

The Journal of Medical Activism

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Organizing a Medical Student Chapter

The University of Minnesota chapter of DOC is a good example for medical students around the country interested in becoming involved in DOC and starting a chapter. Remember, the success at the University of Minnesota did not happen immediately. The chapter has continued to grow through support from the Department of Family Practice and Community Medicine, dedicated faculty members willing to serve as advisors (especially Dr. Seim), and coordination from Debbie Johnson. However, it is the medical students who have truly made the chapter a success within the medical school and the community in which they serve.

The following is a list of the initial procedures for starting a medical school chapter:

1. Identify a faculty advisor who will serve to help coordinate student meetings, activities, and serve as a contact person for the chapter and for DOC's national office. This is a crucial first step. A faculty advisor can help students identify appropriate personnel within the medical school, such as the Dean's office or public relations office,

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DOC at the University of Minnesota



University of Minnesota medical students attend required training sessions where they learn about DOC and its approach to health education.

The DOC Program was brought to the University of Minnesota in 1989 by Eric Christianson, a student familiar with the program at the University of Wisconsin-Madison (MAD-DOC). The task became one of initiating a local chapter of an established national program with a philosophy devoted to promotion of healthy lifestyles through school-based health education, using a pre-established curriculum.

The DOC program was originally a part of the University of Minnesota Hospital's Department of Community Services. Twenty-four presentations were made by 15 medical students in the first year. Over the next two years, more than 50 first and second year medical students participated in the program, reaching on average 3,000

secondary students in each academic year. In 1992, support for the DOC program was eliminated due to budget cuts, and the next nine months were spent attempting to relocate the DOC program within the institution. During this interim period, the program was kept alive by a group of students who felt DOC was too valuable to discontinue and that it filled a real need as a supplement to their education.

In 1993, DOC was relocated to the Department of Family Practice and Community Health where it continues to operate. This linkage served both programs as it offered an additional opportunity to fulfill the community health mission of the department and provided a new home for the DOC program. In 1994, DOC participation was added for family practice residents as an option for fulfilling the community health residency requirement.

This article excerpted from a manuscript prepared by Harold Seim, MD, MPH, Director, Predoctoral Program, Department of Family Practice and Community Health, University of Minnesota School of Medicine.

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in order to introduce DOC to the medical school. The faculty advisor is also important to DOC's national office, because as students graduate and move on to residency programs, the faculty advisor will be our contact person and maintain continuity for ongoing activities.

2. Plan and coordinate a meeting of students, faculty, staff and others who may be interested in helping implement DOC activities. Advertise your meeting throughout the medical school (and affiliated hospitals and clinics). Include information about DOC's history, concepts, philosophy, and strategies. This meeting will serve to recruit interested individuals and provide an introduction to DOC. The meeting should be coordinated through appropriate departmental or medical school channels, such as through a student affairs office. Identify and discuss the organizational issues that may pertain to a new chapter. For example, will you elect officers? What are your objectives and what

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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:

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

Luke Burchard, M.D.
Chairman
Joel Dunnington, M.D.
President
Eric Solberg
Executive Director, Editor

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DESCRIPTION OF THE PROGRAM

The goals of the program sponsored by the Department of Family Practice and Community Health at the University of Minnesota Medical School are to: 1) provide health education services to the community; 2) address a number of primary, preventable causes of poor health among young people; 3) increase cooperative efforts between the community, the University of Minnesota, and the health sciences; and 4) motivate and teach medical students to be effective community educators.

At the University of Minnesota chapter, DOC's national objective of addressing primarily tobacco and alcohol issues has been expanded to address other important issues in adolescents' lives. Five subject areas are currently offered: 1) self-image, including eating disorders and steroids; 2) chemical awareness, including all substance use and abuse; 3) sexuality specific to adolescent issues of human growth and development, teen pregnancy, birth control and disease; 4) violence and abuse; and 5) stress management. The last two topic groups were added in response to requests from secondary school teachers.

Secondary schools are recruited and predoctoral medical students and residents volunteer to make the individual presentations. Topics are evaluated each year by an advisory committee composed of faculty, students and a representative from the school system. Addition of new topics is based on the changing needs of the community and the educational system. The recent addition of the violence/abuse topic, increasingly a local and national concern, fits well with the



Minnesota DOC student Mark Josephson ("Hans," left) strikes a pose while Jeff Anderson ("Franz," right) compares physiques during a community-based presentation on steroids. Medical students developed the humorous educational program which has become a favorite of schools in the Twin Cities area.

current trend of family doctors to screen patients for this "family secret". A basic philosophy of DOC is to present information in refreshing ways through the use of humor. This approach, combined with an image-based and interactive curriculum, allows for maximum retention by the audience. The mandatory training sessions for the medical students in adolescent development and teaching methodology provide a "hands on" lesson in a variety of proven activities to present each of the topic areas.

The presentation on steroid use is an example of one of the most highly successful presentations that has spanned seven of the eight years of the program. Two male students introduce the topic by using a take-off on the Hans and Franz skit from the

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DOC's 20th Anniversary, Help Us Celebrate

In 1997, DOC will celebrate its 20th anniversary with a year-long host of activities including exhibits, events, presentations, and visits to medical meetings and medical schools throughout the country. Two decades of work to promote DOC's philosophy and innovative strategies will be recognized, especially the efforts of thousands of physicians, medical students, allied health professionals, and others concerned enough to take action.

However, this is not just a celebration. We plan to use this year to reflect on our past successes and failures, and look at our own evolution as an organization, a philosophy, and a driving, creative force on tobacco and alcohol issues.

We've been working on a monograph, one in a series, that discusses some of DOC's work and history. Anyone who has ever been active in DOC understands the frustration that the organization has faced over the years. Initially, the desire to become accepted by medical organizations only led to ridicule when DOC was labeled "radical" and "fanatical." More recently, as the acceptance and even adoption of DOC's philosophy has grown, we watch as the million dollar grants are awarded to new-comers, only to see a reinvention of the wheel and duplication of efforts.

To make this monograph complete, we need examples of DOC in action from around the country. Search your memory, your files, and your boxes in the attic and send us your most memorable experiences with DOC. Send photographs, slides, video-tape, whatever you have, we'll use it.

After being involved with DOC for the past 18 years of my life, I have many memories. One of the most memorable experiences was Dr. Alan Blum's first presentation in St. Louis in 1981. The St. Louis Medical Society, along with St. John's and Lutheran Hospitals, sponsored the presentation to 150 physicians, residents, and medical students. After the presentation, one of the residency directors approached Alan and made the comment that going after cigarettes and tobacco was great, but talking about alcohol was a different story since Auggie Busch (head of Anheuser-Busch, the makers of the number-one selling beer, Budweiser) sat on the Board of the hospital.

Another memorable experience for me was DOC's first organizational meeting in 1984. It was the first time we were able to bring together the leading individuals in this diverse group to discuss strategies. I remember many of my several hundred "DOC talks," both those I've presented to young people and my presentations at professional meetings. In 1990, I presented to 3,000 kids (every sixth grader) at a large auditorium in Rockford, Illinois. And, more recently, I have fond memories of DOC's Boston Tar Party, our first-ever organized fund-raising event held at the Boston Tea Party Ship and Museum (DOC Board members dressed in Colonial garb and threw Marlboro and Camel into the harbor).

These are just a few of the memorable experiences I've had. Please share your DOC experiences and memories with us as we recognize the work of the many active individuals and volunteers over the past twenty years.

Luke Burchard, MD
Chairman

20 years later, words still ring true

The following is an excerpt from an article written by DOC founder Alan Blum, MD in 1978 for Medicine at Emory, a publication of the School of Medicine at Emory University in Atlanta, where Dr. Blum graduated medical school. At the time the article was published, DOC was in its infancy, only a year old, dealing with issues that were far ahead of their time.

"In the spring of 1977, I was listening to the radio one evening and heard a guest on a talk show (hosted by Larry King) describing the pleasures and safety of cigarettes—'a simple hobby,' he called it. He also went on about 'freedom of choice' and bemoaned the problem of all the 'anti-smokers' trying to interfere with people's private lifestyles. As it turned out, this man was more instrumental in the establishment of DOC than anyone else.

He was William Dwyer of the Tobacco Institute, a public relations and lobbying arm of the cigarette manufactures, which had lambasted the latest Surgeon General's report even before it was released.

At the same time, two of my patients, both heavy cigarette smokers in their 50s, were dying of lung cancer, and I was constantly involved in the usual frenzy of admissions to the coronary care unit, where almost all the patients smoked.

When I sought the chance to respond to Mr. Dwyer, I had a rough time getting it. 'We have doctors on the program all the time, so we don't have to give you any time to respond,' said the producer. But the station reluctantly offered air time, with one catch—that I would debate Mr. Dwyer.

Foolishly, I accepted. After a few weeks of reading every article on cigarettes I could find in the major medical journals—to my astonishment, I learned that there (had) been 30,000 written on the subject, most since 1964—I went to the station along with a fellow physician who had led the effort to bring more education about cigarettes into the schools in Miami. But Mr. Dwyer had a secret weapon of his own, a former deputy surgeon general of the Navy, who seemed all too willing to answer, ‘We just don’t have all the answers,’ to every question concerning cigarettes’ harmful effects.



In 1977, DOC made its first "house-call" in Miami, Florida at the Benson & Hedges Film Festival. A group of medical students and residents formed a "good health line" outside the Riviera Theater carrying signs with messages ridiculing the event and its sponsor.

I learned the painful feeling of badly losing a debate. While I proselytized and sermonized on the evil weed, spouting esoteric statistics no listener other than a physician could have possibly understood, Mr. Dwyer was cool, calm, and collected, with praise for the radio audience and kudos to the other two doctors. He referred to me as an inexperienced young intern trying to deprive people of their pleasures in life. When I tried to shift the conversation to the workings of the Tobacco Institute, I was curtly cut off by the chain smoking moderator."

Nearly two decades ago, this experience is a part of DOC's rich history that will be relived during the coming year.

In February, 1997, Dr. Blum will make his way back to the University of Miami School of Medicine, where as Chief Resident in the Department of Family Medicine he founded DOC in 1977. poc



A pioneering researcher, among the first to make the connection between smoking and lung cancer in 1936, Alton Ochsner, MD (1896-1981) also served as DOC's first Honorary Chairman in 1978.

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Saturday Night Live television program. Within the skit, they "demonstrate" the effects of steroid use. Following the skit, the audience is asked to identify those characteristics and the medical student team provides the factual information about the physiology, pharmacology and psychology of the use of the drug, while at the same time debunking common myths. This realistic and entertaining approach using language and situations that young people understand and enjoy has had a lasting effect. Teachers continuously call to request "Hans and Franz" because their classes request it after hearing about it from previous classes. During repeat visits, groups of teens approach the medical students, recalling pieces of information from previous semesters and/or years, and wanting current information on the topic.

VALUE OF THE PROGRAM TO MEDICAL STUDENTS

The main benefits of participating in DOC are that medical students learn more in-depth about preventive medicine and public health issues than they would otherwise, and they gain experience in presenting this information to a critical audience. This experience will be helpful in their future medical careers as they continue in their roles as physicians. The DOC program provides experience with effective communication skills as all presentations are required to be interactive. And, the medical students' awareness of the particular health topics also make it more likely that those issues will be more easily identified and addressed when they go on to their future practices.

VALUE OF DOC TO THE FAMILY PRACTICE PREDOCTORAL PROGRAM

Knowing that the DOC program is sponsored and supported by the Department of Family Practice strengthens the concept that at the University of Minnesota family doctors are interested in medical students. This is one of the extra-curricular activities that

students realize will be helpful to them in the future.

The cornerstone of future progress for family medicine is being visible to students through increased opportunities for teaching in the predoctoral medical curriculum. Faculty are recruited to provide the factual information for each individual topic area. Participation in the DOC program provides an ideal opportunity for faculty extension into extracurricular activities through the individual topic training. An attempt is also made to demonstrate and encourage students in the multiple areas of interest within the broad spectrum of family practice. In essence, those faculty members are role models to a group of undecided students which acts as a recruiting avenue for family practice. This also gives faculty the opportunity to hone their own skills as community leaders.

program has provided increased visibility among medical students for the Family Practice Department and for the Medical School. It has also provided increased visibility for the University with school systems in the seven county metropolitan Twin Cities area. The reputation of the program was greatly enhanced this year when the DOC program was awarded the Star Program Governor's Youth Service Award sponsored by the National Youth Leadership Council for outstanding service and learning programs in the state of Minnesota.

For the department, the DOC program is an additional opportunity to fulfill the community health mission of family practice. The main thrust has been involvement of medical students, but family practice residents are being incorporated into the program as well. It has been effective in imparting positive health information to junior high and senior high students in the Twin Cities.

Participation in these activities increases medical students' knowledge base. It provides an opportunity for the students to take action on information normally imparted in the clinic and

medical-school classroom, by reinforcing those messages in the community. Medical students act as role models and mentors to the junior and senior high school students in areas of healthy lifestyles, the benefits of a college education and as representatives of the University of Minnesota.

A DOC program is an excellent extracurricular program for a family practice department to sponsor. It gives visibility to the department and an introduction to the specialty area of family practice medicine by demonstration. As a recruitment tool, it is a program that generates much student interest and enthusiasm. It has also been a way for faculty preceptors to be involved with medical students—getting to know students in their early years, and helping them to find their way into family practice residencies in the future. doc

Medical Student Chapters

In an effort to encourage communication between chapters, we have included a list of our *active* medical student chapters. Our list is only as good as the updates on information that we receive. Several chapters did not respond to our survey earlier this year, and they may not be included on the list. If your chapter is not listed, or if the information listed is not accurate, please contact the national office for a copy of our chapter survey. We know there are more active medical student chapters. Please keep us informed.

For information on how to reach the chapters listed, please call DOC's national office (we do not publish chapter contact addresses and telephone numbers). Contact the national office at (713) 528-1487.

UCLA DOC
Contact: Richard Usatine, MD
UCLA School of Medicine

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UCSD DOC

Contact: Ruth Covell, MD
University of California, San Diego
UCSD School of Medicine

Loma Linda DOC

Contact: Linda Ferry, MD
Loma Linda University
School of Medicine

Iowa DOC

Contact: Todd Tentico
University of Iowa College of Medicine

Tulane DOC

Contact: Peggy Chehardy, MS, CHES
Tulane University School of Medicine

DC DOC

Contact: Jeff Weinfeld, MD
Georgetown University
Department of Family Practice

Ann Arbor DOC

Contact: Mark Zamorski, MD
University of Michigan
Department of Family Practice

MSU DOC

Contact: Jeff Van Wingen
Michigan State University

Minnesota DOC

Contact: Debbie Johnson
University of Minnesota
Department of Family Practice

Mayo DOC

Contact: Debbie Bowen, RN
Mayo Clinic School of Medicine

KCOM DOC

Contact: Linda Heun
Kirksville College of Osteopathic Medicine
Office of Student Affairs

North Carolina DOC

Contact: Brian Forrest, Adam Goldstein, MD
University of North Carolina, Chapel Hill
UNC School of Medicine

North Dakota DOC

Contact: Shaun Lehmann
University of North Dakota, Grand Forks

Nebraska DOC

Contact: Paul Paulman, MD
University of Nebraska, Omaha
Department of Family Medicine

Cincinnati DOC

Contact: Suzanne Valente, MD
University of Cincinnati Medical Center
College of Medicine

Oklahoma DOC

Contact: John Zubialde, MD
Oklahoma University Medical College

San Antonio DOC

Contact: David Schneider, MD
University of Texas
Health Science Center, San Antonio

MAD DOC

Contact: Cindy Haq, MD, Mary Nelson
University of Wisconsin, Madison
Department of Family Medicine

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strategies will you implement? What materials will you need and how will you pay for them? Will the chapter operate under a specific division, department, or existing student interest group? Each chapter makes these decisions independently to best suit their needs.

3. Notify DOC in writing by submitting an application with the following information: a) name of medical school and proposed name of DOC chapter; b) name, address, telephone number, fax, and e-mail for the faculty advisor to serve as the key contact person; c) provide the same information for all students, faculty, staff and others who will be active in the chapter (identify officers or key individuals); d) include a summary describing the objectives of the chapter and the strategies or activities to be

implemented; and e) information about how the chapter will operate (eg, within a department, as a student interest group, within an existing student interest group, etc.). Send this information to: DOC, 5615 Kirby Drive, Suite 440, Houston, TX 77005 or fax to (713) 528-2146. You will be notified within two to four weeks from the receipt of this information regarding how to proceed.

4. Important information about our materials and strategies. Our educational materials and strategies, which have evolved and been developed over the past two decades are specific to DOC and reflect our mission and philosophy. The creative, innovative, refreshing, and humorous approach that DOC has pioneered is different from other organizations. While we encourage our chapters to cooperate with other like-minded organizations, it is important that our philosophy, strategies, and materials are not compromised (eg, watered-down). If you have specific questions regarding the use of materials or collaborating projects, please contact DOC's national office for clarification. doc



Erik Vidstrand resigns, "Barfman" rides on



Vidstrand's ("Barfman's") 1993 Christmas card.

Perhaps best known for his role as "Barfman" (a name given him by the students he has visited with the Barfboro Barfing Team van), Erik Vidstrand, MPH served as DOC's National Coordinator for the past three years, a position from which he recently resigned.

Vidstrand, who has a degree in child development and a Master's in Public Health, first began working with DOC on collaborative efforts in 1990 while he was a program director for the Los Angeles American Lung Association. After leaving the Lung Association, he directed the tobacco control efforts for Los Angeles County, part of the State of California's regional network.

After growing frustrated with the slow-moving, bureaucratic programs, and, as he puts it, "spending too much time in meetings," Vidstrand donated his time and 1968 Volkswagen van (all it needed was a new paint-job) in an effort to counteract the Marlboro Adventure Team. He spent much of 1993 preparing for and making a trip that would carry him through 14 states, completing his venture in Grand Junction, Colorado to coincide with the Marlboro promotion. Later that year, Vidstrand joined DOC full-time at its national office in Houston.

The "Adventures of Barfman" (as we like to refer to the counter-promotion in the office) continued after Vidstrand made the move to Houston. In fact, he became somewhat of a celebrity in each of the towns and cities he visited.

Recently, "Barfman" (Vidstrand) made the decision to move back to the West Coast, only this time a few miles further north--to Portland, Oregon. While he will still be with DOC on a consulting basis, and yes as Barfman for special events, we will all miss Erik, especially his activist attitude and fun sense of humor.

Best of luck in your new home. doc

Dear Friends of DOC

Since DOC's inception, we have maintained an international effort supported primarily by individuals through small membership contributions. The individuals who have supported us, especially early on before the tobacco issue became popular, assisted DOC in being largely responsible for shifting the focus of "tobacco control" efforts from dealing solely with individuals who smoke to include the tobacco industry and its allies. We've been on the cutting edge of this effort by taking risks and challenging mainstream thinking.

In order to continue to challenge the status quo on tobacco issues among public health and medical professionals, DOC has undertaken efforts to provide a better understanding of the tobacco issue through our experience and an objective analysis of progress-to-date. Rather than re-write history, we in DOC believe that much can be learned from both successes and past mistakes.

We have increasingly been the source for original thinking and information on the tobacco issue, something that will not change. In order to continue to share this type of information, DOC is developing a series of monographs (to be later expanded into a CD ROM) based on not just our history, but the evolution of tobacco control strategies, and those that have been the most successful in counteracting tobacco use. Consistent with this theme, we are planning our first-ever international conference for 1998.

Our grassroots, activist strategies that we've designed for the clinic, classroom, and community will continue to spread throughout the world. Counter-advertising will remain one of DOC's top priorities. We have teamed up with national advertising firms to further develop our efforts aimed at reducing the demand by young people for tobacco products through the use of humor and brand-name ridicule.

All this requires your continued support at a new level. In our 19-year history we have never raised the price for membership. And this year is no different. Instead, we'd like you to determine the level of support as you join us in our Annual Campaign. If you have not already done so, please take the time to reply to the enclosed contribution form.

Thank you for your continued support.

Eric Solberg, MA
Executive Director

HEALTH PROMOTION MATERIALS

VIDEOS \$100 EA.

V1. *MEDICINE VS. MADISON AVENUE*, 1992, 25 min.

Winner of the 1994 International Health and Medical Film Festival for best film in Community Education, this humorous and offbeat documentary illustrates the political and social acceptance of the cigarette and provides a blueprint for engaging individuals in ending the most costly and devastating of all health problems.

V2. *SUICENOCIDE: THE KILLING OF MINORITY GROUPS BY THE TOBACCO INDUSTRY*, 1989, 56 min.

An in-depth view of how powerful tobacco companies target ethnic communities and people of color through advertising and sponsoring a variety of cultural events throughout the country.

V3. *CIGARETTES AND SPORTS: STRIKING OUT AGAINST TOBACCO*, 1989, 50 min.

What do cigarettes and sports have in common, aside from big profits and illegal advertising on television? Discover how the tobacco industry and the broadcast media continue to circumvent the law prohibiting tobacco advertisements on television, and what you can do to help.

V4. *MCSMOKE THE TOBACCO KING AND NIKKI TEEN*, 1989, 14 min.

This award winning video was produced by teenagers in Brooklyn, New York as a rap music video designed to help young people identify and laugh at the misleading images in tobacco advertising. Designed for grades 4 - 8. Curriculum guide included.

V5. *SMOKE THAT CIGARETTE*, 1988, 51 min.

This film is about what it meant to smoke cigarettes: how it felt, how it looked, and how it dominated American pop culture for fifty years. You'll watch in amazement as tobacco executives discount leading researchers. Laugh away at the nostalgic advertisements and television shows.

SLIDE PRESENTATION

T1. *TOBACCO SLIDE PRESENTATION*, 1996, (70 slides and curriculum guide)

Based on Dr. Alan Blum's first presentation in 1974, these slides were chosen from a collection of more than 10,000 and include a history of health claims in tobacco advertising and the evolution of tobacco advertising in popular media. The slides also include a variety of images from tobacco sponsored events throughout the country. Appropriate for middle school children and can be adapted for use in training health professionals, teachers, and others.

POSTERS \$5 EA.

- P1. *I Smoke for Smell*
- P2. *They'll Really Know You're Smoking*
- P3. *Barfboro Chunks*
- P4. *Virginia Slime*
- P5. *Newcorpse*



T-SHIRTS \$15 EA. (Please indicate size)

- | | | |
|---------------------------|----|----|
| T1. Barfboro Barfing Team | LG | XL |
| T2. DOC's Deck-O-Butts | M | LG |
| T3. Emphysema Slims | LG | XL |

STICKERS

- S1. Love, DOC (.01 ea.)
- S2. Out of Order (.02 ea.)
- S3. Marlboro Causes Zoo Breath (.10 ea.)
- S4. Smoking Eats Your Heart Away (.10 ea.)
- S5. Magazine Sticker (.10 ea.)
- S6. Barfboro (.15 ea.)



BUMPERSTICKERS \$2 EA.

- B1. Barfboro Chunks
- B2. Dead Man Chew
- B3. Emphysema Slims Tennis

OTHER ITEMS

- O1. DOC's Deck-O-Butts Trading Cards
\$2.50/set of 7 \$7.50/collector set
- O2. Barfboro Lunch Bags (.25 ea.)



NEW
T-Shirt

Favorite trading cards, from DOC's Deck-O-Butts series:

**THE SOUND OF MUCUS**

The heads of cigarette companies all say that smoking can't even cause a cough. Then why don't they smoke?

The truth is, someone who smokes wakes up every morning to...

- COUGH
- HACK
- HURL

CHUNKS OF:

- PHLEGM
- SNOT
- BOOGERS

Girl kissing boy:
"Oops, I think I swallowed your gum."
Boy to girl:
"No, I just cleared my throat."

©1996 DOC, Inc./J. Minkler

**BAD BREATH
OUT OF BREATH
SHORT OF BREATH
BARF BREATH**

• Cigarette smoke contains AMMONIA which gives urine its totally gross smell.

• It's no wonder that someone's breath would smell bad after taking a puff. So...

Smoke **NEW Urine Breath 100's**

Besides **ZOO BREATH**, smoking also:

- CAUSES WRINKLES
- MAKES TEETH YELLOW
- MAKES FRIENDS STAY AWAY
- GIVES YOU PHLEGM BALLS

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Return to:**Doc**

P.O. Box 540267
Houston, Texas 77254-0267

ANNUAL GIFT CAMPAIGN**(Please complete the form below)**

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"While other national organizations may have been reluctant to take action over the years, DOC has not been afraid to take risks in dealing with our nation's major health issues. Innovation has been the key to DOC's effectiveness. But the secret to DOC's success is its individual members. This support has provided the strength for DOC to continue to grow through collaborative efforts, creativity, and community action at a grassroots level."

--Surgeon General C. Everett Koop, MD

Account # _____

Signature _____

Card Expiration _____

NAME _____ PHONE (HM). _____ (WK). _____

FAX _____

ADDRESS _____ CITY _____

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COMPANY _____ DEGREE/OCCUPATION _____

HOW DID YOU LEARN ABOUT DOC? _____

DOC ORDER FORM

[illegible]

3 WAYS TO ORDER



BY MAIL:
DOC, INC.
P.O. BOX 540267
HOUSTON, TX 77254-0267



BY FAX:
713-528-2146



BY PHONE:
713-528-1487

3 METHODS OF PAYMENT



CHECK OR MONEY
ORDER PAYABLE TO:

DOC, INC.

PURCHASE ORDER

CARD NUMBER

BILL TO: _____

Signature _____

Expiration

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

SHIP TO: _____

TEL: ()

FAX: ()

PLEASE ALLOW 2-4 WEEKS FOR DELIVERY

IS THIS ADDRESS _____ RESIDENTIAL _____ BUSINESS _____

DOC Ad Parodies Make the Smithsonian

The artwork of artist Doug Minkler, commissioned by DOC through a continuing collaboration dating back to 1985, is on display at the Cooper-Hewitt National Design Museum in New York (a division of the Smithsonian Institution). It is the only museum in the United States devoted exclusively to historical and contemporary design. Through its programs, the Museum (founded in 1897) seeks to educate all people by exploring how design affects our daily lives.

Minkler's artwork on display includes some of DOC's famous parodies ridiculing tobacco advertising—Barfboro Chunks (a spoof on Marlboro) and Mr. Camel's Kids Club (a parody combining an obscure Camel cigarette logo with Mickey Mouse ears).

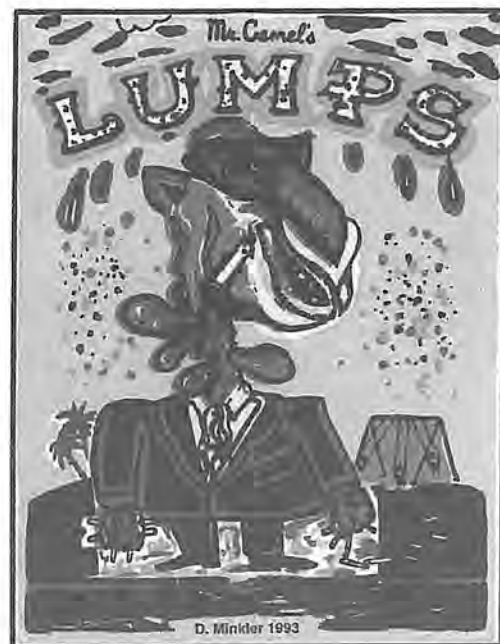
They are part of the Museum's current exhibition entitled, "Mixing Messages: Graphic Design in Contemporary Culture." The National Design Museum reopened its first-floor galleries on September 17 with this major exhibition exploring the power and pervasiveness of visual communications.



The exhibit features over 300 works produced during the past decade, including magazines, books, posters, signs, typefaces, corporate identity programs, and electronic media.

According to a description of the exhibition, "this period of intense social and technological change has yielded a vibrant and unpredictable visual environment...Designers promote the identities of various institutions and social groups, from global corporations and local businesses to communities connected by art, music, or politics."

The Museum acknowledges that although a corporate mark is a company's identity and property, once it enters the public realm it is subject to revision and reuse. "Logos and brand images have generated a commercial alphabet of symbols, a visual code that is immediately recognized by consumers. Activists have used design to publicize specific issues."



The exhibition, "Mixing Messages: Graphic Design in Contemporary Culture" runs through February 16, 1997.

This exhibition follows DOC's basic concept for undermining the promotion of tobacco and alcohol products—brand-name ridicule and satire used to bring forth a new image for society to consider.

Congratulations to Doug Minkler and to the Museum and Smithsonian Institution for their creative acknowledgment of this type of work. **doc**



From the series, **THE SEVEN EARLY SIGNS OF CANCER.**

DOC, founded in 1971, is a national non-profit health promotion organization with more than 500 members. For information on DOC's anti-tobacco T-shirts and the new video "Cigarettes and Cancer: Smoking the Agony Tobacco," visit DOC Tobacco division. 800-696-6969. Member 75 71900.

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DOC's use of Minkler's artwork in counter-advertisements has been a collaboration for more than a decade. The above ad parody was designed by DOC to ridicule the Marlboro Ski Challenge, a promotion that DOC was able to rid from ski slopes nation-wide.

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