

# MILLENNIUM CAMPAIGN

November 1997

## A Time to Build

**I**t has been heralded as the future Library of Congress and Smithsonian of the tobacco issue. Prominent members of the academic community predict it will become a magnet for scholars from around the world. Former Surgeon General Dr. C. Everett Koop has called it "a national treasure."

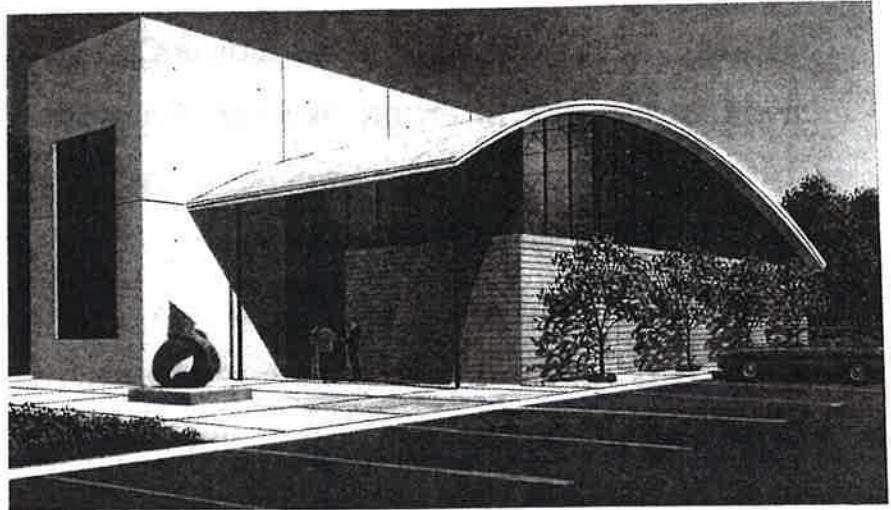
The excitement is about DOC's plans for a national tobacco museum. Earlier this year, DOC announced its plans to transform its Tobacco Archive and International Resource Center into a museum before the turn of the century. DOC's Millennium Campaign will transform the archive into a 10,000 square foot facility for documentation, preservation, research, teaching, exhibitions and public programs.

With a goal of \$2.1 million needed for the capital campaign, DOC is counting on its members and past supporters to make contributions at higher levels. The Founders 500, a new fundraising effort, will identify 500 individuals who will contribute \$1,000 a year for the next three years. Members of the Founders 500 campaign will be recognized on the Founders Wall in the museum.

With more than 5,000 individuals on our mailing list, we're hopeful that at least 500 will meet this challenge and provide the support DOC needs.

*DOC is a 501(c)(3) tax-exempt organization. Gifts are deductible by taxpayers who itemize deductions on federal income tax returns. Gifts can be sent to:*

*DOC  
5615 Kirby Drive, Suite 440  
Houston, Texas 77005*



*This rendering of the museum was provided in-kind by Kirksey & Partners Architects.*

**W**hile 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, is supported by

*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.*

United States Tobacco (UST). 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.

DOC's tobacco archive is the world's largest collection of materials consisting 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 materials naturally serve the establishment of a museum, one we like to call "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. Your support of this effort is most appreciated.

*Doc*

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February 15, 1998

## **DOC to serve as World Health Organization (WHO) Collaborating Center**

Since the mid-1800's, countries throughout the world have worked collaboratively in dealing with global health problems. From the First International Sanitary Conference held in Paris in 1851 to the International Health Conference in New York in 1946 (when the Constitution of the World Health Organization was approved), health ministers have worked to prevent and control disease.

While early efforts included preventive measures against the plague, smallpox, and typhus, for the past two decades the WHO, which works under an agreement with the United Nations, has targeted tobacco use as an important public health issue. As part of the WHO plan of Action for 1996 - 2000, its Tobacco or Health Program is promoting the development and strengthening of national and international tobacco control programs.

In order to further promote international collaboration, including the dissemination of information and training of personnel, the WHO Tobacco or Health Program plans to establish a global network of clearinghouses in 1998 to share information on tobacco and health issues. This network of resource centers will share information via print and electronic distribution, and will answer incoming queries from governments, organizations or individuals.

In preparation of establishing such a network, Neil Collishaw of the WHO Tobacco or Health Program made a visit to DOC's headquarters in Houston to learn more about the holdings in the DOC Tobacco Archive and International Resource Center.

"I am amazed at the incredible amount of information on the tobacco industry and the tobacco issue that DOC has amassed during the past three decades," commented Mr. Collishaw during his visit. "This material and information must be available to assist the rest of the world in their tobacco control efforts."

DOC has thus been invited to submit an application to serve as a World Health Organization Collaborating Center. Designation of a WHO Collaborating Center is subject to established criteria and administrative procedures, and the WHO is NOT responsible for funding of any Collaborating Center.

Ideally, in order to fulfill our role as part of the newly established network of resource and information centers, we will be pushing forward with our plans to develop a CD ROM along with information available on the Internet. We announced this project specifically in 1997, called "A museum in cyberspace," and asked for your support. We need it now more than ever.

This represents a unique opportunity for DOC to better serve as a resource on tobacco use and promotion. Meeting the needs and requests of the international community, while maintaining our efforts here in the United States, requires additional support from our members and those who have continued to rely on us for information and assistance. We have already received support from computer and technology companies who have pledged their in-kind services in developing the CD ROM and Internet services. But there is a great deal of work in organizing before that can even begin. With millions of documents held in our collection, we will have to update our index and prepare specific materials for digitizing in appropriate computer formats.

All this requires your continued support at a new level. Please join our Millennium Campaign today.

Sincerely,

A handwritten signature in cursive script, appearing to read "L Burchard".

Luke Burchard, M.D.

Chairman