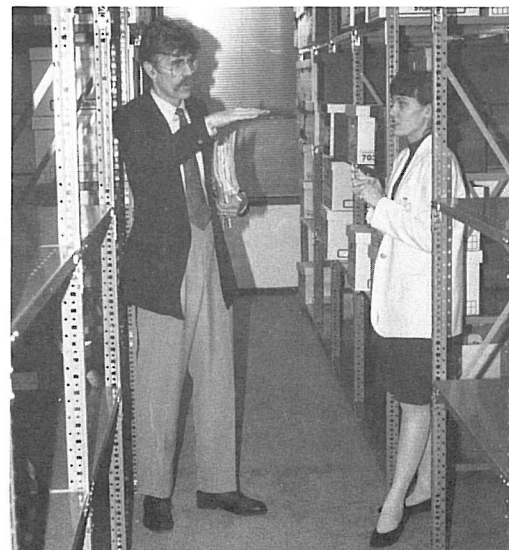
## "DOC archive" receives grant from Henry and Edith Everett

In January 1995, in order to serve the more academic interests of its members, colleagues, and researchers, DOC began an administrative restructuring process and embarked on the development of the **DOC International Health Education and Research Foundation**.

The primary purpose for the establishment of the Foundation under DOC's umbrella is to provide a permanent home for what has become internationally recognized as the "DOC Tobacco Archive." The vast collection of materials in print, audio, video, and other media documenting the history of tobacco use and the influence of tobacco advertising on society, was relocated to more appropriate space in Houston, Texas thanks to a generous grant made by New York philanthropists Henry and Edith Everett.

"As one in the investment business, I was impressed to see that DOC was the first group—outside of the investment industry—to continuously monitor the tobacco industry and its allies," commented Henry Everett. "Their efforts to monitor and collect information on the tobacco industry have resulted in this one-of-a-kind archive."

The Everett's contribution to DOC's collection on the tobacco issue will assist in organizing materials to better serve as an international resource and research center for individuals and organizations working on the tobacco issue.



*DOC founder Alan Blum, MD and DOC Librarian Caroline Kosnik discussing plans for the "archive."*



*Caroline Kosnik (left) and Ellen Perlow.*

"Our first effort in the reorganization process involves developing an inventory of the collection—not an easy task when one understands that we are dealing with millions of documents," said DOC executive director Eric Solberg. "We receive hundreds of items each month dealing with some aspect of the tobacco industry and its allies. Thus, as we work to better organize the documents already housed in the collection, the archive continues to grow at a steady pace. Fortunately, the Everetts have provided the resources needed for DOC to begin this process."

In the Fall of 1994, Ellen Perlow, an associate professor from Long Island University in New York with more than 16 years of library science experience, joined DOC as a Fellow. Ms. Perlow spent the year developing a database of articles and publications chronicling DOC's efforts on the tobacco issue over the past twenty years. She also spent hours compiling bibliographies and assisting with numerous special projects. Ms. Perlow has volunteered to continue cataloging "the DOC bibliography" database long-distance.

*Archive continued on page 2*

Archive...continued from page 1

Resource centers, such as the Centers for Disease Control, Office on Smoking and Health, provide information regarding the biomedical research on tobacco and health, and other institutions claim to be assembling "archives" on the tobacco issue.

"While many of the documents produced by the Office on Smoking and Health and others exist in the DOC archive, this is more like a daily biopsy of the tobacco industry, its allies, and efforts to counteract tobacco use and promotion," added Solberg. "DOC's perspective is unique because it retains historical and social specimens other institutions either neglect or throw away. We hope that researchers and organizations will come to understand that DOC maintains a wealth of unique information on the tobacco issue."

Newspapers, magazines, trade journals, annual reports and other documents from major tobacco companies, advertisements, in-store promotional displays, posters and signs, audio cassettes, videotapes, photographs, slides, toys, and other ephemera demonstrate the role of tobacco

in popular culture around the world. Political and legislative activities of the tobacco industry are documented by transcripts and other government documents. Internal memos, conference proceedings, reports, and other documentation provide extensive information on the strategies used by the tobacco industry and its allies.

---

*"We hope that researchers and organizations will come to understand that DOC maintains a wealth of unique information on the tobacco issue."*

*Eric Solberg*  
Executive Director

---

This socio-cultural resource on the tobacco issue, is in effect a continuous laboratory, monitoring the issue from all vantage points. Covering a time period of more than a century the collection makes possible the kind of research that would otherwise be practically impossible.

"The archive has become a rich and unique resource for the medical community, government and voluntary health agencies, and scholars and researchers in many fields," concluded Solberg. "Requests to view materials has more than doubled during the past six months, no doubt due to the increased attention given to the tobacco issue. As we become better organized,

we will be better able to serve the needs of those involved in this issue. Unfortunately, at this time we are forced to be selective in providing research assistance because of limited resources."

For more information about DOC as a resource, please contact Eric Solberg at (713) 528-1487 or write c/o DOC International Health Education and Research Foundation, 5615 Kirby Drive, Suite 440, Houston, Texas 77005.

### Everett Lecture Series recognizes scholars on tobacco issue

In honor of the endowing contribution to the DOC International Health Education and Research Foundation by Henry and Edith Everett, a visiting lecture series began in 1995. The first guest lecture was presented earlier this year by Dr. Dolores Mitchell, a professor of art and art history at California State University, Chico.

Dr. Mitchell's lecture, entitled "Erotic Images in Tobacco Advertising," explored the stereotypes of gender and race, and fantasies of power and pleasure, as depicted in advertising art for tobacco products. This form of commercial art enjoyed great popularity in the nineteenth century, and in such forms as "tobacco posters and cigar box labels, omnipresent daily life, may have had more impact on imaginations than fine art in museums." The lecture was co-sponsored by Rice University.



Dr. Alan Blum and Dr. Dolores Mitchell.

**The Journal of Medical Activism** 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 a 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  
5615 Kirby Drive, Suite 440  
Houston, TX 77005  
(713) 528.1487

**Luke Burchard, M.D.**

Chairman

**Paul Paulman, M.D.**

President

**Eric Solberg**

Executive Director, Managing Editor

**Erik Vidstrand, MPH**

National Coordinator, Assistant Editor

## Smoking and genocide: The killing of minority groups by the tobacco industry

Based on more than two decades of monitoring tobacco industry advertising and promotion, DOC has developed an exhibit which focuses on the disproportionate morbidity and mortality among minority groups from diseases attributable to the use of tobacco products. The "scientific exhibit" will be on display at the American Academy of Family Physicians Annual Convention (Booth S-7, Anaheim, CA, September 21-25, 1995). This exhibit is timely due to the release of the 1995 *Report of the Surgeon General* focusing on preventing tobacco use among minorities.

This exhibit follows the history of strategies engaged in by tobacco companies to aggressively target ethnic minority groups with cigarette advertising, and efforts by health agencies and advocacy groups to counteract such promotions.

Prior to 1985, there was scant material in the medical and public health literature on the subject of smoking among ethnic minority groups, and even less on tobacco promotion in minority communities. One of the few informative documents available was a brochure published by the American Cancer Society (ACS) in 1981 entitled "Smoking and Genocide." In the mid-1980s, the ACS assigned an employee to work full-time on cancer prevention among African-Americans. But in the late 1980s, the ACS had shifted its focus on African-Americans to what it called the "socioeconomically disadvantaged," and the term "genocide" was deleted from subsequent editions of the once-hard-hitting brochure.

The fact that cigarette smoking has become less fashionable among upper- and middle-income groups over the last decade may have lulled the public into believing that the United States is well on its way to reducing the enormous toll taken by smoking. Although overall cigarette consumption has declined slightly, the United States still has one of the highest smoking rates in the world. An increasing percentage of these cigarettes is smoked by those with the lowest

levels of income and education. And as the Task Force on Black and Minority Health of the Department of Health and Human Services pointed out in its report in 1985, there are substantial inequities in the health status of ethnic and minority groups in the United States. Principal among the rising, preventable causes of death among ethnic minorities are cardiovascular disease and lung cancer--the two major consequences of smoking.

Smoking thus continues to go unrecognized by the public as far and away our leading health problem, largely because cigarettes are the most heavily advertised product in America. Perhaps the greatest concentration of tobacco company advertising is in publications directed to African-American readership such as *Jet*, *Essence*, and *Ebony*. (In November 1985, Philip Morris hosted 93 publishers of African-American newspapers at its corporate headquarters in New York for a forum on preserving freedoms in American life. Early in 1986, these publishers voted to condemn the American Medical Association's call for a ban on tobacco advertising.) In many ethnic neighborhoods, as much as 80% to 90% of all billboard advertising is for brands of tobacco and alcohol products. In African-American communities especially, cigarette advertising is the single common theme in a variety of retail outlets from food stores and supermarkets, to beauty parlors and barber shops (as well as dry cleaners, laundromats, gas stations, and bar and grills).

This exhibit includes images from ethnic communities throughout the United States, examples of tobacco company sponsorship of cultural events and ethnic fairs, and a special focus on tobacco sponsorship of ethnic minority art. Examples chosen for this exhibit focus primarily on African-American communities.

For information on reserving this exhibit for display at conferences, contact DOC's national office at (713) 528-1487.

## DOC continues work in minority communities

A grant from the Department of Education was awarded earlier this year to DOC and the Division of Allied Health (Baylor College of Medicine) to train parents, teachers and community leaders in counteracting lethal lifestyles in Northeast Houston. The North Forest Independent School District (NFISD) was chosen as the intervention site which is located in a primarily African-American area of the city.

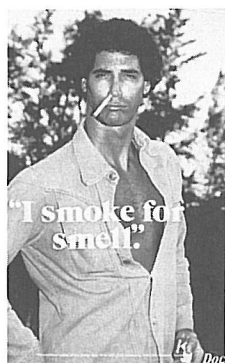
DOC trained 30 community members to become activists for change. The training included a community field trip to give trainees a fresh look at the way the tobacco and alcohol companies are imbedded in their neighborhoods. The message was well received by the status of preliminary projects that were developed as a result of the two day workshop. Community members held a candlelight vigil, rap contests, a baby barfing contest, school talks, and a Saturday Family Funday in the Park. They also received considerable media coverage. The members plan on utilizing community resources such as the churches, PTAs, and recreation clubs to develop community monitoring of alcohol and tobacco promotions. And, the most popular idea was creating their very own Fast Action Response Team (F.A.R.T.).

The grant is a two year program designed to empower local citizens who are sick and tired of being always spotlighted in negative stories in the news. Said one participant, "It is like a breath of fresh air. Thank you for caring about our community."



DOC-led community field trip, North Forest (Houston), Texas.

## Posters



## Magazine Stickers



Many of the ads in this publication are misleading, deceptive and/or a rip off. For example, smoking does not make one glamorous, macho, successful, or athletic. It does make one sick, poor and dead. We care about you and your health. Love, Doc

## Boomerangs



## Barf Bags



## DOC Health Promotion Materials Order Form

(10% discount for members)

**Posters** (\$5.00 each)

- ☐ How to Spot a Nerd  
☐ Smoke for Smell  
☐ They'll Really Know You're Smoking  
☐ Barfboro Chunks  
☐ Virginia Slime  
☐ NewCorpse

**T-Shirts** (\$15.00 each) PLEASE CIRCLE SIZE

- ☐ Barfboro LG XL  
☐ Emphysema Slims LG XL  
☐ Barfboro "Barfing Team" LG XL

**Stickers**

- ☐ Zoo Breath (2 1/4" circle) .05 each  
☐ Love, DOC (5/8 by 5/8 ") .01 each  
☐ Out of Order (1 1/2 by 2") .02 each  
☐ Smoking Eats (2 1/2 by 2 1/2") .10 each  
☐ Magazine Sticker (4 by 2") .10 each  
☐ Barfboro Chunks bumpersticker 2.00 each  
☐ Don't Drink and Barf bumpersticker 2.00 each  
☐ Dead Man Chew bumpersticker 2.00 each

**Slide Presentations, Videos and Educational Programs**

- ☐ **Video: Medicine vs. Madison Avenue (award winner)** 100.00  
☐ Video: Sui-Genocide: The Killing of Minority Groups by the Tobacco Industry 100.00  
☐ Video: Cigarettes and Sports: Striking Out Against Tobacco 100.00  
☐ Video: Mc Smoke the Tobacco King and Nikki Teen 100.00  
☐ Video: Smoke That Cigarette 100.00  
☐ Tobacco slide presentation and script 80.00  
☐ Alcohol slide presentation and script 80.00  
☐ Nutrition slide presentation and script 80.00  
☐ Family Dynamics slide presentation and script 80.00

**Other Items**

- ☐ Obituary Cards from physicians or victims 4.00 per 100  
☐ Throw Tobacco Out of Sports Cardboard Boomerang .25 each  
☐ Throw Tobacco Out of Sports bookcover .25 each  
☐ Barfboro barf bags (lunch bags) .25 each  
☐ Barfboro lapel pin 6.00 each  
☐ Barfboro Barfing Team Magnetic Signs (set of two) 100.00/set  
 (Fits most vehicles)

Pro Health Products \$ \_\_\_\_\_

Postage &amp; Handling Fee \_\_\_\_\_

Membership/Contribution \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

**Postage & Handling**

Up to \$50	\$3.00
\$50 - \$100	\$5.00
\$100.01 - \$200	\$10.00
\$200.01 - \$400	\$15.00
\$400.01 - \$500	\$20.00
\$500.01 - \$1000	\$25.00
Over \$1000	\$30.00



CARD NUMBER \_\_\_\_\_

Signature \_\_\_\_\_

Expiration \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Organization \_\_\_\_\_ Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Mail this form along with your check, credit card number, or purchase order to: **DOC, P.O. Box 540267, Houston, Texas 77254-0267 FAX Orders to: (713) 528.2146.**



## DOC Talk: News from around the country

For the first time ever, a dental chapter has been organized and is in the process of being chartered. **Omaha Dental DOC**, under the leadership of Kelly Gould, is working with dentists, oral hygienists, and students, and will focus on the grossness of spitting tobacco and serve as the pioneer for new dental chapters around the country. A big congratulations to **New Mexico DOC** President Chris Fletcher for obtaining a grant to bring the Barfboro Barfing Team to the northern part of the state. Fifty schools will be visited by the team in the coming school year getting students involved with DOC strategies to counteract the tobacco industry. Congratulations to **Denver DOC** President Dr. Jeff Cain on receiving a public health award from the AAFP.

Since our successful visit to Kansas City for DOC's 18th visit to the annual NCFPR/NCSM meeting, we not only signed up over 60 new medical students and residents, but we planted the seeds for over a dozen new chapters. Now folks: don't let us down. The following programs really, really are going to start a DOC chapter: **Stanford University** (Palo Alto, CA); **Tucson, AZ**; **Salt Lake City, UT**; **Dallas and Corpus Christi, TX**; **Kansas City, KS and MO**; **St. Louis, MO**; **Mayo Clinic** (Rochester, MN), **Eau Claire, WI** (a restart); **Tulane** (New Orleans); **Johnson City, TN**; **Ft. Wayne, IN**; a state-wide chapter in **Michigan**; **UNC, Chapel Hill (NC)**; **Georgetown** (Washington, DC); **Richmond, VA**; **Albany, NY**, and **Philadelphia**.

The newest chapter to form is right here at **Houston DOC** with Dr. Susan Murphey at the reins. They have their work cut out for them.

Next month's Virginia Slims Legends poses a new challenge due to the fact the proceeds of the concert series and tennis matches are benefiting the National AIDS Fund. To the north of us, **Oklahoma City DOC** is ready to open up its doors for a grand opening this fall. Even further north, a new bumper sticker has been designed for the recent Arthritis Foundation Mini Grand Prix sponsored by United Health Care and **Nebraska DOC**. These bumper stickers will be placed on cars in the grand prix as well as distributed to schools throughout the state.

**Yuba City DOC**, located in north central California, gets the Barfboro Green Handshake this month for pointing out to the local police an illegally parked Marlboro Chevy Van. **DEL DOC** (Delaware) continues its billboard campaign with teenage poster winners meeting the Governor. **UCLA DOC** is getting ready to publish its film review study. **North LA DOC** Barfs on Marlboro for the second year in a row at the Long Beach Marlboro Grand Prix thanks to the Los Angeles Chapter of the American Academy of Family Physicians. And **UC San Diego DOC** gets a visit from Chairman Luke Burchard and National Coordinator Erik Vidstrand when visiting California for the annual meeting.

And finally, Cupid has been busy with some of our more infamous chapter coordinators/board members. Congratulations to **DOC-of-the-Bay** Flash Gordon, **New Mexico DOC** Christopher Fletcher, and **Wyoming DOC** Brent Blue for tying the knot. It always happens in threes. Best of luck for these happy marriages! Who's next? Ahem, ahem.

## Tobolic receives recognition, DOC continues National Monitor of tobacco companies

One of this year's annual DOC awards for Medical Activism will be presented to Dr. Tim Tobolic, a family physician and active DOC member in Byron Center, Michigan. Dr. Tobolic spends much of his spare time working with students in his community and monitoring tobacco company promotions.

For the past eighteen years, DOC has encouraged its members and others to get out in the community and monitor tobacco industry promotions. Armed with a *map*, a *calendar*, and above all a *camera*, DOC members have documented the extent to which tobacco companies invade communities with ubiquitous advertising and promotion.

It is members like Dr. Tobolic who understand that working on the tobacco issue is not a 9 to 5 job. The tobacco companies do their best work on nights, weekends, and holidays, when kids are out of school.

Tobacco-sponsored sporting events, state and county fairs, art exhibitions, and other family-oriented events are the most frequent focus of tobacco company promotions. Keep your eyes (and cameras) open to what is going on in your community. Photographs and other evidence of such promotions should be sent to DOC's national office at 5615 Kirby Drive, Suite 440, Houston, Texas 77005.



Photo from Dr. Tim Tobolic of Skoal/Copenhagen sponsored fishing and boat show in Michigan.

## Award Winning Documentary

**"Medicine vs. Madison Avenue"**

(First Place, 1994 International Health and Medical Film Festival)

DOC founder Alan Blum, MD narrates a journey through the world of tobacco advertising and grassroots advocacy. Rather than a finger-wagging lecture on the well-known hazards of smoking, Dr. Blum provides a humorous, offbeat tour de force which illustrates the political history and social acceptance of the cigarette.

The video focuses on how tobacco advertising has fostered complacency, the greatest obstacle in dealing with the tobacco pandemic, and outlines a blueprint for engaging students, teachers, health professionals, civic and business leaders in ending the most costly and devastating of all health problems.

"We have made some progress. There's no question. But we've got to continue. Now, up to a certain point legislation may be necessary, but you've got to educate the masses first. And that is what DOC has done, probably better than anyone else, by getting the message out in front of the people."

*Michael E. DeBakey, MD  
Chancellor  
Baylor College of Medicine*



*Dr. Alan Blum and Dr. Michael E. DeBakey*



Doctors Ought to Care  
5615 Kirby Drive, Suite 440  
Houston, Texas 77005  
(713) 528.1487

**Address Correction Requested**

Chairman	Luke Burchard, MD
President	Paul Paulman, MD
President-Elect	Joel Dunnington, MD
Vice President	Mark Glassner, MD
Secretary	Audrey Paulman, MD
Treasurer	Adam Goldstein, MD
Immediate Past-President	Chris Shank, MD

Non-Profit Org.  
U.S. Postage  
PAID  
Houston, Texas  
Permit No. 6704

