

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.



Dr. Alan Blum and Dr. Michael E. DeBakey

"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

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