

MILLENNIUM CAMPAIGN

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NEW GOALS AND OBJECTIVES

Fulfilling the Promise
of

Doc

Since its inception, DOC has maintained its mission and worked to achieve it through innovation, creativity, and a grassroots effort that continues to grow. Help us celebrate our 20th anniversary as we continue to work toward fulfilling our mission:

to educate the public, especially young people, in humorous and refreshing ways about the major preventable causes of poor health and high medical costs.

While the history of tobacco use and its promotion could be traced through many centuries—especially the second half of this millennium as tobacco-trading merchants, pioneers, and explorers canvassed the globe—its present-day status as the single greatest preventable cause of death and disease occurred primarily during the 20th century.

At least a dozen or so tobacco museums have documented tobacco's history reflecting the role of tobacco in the economic and social development of the United States and other countries around the world. These museums, that explore the diversity of cultures that have shaped and been shaped by tobacco trade, are supported primarily by the tobacco industry. For example, the Museum of Tobacco Art and History in Nashville, Tennessee, supported by United States Tobacco (UST, manufacturer of Skoal and Copenhagen spitting tobacco) features a unique collection of pipes and other artifacts from every part of the world and traces "the history of tobacco dating from pre-Columbian times."

In my travels as a consultant and lecturer on the tobacco and health issue for the past twenty-five years, I have had the opportunity to visit several such tobacco industry museums in a number of countries. In not a single museum is there an accurate reference to the devastating health and economic toll taken by tobacco use, nor an account of the public health efforts during the past century to counteract tobacco use.

For more than two decades, through DOC and my own initiatives, I have spent my life's work studying the tobacco industry like a parasitic disease—monitoring, documenting, and saving every bit of information. A handful of colleagues throughout the world have helped tremendously in this regard, and have contributed their findings to DOC, which more than twelve years ago established the "DOC Tobacco Archive and International Resource Center."

This 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 reorganized in 1994, thanks to generous gifts made by New York philanthropists Henry and Edith Everett and Dr. Richard Sugden. These contributions assisted DOC in organizing materials to better serve as an international resource and research center for individuals and organizations working on the tobacco issue.

Newspapers, magazines, trade journals, annual reports and other documents from major tobacco companies, advertisements, point-of-sale promotional displays, posters and signs, audio cassettes, video footage, books, 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 and correspondence, conference proceedings, reports, and other documentation provide extensive information on the strategies used by the tobacco industry and its allies.

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

The materials naturally serve the establishment of a museum, one we have called "a museum about when people used to smoke." DOC's effort to develop such a museum fits well within our mission, and represents a goal we have established and will work toward over the next three years as part of our Millennium Campaign.



Alan Blum, M.D.
Founder,
DOC

For the past 20 years...

Positive, innovative health strategies

A far cry from pamphlets and preaching about the “dangers” of adverse health behavior, DOC focuses on changing attitudes that have been molded by misleading advertising in the mass media. By dispelling the belief that poor health choices among young people are encouraged solely by peer pressure or poor parental modeling, DOC mobilizes individuals and organizations to move away from conventional, generic educational efforts and instead to focus on the specific brand-name, consumerist vocabulary that is created by Madison Avenue.

Clinic, classroom, and community

Through a multi-layered approach to health promotion, DOC encourages action on the importance of prevention, not just in the office or clinic, but also in the school classroom and community at large. DOC's concepts have been adopted by medical school and residency training programs, local and state health departments, school health programs, public health agencies, and local, state, and national medical associations.

DOC has a variety of non-traditional, educational materials designed for use by the health professional or for use in the classroom. Videotapes, slide presentations, and innovative curricula provide a different viewpoint on important preventive health issues.

DOC is unique among all health organizations by reinforcing its messages in the community through the use of humorous, paid counter-advertising, designed to ridicule tobacco and alcohol promotions. DOC's radio, television, newspaper, billboard, and bus bench advertising campaigns are designed primarily with teenagers in mind, and often incorporate teenagers' scatological sense of humor.

When DOC has been unable to afford advertising in the mass media, it has turned to counter promotions and “housecalls” in order to call attention to the devastating health and economic toll taken by tobacco and alcohol.



Former Surgeon General, Dr. C. Everett Koop (center), donated his entire tobacco-related collection to DOC. Here he is presenting the Surgeon General's Medallion to DOC founders, Dr. Alan Blum (L) and Dr. Rick Richards (R). Not pictured is Dr. Tom Houston.

DOC as a resource

In 1994, as a result of the generous contributions made by Henry and Edith Everett and Dr. Richard Sugden, DOC expanded its resource center on tobacco, which provides information, direction, and consultation to individuals and organizations working on the tobacco issue. This unique resource, known as the DOC Tobacco Archive, began in the 1960s through the work of Dr. Alan Blum and consists of print, audio, video, artifacts and other materials documenting the history of tobacco use and promotion, and the influence of tobacco advertising on society.

Scholars examining the collection have called it an invaluable resource and a significant contribution to the understanding of several aspects of contemporary culture. The collection is a rich and growing resource for the medical community, government and voluntary health agencies, and researchers in fields such as history, ethics, law, journalism, sociology, business, psychology, and advertising.

Millennium Campaign: “A museum about when people used to smoke”

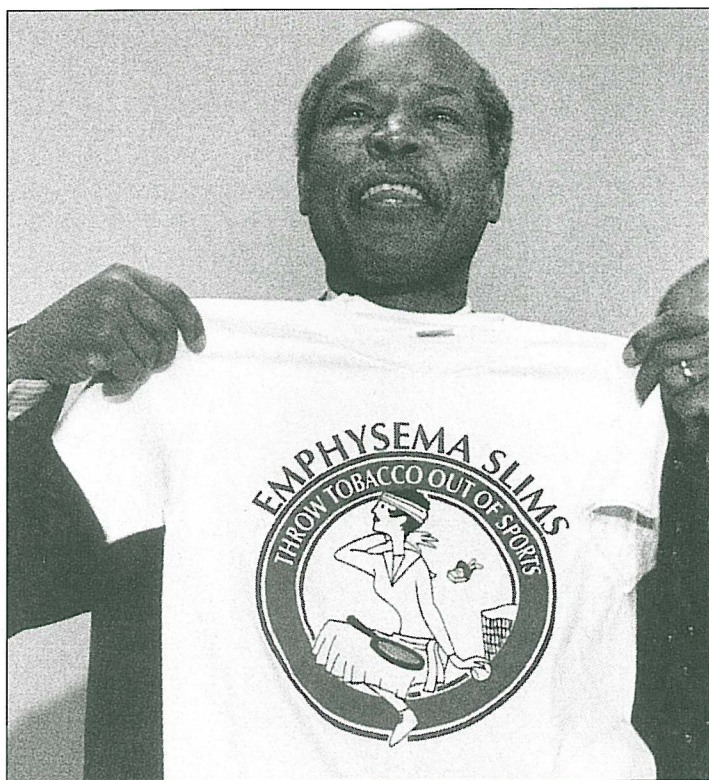
Beginning in 1997, DOC launched its “Millennium Campaign,” an effort designed to establish a museum and institute dedicated to the most devastating of health problems faced by society during the past century—the tobacco pandemic.

For the past twenty years, DOC has contributed a great deal to efforts to counteract tobacco use and promotion through innovative and unique strategies. Our institute will continue to provide the creativity and original-thinking that has fueled and provided direction to this international effort.

The establishment of a museum, as part of the institute, will help to provide an historical documentation of the tobacco industry and efforts to counteract it, and will provide a continued monitoring base for contemporary strategies and ideas. Unlike the dozen or so tobacco museums throughout the world, which celebrate tobacco in society, DOC’s museum will provide the other side of the issue, enabling visitors to better understand the world-wide devastation that has occurred as a result of tobacco use and promotion.

Exhibits and “A museum in cyberspace”

During the past decade, DOC has developed several award-winning exhibits that have been available on loan for meetings, conferences, and other events. While these and new exhibits will continue to travel, we are also planning to make them available on CD ROM and the Internet. In this age of new technology, we hope to share information and continue to better serve as a resource on tobacco use and promotion. Additionally, DOC is preparing a series of monographs that will highlight our collections and provide a better understanding about the controversies surrounding the tobacco issue.



Dr. Louis Sullivan, former Secretary of Health and Human Services shows his support of DOC.

Millennium Campaign Objectives

(1997 – 1999)

Estimated project cost

Facilities

Building/capital fund

- Museum/exhibitions/archives\$1,100,000
- Institute\$700,000
- Library and Resource Center\$300,000

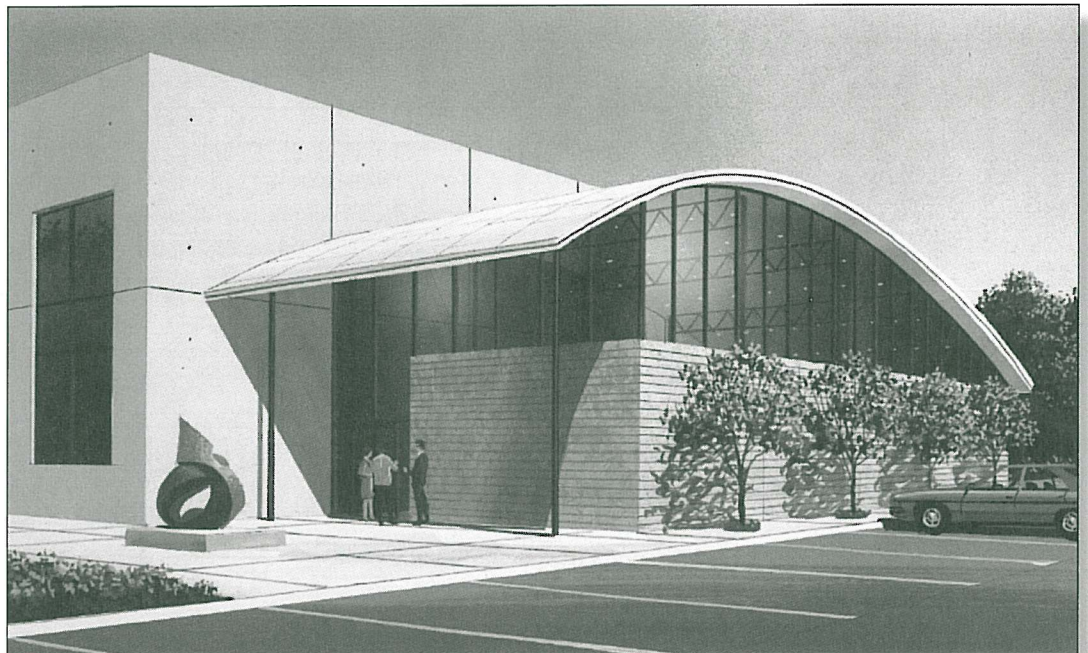
\$2,100,000

Endowments

- Museum/Institute Fund\$5,000,000
- Senior Fellowship Fund\$1,000,000
- Library Fund\$700,000
- Scholarship Fund (Health professions)\$300,000

\$7,000,000

Millennium Campaign Goal
\$9,100,000



Help us build Houston's newest museum.

Your role and commitment

From the beginning, DOC's multi-layered approach to health promotion, through the clinic, classroom, and community, was revolutionary. Our work in reaching young people, especially through paid counter-advertising, became the model others have tried to follow.

The dedicated individuals and members of DOC have made great strides in our effort to counteract tobacco use and promotion. Together, we have been driven by the opportunity to change things rather than be paralyzed by obstacles to change. While other organizations may have been reluctant to take action over the years, DOC has not been afraid to take the necessary risks in dealing with our nation's major health issues. Innovation has been the key to DOC's effectiveness. But our continued success has been the support we've received from individuals, which has provided the strength for DOC to continue to grow through collaborative efforts, creativity, and community action at a grassroots level.

Please help us to make our goals and objectives a reality with your generous financial support.



Luke Burchard, M.D.
Chairman

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Ways of giving

Gifts of all sizes are welcome and needed. While major gifts are crucial to the success of the Millennium Campaign, participation at all levels is important. The future of DOC rests primarily on the shoulders of those who believe in its mission and whose sense of responsibility to future generations will prompt a generous response.

DOC is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Gifts to DOC are deductible by taxpayers who itemize deductions on federal income tax returns, subject to the limits allowed by the Internal Revenue Service. The amount of the deduction available is generally the amount or fair market value of the gift; however, it may be limited depending on the kind of property given and/or type of gift made.

DOC's federal tax identification number is 59-1793431. Copies of letters documenting tax-exempt status can be obtained from the Development Office.

Gifts for the Millennium Campaign should be made payable to DOC, and can be sent to:

DOC
Development Office
5615 Kirby Drive, Suite 440
Houston, Texas 77005

Outright gifts

Donors who wish to make a gift to DOC may do so in the form of cash, check, money order or bank draft, VISA or MasterCard.

Pledges

In making a substantial gift, it may be desirable to budget the gift over a period of time. DOC has adopted a three-year payment period as a standard for pledges. Payments may be made in accordance with any quarterly, semi-annual or other schedule preferred.

Gifts to the Endowments can also be made through a Flexible Endowment Plan. Under this plan, individuals and foundations providing a gift do so by managing their assets in an investment fund and fulfill annual pledges for a specified period of time.

Capital assets

Gifts of capital assets are perhaps the most advantageous to the donor. The donor simply transfers directly to DOC securities or real or other property that has been held for more than one year and that is worth more today than when purchased. Gifts of securities may be deductible to the extent of their average market value on the date they are transferred to DOC. Gifts of property must be appraised to determine the tax value of the gift. It is important for those who are considering gifts of real or personal property to discuss their intention with the Development Office before executing a transfer.

Matching gifts

Many generous corporations will match their employees' gifts to qualified non-profit institutions. These matches can double or further multiply a campaign gift. (The corporation will be listed in campaign reports as having made a matching gift.)

Naming opportunities

Gifts that honor a friend or family member or that link the donor's name with a place or program serve as testimonials of generosity and can be particularly gratifying to donors. The Millennium Campaign includes several naming opportunities designed to offer recognition for a designated individual, family, corporation, foundation or organization. A complete listing of all naming opportunities is available from the Development Office.

An invitation

In addition to the opportunity to see DOC continue to grow through a gift to the campaign, volunteer opportunities exist for those who wish to give of their time and experience in helping to realize a successful campaign. For more information, please contact:

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