

Doc

Doctors Ought to Care

November 20, 1979

The response to DOC's enclosure in the mailing by the National Cancer Institute has been so overwhelming that one might have thought we were offering a new edition of The Joy of Sex.

In a way, I suppose we are. In attempting to develop a health professional-led multimedia positive health strategy, we realized that the most engaging way would be to create humorous and sexy images. Parodying the absurd cigarette advertising aimed at young people is an effort which is just beginning.

The frustrating thing about the development of innovative patient education materials for the physician's office is that although we are brimming with ideas and enthusiasm (and always welcome your suggestions), funds for lithographing, printing, and other costs are running out. We are still attempting to turn out new posters, t-shirts, and other SuperHealth items on a regular basis, in order to aid health professionals, corporations, teachers, and teenagers themselves in advertising good health.

Accordingly, along with additional news about DOC, I am enclosing another copy of our brochure--but with our solicitation coupon attached! Your contribution is greatly needed and appreciated. I can assure you that your tax-exempt donation will play a far more valuable role in improving the health and well-being of the new generation than it might with other charities. We have very few administrative expenses and no salaries to pay out, so every dollar is applied toward producing SuperHealth 2000.

If you are interested in organizing a local, autonomous DOC group (as have been started in 17 states) or if your local school board, civic club, or medical society would like to find out more about DOC, Dr. Richards, other DOC officers, and I would be honored to present our "Light Refresher Cough on the History of Sex and Cigarette Advertising" or similar program. Thank you again for your interest in DOC.

Alan Blum, M.D.