

Doc

Calendar for November and December, 1995

Resources

DOC Video

"McSmoke the Tobacco King
And Nikki Teen"

©1989, VHS, 20 min., \$100.

It's Saturday morning and three teenagers are dancing and rapping on the sidewalk of a Brooklyn housing development. Not an unusual scene in inner city New York, until one notices a camera and sound equipment. This was the stage for DOC's video produced by the New York City DOC chapter under the direction of Alan Hirschenfeld, MD and Ed Anselm, MD.

The rap music video is designed to help young people identify and laugh at the misleading images in tobacco advertising. For more information, call DOC's national office at (713) 528-1487.

*Smoking and Genocide: The Killing of
Minority Groups by the Tobacco Industry*

Thursday, November 9, 1995
Smiley High School
North Forest Independent School District
Houston, Texas

This exhibition, created in 1995, follows the history and current 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.

The exhibit will be displayed as part of an ongoing collaboration with North Forest Independent School District and Baylor College of Medicine's Division of Allied Health. The project seeks to train parents, teachers, and business and civic leaders to better understand the way in which tobacco and alcohol companies are imbedded in their neighborhoods, and to provide effective strategies for counteracting tobacco and alcohol use and their promotion.

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

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

*DOC's Deck-O-Butts:
Trading Cards to Save Your Ash*

November 17 - 19, 1995
California Association of School Health
Educators, 14th Annual Conference
Los Angeles, CA

In 1993, DOC entered the \$2 billion a year trading card industry by developing DOC's Deck-O-Butts, a set of humorous trading cards that encourage young people to poke fun and laugh at tobacco promotions.

This traveling exhibit, based on DOC's trading cards, includes historical images of the once popular tobacco trading cards (trading cards included in packages of cigarettes) and examples of DOC's Deck-O-Butts.

Interestingly, tobacco has maintained a pernicious presence even in cards clearly aimed at young collectors. Baseball cards have featured players with cheeks full of chewing tobacco, and others have displayed stadium billboards advertising Winston and Marlboro. Numerous auto racing card series abound with tobacco logos.

In 1993, DOC, with the support of the Thrasher Research Fund and artist Doug Minkler, created a set of cards designed to appeal to the irreverent, often scatological sense of humor of adolescents for the purpose of encouraging ridicule of the tobacco industry and popular cigarette brands. The result is "DOC's Deck-O-Butts--Fakes, Facts, and Farts--Trading Cards to Save Your Ash," a series of 21 cards that are aimed at changing attitudes and undermining brand names.

Lectures and Forums

Consulting and Lectures

November 3, 1995
Making Smoking History...Power Through
Community Action
Tobacco-Free Florida Coalition Statewide
Conference, Orlando, Florida

Eric Solberg will present "Counteracting the tobacco pandemic," a keynote address highlighting DOC's strategies.

Saturday, November 11, 1995
Society of Teachers of Family Medicine,
Regional Conference
Westchester, New York

At a conference of medical students, residents, and faculty in family medicine in the Northeast Eric Solberg will present DOC's strategies for counteracting tobacco and alcohol use and promotion during a conference workshop.

Tuesday, November 7, 1995
Baylor College of Family Medicine
Houston, TX

Dr. Alan Blum will present a lecture in the Introduction to Clinical Specialties course for the 10th consecutive year on "Office-based and Community-wide Strategies for Health Promotion."

Thursday, November 16, 1995
East Boston Neighborhood Health Center
"Counteracting Marlboro in Massachusetts"

Erik Vidstrand will be visiting area high schools and middle schools with the Barfboro Barfing Team, DOC's counter-advertising spoof on Marlboro which has made its way to 11 states. Young people participating in the campaign are preparing skits and other activities.

Sunday, November 19, 1995
Illinois Drug Education Alliance
13th Annual Prevention Conference
Chicago, Illinois

Two workshops presented by Eric Solberg will assist participants in counteracting tobacco and alcohol promotions.

Thursday, November 30, 1995
Oregon Smoke-free States Conference
Portland, Oregon

A keynote address will be given by Dr. Alan Blum to challenge individuals and organizations in Oregon to be as effective as possible in dealing with the tobacco issue. Dr. Blum will also address the medical staff of Provident Hospital to engage health professionals to become active in their communities.

Tuesday, December 12, 1995
17th Annual Conference on Patient Education
American Academy of Family Physicians
San Antonio, Texas

DOC Chairman, Dr. Luke Burchard, will be making a presentation at this conference on the role of health professionals in community health promotion. This will be the 10th year Dr. Burchard has been invited to present at this conference.

Continuing Programs

New Mexico DOC will be making the rounds to schools in the Northwest part of the state (12 school districts, grades 4-8) with the Barfboro Barfing Team counter-advertising project launched by DOC in 1993. School activities will be reinforced with community-based strategies as part of the campaign to "laugh Marlboro out of town."

The campaign is a continuation of the major effort initiated by DOC three years ago. In its ongoing effort to counteract America's leading

cause of death and disease--Marlboro--the Barfboro Barfing Team was designed to ridicule Philip Morris' advertising theme called the Marlboro Adventure Team. At the center of attention is a 1968 Volkswagen bus, renovated for use as the official Barfboro Barfing Team van.

The Barfboro promotion includes giveaways of Barfboro Barfbags, posters, stickers, pins, and t-shirts. The campaign will also include a series of paid advertisements in newspapers and on radio to encourage young people to laugh at Marlboro and its promotions.

DOC on the World Wide Web

DOC recently made its way onto the Internet's World Wide Web (see address below). Thanks to the help of Gary Craze of Compaq Computers (the world's largest personal computer provider) and Baylor College of Medicine DOC's latest information will be more readily available to the public.

Publications, including this calendar and DOC's newsletter, the *Journal of Medical Activism* will be published online. Future projects include video clips and other examples of DOC's resources, the latest strategies for counteracting the tobacco industry, and information on tobacco industry promotions.

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