

Doc

News and Views

Tobacco Ad Ban

On July 18, DOC members along with various health and media experts from across the country testified before the House Subcommittee on Health and the Environment in support of a bill proposed by Congressman Mike Synar and Congressman Henry Waxman which would ban the advertising and promotion of tobacco products. DOC supporters included William Foege, MD (President, American Public Health Association), Tony Schwartz (media specialist responsible for several of DOC's commercials), Kenneth E. Warner, PhD (Professor and Chairman, Department of Health Planning and Administration, University of Michigan School of Public Health), and Gregory N. Connolly, DMD, MPH (Director of Dental Health, Boston Department of Public Health). DOC member Ron Davis, MD appeared as a witness representing the American Medical Association, and DOC founder Alan Blum, MD, was the wrap up speaker of the day.

After giving a brief synopsis of the purpose of DOC, Dr. Blum challenged that the effect of cigarette advertising went beyond influencing the individual, and now, also, has a direct impact on the mass media. He raised the question of whether magazine and newspaper publishers were defending the First Amendment or their own pocketbooks. He brought several examples of the way in which periodicals juxtapose stories on cancer or drug abuse next to cigarette ads, as if to suggest that tobacco is in no way related to these subjects.

"What is the leading medical journal? In our country, it is the *National Enquirer*, which reaches upwards of 10 million people a week.

If you look at a typical week's headlines, 'Number one plan to cut cancer' or 'We are winning the war against cancer,' juxtaposed on the back cover invariably week after week with the leading preventable cause of death and disease: cigarettes."

Earlier in the day, Tony Schwartz

presented a video tape in which he showed where, in an issue of Parade Magazine, an article directed at children which told how a girl scout managed to sell 32,000 boxes of cookies was located across from an advertisement for Parliament cigarettes which claimed to be the "perfect recess."

Dr. Blum pointed out that cigarette advertising aimed at children is apparent everywhere, including on television. To illustrate this point Dr. Blum showed a one-minute video tape of four tobacco-sponsored sporting events which were taped in a single day. Among the examples were the Gitane, Marlboro and John Player racing cars with the drivers suited in clothes labeled front and back with their sponsors' logos.

During the question and answer session which followed his testimony Dr. Blum was asked by Representative Bliley of Virginia whether DOC had indeed led a demonstration protesting the Vatican Art Exhibition sponsorship by Philip Morris, and did he think that there would be fewer smokers today if a cigarette company had not sponsored the event. The following are excerpts from Dr. Blum's reply:

"I don't think there is any relationship between our protesting of the sponsorship of the Vatican art exhibition and the

(cont. on pg. 6)



Surgeon General C. Everett Koop and DOC national coordinator Tom Houston, MD, talk with members of ACT-DOC at the First Georgia Conference on Smoking and Health in Atlanta.

ACT-DOC in Action

During the first year of its existence the Atlanta Coalition on Tobacco, a chapter of DOC (ACT-DOC), has taken a tough stand in the battle for a smoke-free society. The Atlantans who make up its membership have involved themselves in various health issues with far-reaching results, including capturing the attention of the media. On June 5, Rick Richards, MD, DOC President, spoke at the first birthday luncheon for ACT-DOC and reviewed some of its impressive accomplishments.

One of the major events of the year was the First Georgia Conference on Smoking and Health held in Atlanta on March 26 with Surgeon General C. Everett Koop as guest speaker. The meeting, co-sponsored by ACT-DOC, provided an opportunity for professionals and activists around the state to meet and coordinate efforts.

Among other accomplishments, Sheldon B. Cohen, MD, a board member of ACT-DOC and founder of the National Clearinghouse for Smoke-Free Hospitals, wrote an article entitled "Institutional Tobacco Withdrawal Symptoms" (*Journal of the Medical Association of Georgia* May 1986). Dr. Cohen addressed reasons why hospitals should "kick the habit" and examined some of the difficulties in undertaking such a task. (For information on how to make your hospital smoke free or to assist others write ACT-DOC, P.O. Box 53446, Atlanta, GA 30305)

In the Atlanta area, spurred by ACT-DOC, Piedmont Hospital has adopted a three-part approach toward a smoke-free institution: 1) cigarettes are no longer sold within the hospital; 2) smoking is restricted to certain areas; and 3) cessation programs are available for employees who smoke. DOC member Bob Lathan, MD, has proposed an identical policy to Sheppard Spinal Center which is now considering its adoption.

ACT-DOC member David Kahn talked with more than 8,000 high school students last spring, educating them to the dangers

(cont. on pg 6)

... from AB:

DOC is a coalition of local health promotion groups that is helping to educate the public, especially young people, about the major preventable causes of poor health and high medical costs. Our public health focus has been in the "killer habits," with particular attention to tobacco and alcohol problems, and our professional aim has been to tap the highest possible level of commitment and involvement from physicians and medical students. DOC is unique among health organizations in being solely concerned with health promotion, and it has pioneered in the concept of paid counter-advertising aimed at reducing lethal lifestyles.

DOC's counter-advertising and lectures spoof specific brand names of unhealthy products, especially those products most used by children. The messages promote "unbuying" behavior and encourage better understanding of the proportionate causes of bad health. By conveying information about the advertising industry to the medical and scientific community, DOC has led thousands of physicians to realize that altering lethal lifestyles is not an overwhelming task if the physician understands the powerful techniques used to persuade people to buy things detrimental to their health.

The purposes of the newsletter have been to share ideas and to reinforce the enthusiasm felt by local DOC groups in the United States and elsewhere. Since 1977 the annual meeting of DOC leaders, usually held in conjunction with the American Academy of Family Physicians or the National Conference of Family Practice Residents (where the concept of a national DOC organization took root in 1976), has been increasingly well planned and run by Rick Richards, MD. A key to the continual growth and success of the

DOC concept of physicians as primary prevention and health promotion specialists in their communities has been Dr. Richards' attention to the nitty-gritty details of the day-to-day workings of an organization. He and Tom Houston, MD have helped maintain and expand the network of physicians and others who identify themselves with DOC as part of their professional and civic activities.

It is anticipated that at this year's annual meeting DOC will establish several new committees open to all DOC members both to broaden DOC's perspective as well as to increase the members' participation at a national level. The committees are of two types—organizational (such as the media watch, counter-advertising, national legislation, fund raising, membership, newsletter) and content-oriented (such as tobacco, alcohol, other drugs, nutrition, teenage pregnancy) and individuals would be encouraged to be on at least one organizational committee and one content committee. Any member of DOC can join any or all of the committees—but with committee membership comes an obligation to contribute actively and often to the development of position papers or other goals of the committee and organization as a whole. Of course, since most DOC members would want to participate in the tobacco committee, this could be divided into subgroups focusing on different aspects of the pandemic. The chairmen of each committee would be responsible for coordinating periodic position papers and other projects.

The significance of DOC's first decade of ideas, public presentations, and overall positive, humorous, and offbeat approach can be seen in the sudden eagerness over the past couple of years of organizations such as the American Medical Association, American Cancer Society,

American Lung Association, and American Heart Association to take a strong stance not just on the problem of smoking but on the problem of tobacco advertising. As these organizations look to DOC to test the waters with "radical" observations and calls-to-arms, DOC members will need to keep their media watch and knowledge of the health of their communities as up to date as the morning paper—or the latest issue of the *New England Journal of Medicine* and *Advertising Age*. A major goal of DOC for 1990, in addition to increasing visibility and expanding its membership to 10,000, will be to develop new counter-advertising strategies. Another goal will be to attract to membership a broader coalition of health professionals and students beyond family practice. Above all, DOC will continue to develop innovative strategies for counteracting the promotion of unhealthy products and its influence will continue to be felt far out of proportion to its resources.

Alan Blum, MD
Founder and Chairman

National Meeting Called

DOC will hold a national meeting in Washington, D.C. this fall to review the organization's accomplishments and discuss future directions. On September 27, officers, board members and chapter coordinators will meet from 9:00 A.M. until 12:00 Noon in the Caucus Room of the Washington Hilton. A meeting for all members and other interested persons will be held from 1:00 P.M. until 5:00 P.M. National coordinator Tom Houston said it will be "a chance to share our ideas and results, and to establish short and long term plans." Please make plans to attend!

OFFICERS

Alan Blum, M.D.

Manhasset, NY, Founder
and Chairman

John W. Richards, Jr., M.D.

Augusta, GA, President

Thomas P. Houston, M.D.

Wichita, KS, National Coordinator

MEDICAL STUDENT DIRECTORS

Adam Goldstein

Special Projects

Augusta, GA

Beth Goldstein, M.D.

Undergraduate Liaison

Augusta, GA

BOARD OF DIRECTORS

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Brian Friedman, M.D.

Non-Smokers Rights

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Mark Glassner, M.D.

School Programs

Wilmington, DE

Bob Jaffe, M.D.

Counter Advertising

Seattle, WA

Chris Shank, M.D.

Post Graduate Programs

Cleveland, OH

HONORARY CHAIRMAN

Mrs. Luther Terry

PAST HONORARY CHAIRMAN

Joe Davis, M.D.

Alton Ochsner, M.D.

Ads Cause Sensation

Since November 1985, Alan Blum, MD, DOC founder, and national media authority Tony Schwartz have teamed up on a series of radio commercials on smoking that have attracted widespread attention and engendered considerable controversy. The most famous of these is the "Ed Koch/selling death" one-minute spot which was backed by a \$2,000 DOC campaign on radio station WMCA (all other New York stations refused to air the commercial):

You know, after Mayor Koch's re-election, he made a statement referring to public bath houses and AIDS. He said, "THIS IS A MATTER THAT INVOLVES A LOT OF MONEY TO THESE PEOPLE. THEY ARE SELLING DEATH. PLACES WHERE DEATH CAN BE DISTRIBUTED, WE DON'T WANT THAT TO GO ON." Mayor Koch, did you ever stop to think that this same statement could be made regarding cigarette companies?

"THEY ARE SELLING DEATH."

So why does the City allow cigarettes to be advertised on city bus shelters?

"THEY ARE SELLING DEATH."

Why does the City allow cigarettes to be sold on public property?

"THEY ARE SELLING DEATH."

Why does the City allow cigarettes to be advertised in the city radio station's guide?

"THEY ARE SELLING DEATH."

And why does the city allow cigarettes to be advertised on subway trains, buses and City-licensed taxicabs?

"THEY ARE SELLING DEATH."

Mayor Koch, cigarette companies are selling death.

"WE DON'T WANT THAT TO GO ON."

And like you, we don't want that to go on. Paid for by DOC, representing thousands of physicians who really do care.

Although the Tobacco Institute's newspaper *The Tobacco Observer* and the *U.S. Tobacco and Candy Journal* (the tobacco wholesale's publication)

editorially castigated DOC for allegedly taking Mayor Ed Koch's comment out of context, Mayor Koch recently told Tony Schwartz that he wishes the commercial had been even stronger. As a direct result of DOC's commercial, Mayor Koch introduced his tough and highly acclaimed Smoking Pollution Control Act which will limit smoking in the workplace and in public places.

Another paid DOC commercial contrasted the outrage in the mass media over press censorship in South Africa with the veritable silence of the press in the United States concerning the enormous health and economic toll taken by the tobacco industry (which remains the leading advertiser in the mass media in the U.S.). This commercial was turned down by all radio stations undoubtedly because it included a reference to non-tobacco subsidiary advertisers of the tobacco industry such as Saks Fifth Avenue (British American Tobacco), and General Foods (Philip Morris). One radio station that refused all DOC advertisements is WQXR which is owned by *The New York Times*. Saks Fifth Avenue is a leading advertiser in *The Times*. (DOC supporters will recall DOC's \$3,000 advertisement in *The Times* in 1985, created by George Gitlitz, MD, which challenged *The Times* to state publicly why it continues to accept and actively solicit cigarette advertising. The DOC ad was toned down by *The Times* as a condition of acceptance.)

The most recent DOC advertisement—again turned down by most radio stations including the Mutual Network—featured former New York Policemen's Benevolent Association president Ken McFeeley, who is dying of lung cancer, accusing R.J. Reynolds and its president of lying by taking out advertisements saying there is no proof that smoking causes disease.

Pro-Health Policy

"Drop your cigarette, soldier, and that's an order!"

In one of the toughest such directives ever promulgated by the military, on July 7, 1986, the Army adopted a new policy to discourage smoking. The new rules ban smoking in all government buildings, offices, aircraft and vehicles with the exception of a few designated areas. The policy will affect about 781,000 military personnel and 450,000 civilian employees.

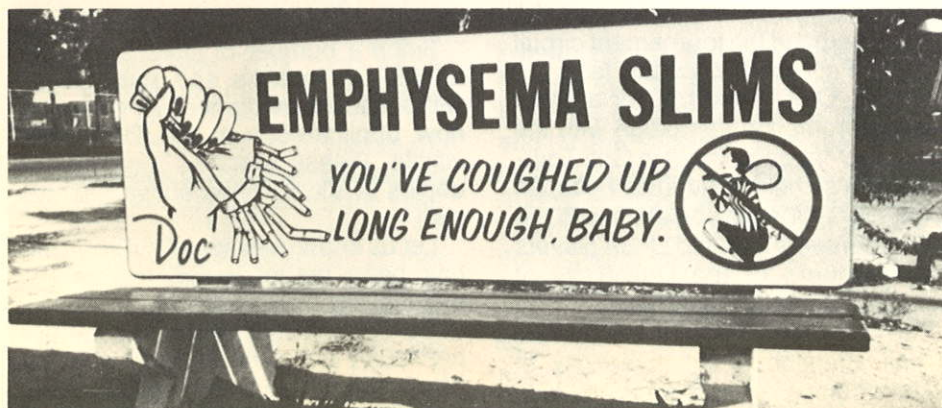
The overall health promotion campaign will include programs in smoking cessation, physical fitness, alcohol and drug abuse prevention, nutrition and stress management, and require that military personnel be reminded of the dangers of smoking during every physical and dental exam. In addition, Army and Air Force Exchange Service managers have recently been requested to remove all tobacco products sold in vending machines and in food and retail outlets within military hospitals and clinics.

Some of the groundwork which led to the establishment of such a comprehensive policy began in 1979 by several DOC members via the Uniformed Services DOC chapter. Greg Blake, MD, conducted one of the first studies which demonstrated that smoking interfered with combat readiness. Gary Matteson, MD, led one of the first petition drives to get cigarettes out of military hospitals.

Congressional reaction to the Pentagon's new policy is divided. A group of senators say still too little is being done and want tobacco prices increased in military commissaries. A larger group of 30 congressmen is complaining the Pentagon has already gone too far with its anti-tobacco policy and have drafted a letter to Secretary Weinberger attacking the policy.

Amidst this controversy the Pentagon is standing firm, and in August the Navy announced it will soon be instituting a similar anti-smoking policy. The new instructions apply to all Navy and Marine personnel and civilian employees. A spokesman for the Air Force has said that the policy is not expected to be adopted in that branch of the service; however, present smoking guidelines will be enforced and programs to educate servicemen on the harms of smoking will be implemented.

Don't let the tobacco interests reverse this important initiative! Write Secretary Weinberger in support of this policy and to call for removal of cigarettes from post exchanges and commissaries (Secretary of Defense Caspar Weinberger, Department of Defense, The Pentagon, Washington, DC 20301).



For only \$250 you can personally sponsor a bus bench like the one above for one year. The counteradvertising messages can spoof your favorite unhealthy product or you can leave the message to the creative minds of the children we encounter. In either case, we'll forward a color picture, suitable for framing, of your bench.

Members on the Move

DOC founder Alan Blum, MD, will be moving from Manhasset, New York to Houston, Texas this fall to assume the position of Director of Health Promotion in the Department of Family Medicine at Baylor College of Medicine. Dr. Blum said he is looking forward to working with the department Chairman, Robert Rakel, MD, author of *The Textbook of Family Practice* and a leader in family medicine education. Dr. Rakel has encouraged the establishment of a DOC chapter at Baylor.

Among the nearly 50 persons who wrote to the Medical Society of New York upon Dr. Blum's departure as editor of the *New York State Journal of Medicine* was U.S. Surgeon General C. Everett Koop, who said, "Alan Blum has made the *New York State Journal*, through its two special issues on smoking, a journal of national and international significance. I probably am as deeply involved in the smoking issue here and abroad as anyone, and I can attest to the fact that whether in foreign ministries of health, or talking with private sector activists, Alan Blum has put the *New York State Journal* on the map and has given it credibility far above most such journals."

DOC's national coordinator, Tom Houston, MD, recently left his position as Assistant Director of Family Practice at Floyd Medical Center in Rome, Georgia, to accept a position as Director of the Family Practice Residency program at Wesley Medical Center in Wichita, part of the University of Kansas. During the past year Dr. Houston has been traveling around the country presenting DOC to various groups and has taken an active interest in the Federal Trade Commission's lawsuit against the R.J. Reynolds Company. After he is settled in his new position, Dr. Houston plans to establish a DOC chapter within the residency program at Wesley.

DOC board member Chris Shank, MD, left his post as Associate Director and Director of Research at the Cedar Rapids Family Practice Residency Program this summer to accept the position as Director of the Fairview General Hospital Family Practice Residency program in Cleveland, Ohio. Dr. Shank was faculty advisor for DOC in Cedar Rapids, one of the model DOC chapters for several years, and hopes to replicate the program at Fairview in coordination with the Department of Family Medicine at Case Western

Reserve University.

After completing his residency program at the University of Arkansas Medical Sciences campus in Little Rock, DOC Board member Brian Friedman, MD, and his wife Genie, a psychotherapist, recently moved to Fremont, California where he has entered private practice with the Center Medical Group. Dr. Friedman founded the Little Rock chapter of DOC in 1984, and since that time had encountered a great deal of opposition from university faculty and politicians in his campaign for non-smokers rights. Dr. Friedman finds the climate for change much more favorable in California. Since their arrival he and his wife have been busy distributing copies of an ordinance recently passed in the area which restricts smoking in all government and public businesses. He says that passing the ordinance was only the first step, now people must be made aware of the law and make changes to comply with it. Dr. Friedman has already presented several DOC talks and plans to establish a DOC chapter in the Bay area.

Winning Their Game

DOC "took a swing" at two major cigarette companies last spring, first on the tennis court and then on the golf course. In March, the Second Annual Emphysema Slims Pro-Celebrity Tennis Tournament was held in Augusta, Georgia. Among the participants were Atlanta Falcons' running back Gerald Riggs and professional tennis champion Bob Lutz. The program featured presentations by former Surgeon General Jesse L. Steinfeld, MD, Congressman Doug Barnard, Jr., DOC President Rick Richards, MD, Augusta's mayor and members of MCG-DOC. The Worst Athlete Role Model Award (WARM Award) was again presented to Martina Navratilova for her support of that other Slims tournament. Plans are in the works to expand the tournament circuit to Santa Fe, New Mexico this fall.

In May, DOC "teed up" for another counter promotion campaign with the first Disad-Vantage Pro-Am Golf Tournament, also held in Augusta because of the city's close association with the sport. This event featured LPGA players and members of the University of Georgia's Women's Golf Team.

The fund-raising events were meant to call attention to the hypocrisy of tobacco companies sponsoring sporting events especially Phillip Morris' and RJR/ Nabisco's involvement in tennis, and RJR/ Nabisco's underwriting of professional golf.

Both events were planned and coordinated by student and resident members of MCG-DOC. Organizing the tennis tournament were Adam Goldstein, Claude Su, Linda Lentz and Susan Williams; working with the golf tournament were Earl Berman, Misty Wray and Bill Bostock, D.O.

Study by STAT/DOC

Stop Teenage Addiction to Tobacco (STAT) is the name of a California-based organization whose purpose is to raise public awareness of the problem of tobacco use and dependency among young people, and was founded by Joe Tye in 1985 as a result of his interactions with Alan Blum, MD, DOC founder. Bound by a common concern, DOC and STAT have organized a national study to determine if state laws governing minors' access to tobacco products are enforced.

The research project will involve teams of one adult and one minor, age 14-17, who will go to at least ten stores where the teenager will attempt to purchase tobacco products. The information gathered will provide important insight into where young people obtain tobacco, and aid in developing initiatives to prevent these illegal sales. Volunteers from every state are needed. If you are interested in participating please write to DOC.

Cooperation Needed

More and more we are reading of other groups and organizations that are adopting the concepts of DOC and employing the "imagery" and counter-advertising techniques which DOC pioneered in 1976. There is a need, therefore, to compile a complete archive of DOC materials. Please send a summary of all publications, slides, and radio and television transcripts pertaining to issues concerning DOC which you or your group have done since 1979 to: DOC, HH-101, Medical College of Georgia, Augusta, GA 30912.

Since a number of DOC slides are turning up in talks and publications without acknowledgment, all slides are now duplicated with the DOC logo visible. Please send all requests for copies of slides to the above address also.

Let us know what your DOC chapter has been up to! Within the past 2 months, we have heard from nearly a dozen chapters about activities previously unknown to national DOC. That's great, and now that we will be publishing a regular newsletter please help us by documenting your activities and sending them to DOC so we can share them with others.

Upcoming Events

DOC will hold a national meeting in Washington, D.C. on Saturday, September 27, in the Caucus Room of the Washington Hilton. Officers, board members and chapter coordinators will meet from 9:00 A.M. until 12:00 Noon. A meeting for all members and other interested persons will be held from 1:00 P.M. until 5:00 P.M.

A workshop entitled "The Family Physician as Health Promotion Specialist" will be presented on Wed., Oct. 1, at 8:00 A.M. by DOC members at the annual convention of the American Academy of Family Physicians (Sept. 29-Oct. 2, 1986) in Washington, D.C. In addition, DOC will host an exhibit on the main floor. All DOC members planning to attend are encouraged to assist with the exhibit. (Contact Tom Houston, MD, 3243 E. Murdock, Ste. 303, Wichita, KS 67200.)

DOC members Bob Jaffe, MD, and Michael Lippman, MD will serve on a panel on Sept. 29 at the American Public Health Association National Conference in Las Vegas which will discuss the corporate causes of ill health. Their topic will be tobacco and the prospect of dismantling the industry completely. Other speakers will discuss the effects of the alcohol, food, drug, and chemical industries.

DOC founder Alan Blum, MD, will speak at the First Governor's Conference on the Prevention of Cancer in Albany, NY on September 12. He will lecture on health promotion and the DOC program during September at the University of Miami School of Medicine and the University of Tennessee Health Sciences Center. His other talks this fall include featured presentations at Long Island Jewish Hospital, a Vermont Health Department conference on smoking, the University of Michigan School of Public Health, the Lancaster, Pennsylvania division of the American Heart Association, the New Mexico Health Net, a conference on "Current Controversies in Lung Cancer" at Our Lady of Lourdes Hospital in Binghamton, New York, and Sutter Community Hospitals, Sacramento California.

On November 7, Dr. Blum will receive the Senator Edward J. Speno Award as New York's "Health Educator of the Year" from the New York Federation of Professional Health Educators at their annual conference. The award is given to a person "whose advocacy for the advancement of health education has been significant and continuing." In announcing the award, the Federation's Anthony J. DiBenedetto saluted Dr. Blum "as a tower of strength, commitment and dedication to the cause of preventing the affliction rather than waiting to treat the afflicted."

National Effort Against Drug Abuse

In the past year, Alan Blum, MD, DOC founder, has been a keynote speaker at several national and state meetings on teenage drug abuse. Since 1977 when Dr. Blum was first invited to address the annual Southeast Drug Abuse Conference (now known as PRIDE [Parent Resources Institute on Drug Education]), he has visited numerous communities to emphasize that the alcohol and tobacco pushers are the neglected cornerstone of drug abuse. Between 1978 and 1982 he wrote a monthly column on tobacco and alcohol for the *United States Journal on Drug and Alcohol Dependence*. Through meetings of various agencies dealing with drug abuse, various DOC members have expanded their network, and DOC has helped national efforts against cocaine, marijuana and other drugs.

Among the resources DOC has tapped into are the National Institute on Drug Abuse (NIDA [with special thanks to Tom Adams, Alan Cohen, Tom Collins, MaryAnn DeMarco and Paul Ducommun]); the Alaska Council on the Prevention of Alcohol and Drug Abuse (with special help from Kathy Weltzen); the National Federation of Parents for Drug-Free Youth (with thanks to Anne Meyer); Youth-to-Youth (a national drug-free youth organization headed by Carol Radtke in Columbus, Ohio); and Mark Worden, a major contributor to the literature on drug abuse whose "popular versus unpopular prevention" theme has been a part of Dr. Blum's presentations. This year Dr. Blum was a keynote speaker at a day-long symposium on drug abuse at Longwood (New York) High School in April, a statewide conference in California, "Prevention '86" in April (where he debated spokesmen from the entertainment industry on the portrayal of drug usage on television and in the movies), and the annual national meeting of Youth-to-Youth in August. In 1985, he received the annual award for efforts against drug abuse by the Missouri Federation of Parents for Drug-Free Youth. Last November, Dr. Blum was invited to Grand Island, Nebraska, where he gave 8 talks in two days on drug abuse prevention to junior and senior high school students, parents groups, ministers, and the local medical society. The visit was sponsored by Grand Island PRIDE.

One of the themes Dr. Blum has

brought out in his talks is the unfortunate politicalization and commercialization of the field of drug abuse, thus while political leaders and government officials have railed against illicit drugs, they have been virtually silent on what NIDA has called our leading drug abuse problem: cigarettes. The White House, the National Federation of State Boards of Education, and other major agencies have even been duped by the Tobacco Institute into endorsing the Tobacco Institute sponsored "educational" booklet, *Helping Youth Decide* (see Coulson, WR. *Helping Youth Decide*: "When the fox preaches, beware the geese" *New York State Journal of Medicine*, July 1985, p. 357). What's more U.S. Tobacco, makers of Skoal, Copenhagen and Zig Zag rolling papers, donated \$100,000 to Mrs. Reagan's youth anti-drug program and in return had one of their representatives placed on its board, virtually assuring that tobacco will not be among the drugs targeted as abused by young people.

DOC and the FTC

When R. J. Reynolds began its editorial-style ads in January 1984, DOC took an active stand in challenging the campaign, with protests to the Federal Trade Commission beginning in February of that year. The first ad claimed that "scientific evidence" existed to prove a "controversy" about the health implications of smoking.

RJR followed with ads which variously claimed that "we don't advertise to children," told smokers their second-hand smoke wasn't harmful and urged "common courtesy" as the proper method to defuse workplace smoking friction, claimed that the MR FIT study showed no correlation between smoking and heart disease, and that medicine's views were mere "opinion." DOC, and other groups, petitioned the FTC concerning these ads both individually and collectively. Following many letters and phone calls, FTC finally came out with an indictment of the campaign, using the MR FIT ad as the focal point, charging RJR with "deceptive" advertising.

An administrative law judge has since ruled that Reynolds acted within their First Amendment boundaries. Appeals are pending. Please write to the FTC in support of their appeal. (Address your comments to: Judith Wilkenfeld, Federal Trade Commission, 6th and Pennsylvania Avenue, NW, Washington, DC 20580.)

Tobacco Ad Ban (cont. from pg. 1)

number of people who smoke. What we intended to make people aware of was the enormous complacency that was being bought off by a company that contributed to a rising toll of lung cancer, heart disease, and other lethal ailments."

"The purpose of the sponsorship . . . is to buy good will. What was interesting about the art exhibition was that the invitations to private showings were sent on 7-Up stationery."

"I don't think most people are aware that Philip Morris is a conglomerate and owns all of the various companies. I think most people don't make the connection when they receive a 7-Up stationery that this is also a cigarette maker."

"When the New York Archdiocese was asked about this, they said, 'This was not Philip Morris, the cigarette company. This was Philip Morris, International. That is what we were led to believe.'"

"The industry can be anything it wants to be at any time. It can be a sponsor of the arts. It can be a patron of music or sports or what have you, but it is not identifying itself as the leading maker of cigarettes in this country."

Dr. Blum also pointed out an example of the advertising clout of the tobacco industry which he called "the most frightening of all." Health supplements prepared by the American Heart Association and the American Academy of Physicians were to be placed in *Reader's Digest*. The magazine has never published cigarette advertising but has been very reluctant to publish these supplements apparently because R. J. Reynolds and Philip Morris own Nabisco, General Foods, and other food companies: a major source of advertising revenue for the *Digest*.

After the hearing was concluded,

Congressman Waxman personally complemented Dr. Blum on his testimony.

ACT-DOC in Action (cont. from pg. 1)

of tobacco and the tactics of the tobacco and advertising industries in the classroom and at several health fairs. Led by ACT-DOC, effective this fall, the DeKalb County School Board has banned the use of tobacco of any kind in all DeKalb schools.

To further the campaign against tobacco use among teenagers, an anonymous donor has provided \$1,250 to sponsor an ACT-DOC scholarship competition open to 9th, 10th, and 11th graders in Atlanta public schools. Participants will enter an essay, science project, educational experiment, creative artwork, or a dramatic presentation which discourages the use of tobacco.

Since celebrating its first birthday, ACT-DOC has continued with their efforts this summer. On June 9, ACT-DOC co-sponsored a talk on "Tobacco and Health" by former Surgeon General Jesse Steinfeld, MD. Dr. Steinfeld related his personal experiences during the early 1970's in the war against tobacco to members of the Medical Association of Atlanta.

ACT-DOC has also helped win some legislative victories. After hearing testimony from members of GASP (Georgians Against Smoking Pollution), ACT-DOC, and the American Cancer Society, in July the Atlanta city council approved an ordinance outlawing the distribution of free cigarette samples. The council was convinced that the samples provided minors with an easy access to tobacco and might encourage young people to start smoking. (A copy of this ordinance may be obtained from DOC for implementation in your city.)

Most recently, ACT-DOC started "Smokers Anonymous" with free membership open to all smokers and ex-smokers. The group gathers once a week to voice their feelings or accomplishments encountered in their effort to "kick the habit". According to David Kahn the program is unique to Atlanta and is already a great success.

In just a little more than a year, ACT-DOC has set a standard for other chapters and proved once again how much can be accomplished when concerned individuals unite and speak out.

SLIDE SHOWS

The following slide show presentations are now available to DOC members.

1. Overview of DOC (\$250)

Summarizes the reason DOC uses an image-based approach to health promotion and gives a number of examples of DOC's counter-ads, often described as "the DOC talk."

2. Tobacco (\$80) or 3. Alcohol and Other Drugs (\$80) Cover a little "knowledge", but mainly emphasizes how manufacturers and advertisers use imagery to encourage consumption and use. The role of advertising in television, magazines and movies is explored.

4. Nutrition (\$80)

Some basic information with emphasis on identifying poor eating habits and exploring how to improve them.

5. Family Dynamics (\$80)

Basic sexual anatomy and physiology are discussed, as well as an overview of sexually transmitted diseases and contraception. Emphasis is placed on decision-making skills and personal responsibility for one's behavior.

If you are interested in obtaining one of these presentations please contact DOC.

Please send me:

- ☐ Out of Order @ .05 ea (Sticker)
- ☐ Smoking eats @ .25 ea (Sticker)
- ☐ b.b.buckle up! @ 1.00 ea (Bumper Sticker)
- ☐ Slim and Smokeless @ 5.00 ea (Poster)
- ☐ Things Go Up in Smoke @ 5.00 ea (Poster)

- ☐ Smoke for Smell @ 5.00 ea (Poster)
- ☐ Emphysema Slims @ 5.00 ea (Poster)
- ☐ Superhealth 2000 @ 10.00 ea (T-shirt)
- ☐ Smoke buster @ 10.00 ea (T-shirt)
- ☐ I'd like to sponsor a bench! \$250.00

☐ Doc and Superhealth 2000 sound like great ideas. I'd like to be a part of this organization. Here's my tax-deductible membership contribution of: ☐ \$10 (students); ☐ \$25 (physicians in training and non-physicians); ☐ \$50 (physicians); ☐ \$500 (institutional). Please place me on your mailing list and tell me how I can get involved.

☐ I'd like information about starting a local DOC Chapter.

☐ I want to support your counter advertising pro-health efforts to combat "killer products" pushed by Madison Avenue. Enclosed is my additional contribution.

Membership fee:

Pro Health products: _____

Additional Contributions: _____

TOTAL: _____

Name _____	Phone () _____	Bus. Phone () _____
Street _____	City _____	State _____ Zip _____
Occupation: _____	if MD/DO, Specialty: _____	Area of Interest: _____

DOC is qualified under the Internal Revenue Service as a 501 C-3 organization, which enables all donations to be tax-deductible.

Chapter Activities

Georgia

Victor Strechor, PhD, gave three presentations on smoking cessation techniques at the Medical College of Georgia sponsored by MCG-DOC. He explained how to counsel patients on smoking cessation within a short time period to a group of more than 100 medical students and a Medicine Grand Rounds, and conducted an evening workshop open to all health professionals.

The Women's Medical Auxiliary of the Richmond County Medical Society, a division of the Medical Association of Georgia, recently became involved using DOC as their community service project. MCG-DOC trained more than 25 speakers who then talked about tobacco with more than 7,000 public school students over a one-month period. The project received first prize at the Medical Association of Georgia's annual meeting in Atlanta. The Auxiliary is considering making the program a statewide project next year.

In addition to sponsoring the Emphysema Slims Tennis Tournament and the Disad-Vantage Golf Tournament, the MCG-DOC "Superhealth 2000" speakers bureau of medical students and residents gave 25 talks to over 2,000 students in its first six months of operation.

South Carolina

At a meeting of the Statewide Family Practice Residents Association in Columbia, members decided to rejuvenate DOC in South Carolina Family Practice Centers. William Katibah, MD, SCFPRA president, says the first step will be to circulate a video training tape among the residents on how to present DOC to students. Residents statewide are enthusiastic about new plans for the fall.

After hearing Tom Houston, MD, national DOC coordinator speak at its annual meeting, the South Carolina Medical Association Auxiliary chose DOC as its statewide project for '86-'87 and will be coordinating its activities with Dr. Katibah.

The Greenville, SC chapter of DOC was already in full swing during the '85-'86 school year. Eighteen residents spoke to almost six thousand students in 15 area schools on topics of Smoking, Health and Wellness, Growth and Development, and Teenage Pregnancy.

Washington

Wash-DOC sponsored a presentation by BUGA UP (Billboard-Utilising Graffitiists Against Unhealthy Promotions) activist

Arthur Chesterfield-Evans, MD, at Seattle Pacific University in July. Dr. Chesterfield-Evans talked about the history of BUGA UP in Australia and shared some of his tactics. He called for a tighter worldwide network of pro-health activists and encouraged everyone to attend the International Conference on Smoking or Health meeting in November of next year in Japan. For more information on BUGA UP write to Box 80, Strawberry Hill, N.S.W. 2012, Australia.

The charges against Wash-DOC vice president Michael Lippman, MD, of refacing a billboard last December were dropped "without prejudice" when he requested a jury trial, but interestingly enough Dr. Lippman was warned that if he was ever caught again he would be prosecuted in federal court. Following the incident, local citizens sent in more than \$600 to Dr. Lippman in an unsolicited show of support.

Wash-DOC is currently working on a series of public service announcements with a team of Hollywood experts. The announcements are directed at teenagers and feature special effects, the first using a "smoke monster" coming out of a cigarette.

Dr. Jaffe spoke at the National Rural Health Conference in San Diego in May. His discussion on the media's influence on health behavior and the work DOC is doing was very well received.

Illinois

The Illinois House of Representatives narrowly defeated the Illinois Clean Indoor Air Act for the second time in as many years. The bill has been the main focus of Illinois DOC President Luke Burchard, MD, and the Illinois Interagency Council on Smoking and Disease. According to Dr. Burchard a major stumbling block in getting the act passed is the state Chamber of Commerce's objection to a requirement that all restaurants have a no-smoking section. The act also calls for no-smoking areas in all government buildings and private businesses.

Beginning this fall, the University of Illinois School of Medicine will be inserting some of the DOC program into the second year medical curriculum. The university is a national leader in health promotion and Dr. Burchard, who will be giving a series of lectures in October, says it is the perfect place for DOC. He hopes to see a continued move away from teaching medical students just how to treat a disease and more emphasis on training them to be health care specialists.

In cooperation with an interagency of local health organizations, DOC will

present an anti-smoking rally at the Rockford, Illinois civic center on October 20 for more than 2,500 fifth and sixth graders. The event will feature sports personalities, cartoons and a presentation by Dr. Burchard.

Delaware

Del-DOC president, Mark A. Glassner, MD, is promoting an exciting anti-smoking curriculum after successful implementation in several Delaware public schools last year. The educational package consists of five sessions: the first four are conducted by the teacher, the fifth session is conducted by a DOC member. Activities include interviewing a smoker, collecting printed cigarette advertisements, conducting a smoking machine experiment, classroom discussions, viewing the film "Death in the West", and a slide presentation and Q&A's by DOC, followed by a poster contest.

The curriculum was introduced in four New Castle County, Delaware schools this past school year. The winning poster was erected on seven billboards on June 25, including directly above a cigarette advertisement. The event drew widespread media attention, so much so that the Delaware Chapter of the American Cancer Society has invited DOC to co-sponsor the Great American Smoke-Out which will include this year's DOC poster contest.

A clean air bill missed passage in the state Senate by one vote during the last session, but DOC and other members of the Delaware Coalition on Smoking or Health are busy working to see that the legislation is introduced again and passed.

Dr. Glassner spent a day dressed as Peppy the Penguin and stamped out cigarettes as part of a local health fair sponsored by the A.I. duPont Institute. The Del-DOC display, which also included a smoking machine, posters, and brochures on health, took the prize for "best booth".



Del-DOC president Mark A. Glassner, M.D., dressed as Peppy the Penguin for a local health fair.

Research

Several DOC members have recently completed research projects which focus on health promotion issues and examine the effectiveness of DOC techniques.

Beth Goldstein, MD, at the Medical College of Georgia completed a survey of recent graduates from two family medicine training programs in Iowa who had participated in the DOC program. This study showed a marked improvement in their effectiveness with tobacco-use intervention than has been reported in previous literature. This indicates a positive effect from health promotion and education efforts in family medicine training programs.

Adam Goldstein, also at the Medical College of Georgia, is currently analyzing the data from a survey of hospital nurses about their role as patient counselors for smoking cessation. Nurses are routinely used to counsel patients about their diabetes, drug compliance, etc., but it appears that smoking counseling is not commonly viewed as one of their responsibilities. In contrast to other groups of health professionals, nurses do not differ from the general public on their rates of tobacco usage.

Two letters to the editor of the *Journal of the American Medical Association* from Earl Berman, et. al., at the Medical College of Georgia present data collected in recent DOC research. This includes

some of the first validated data on the use of smokeless tobacco by teenagers and one of the first large surveys of hospital smoking policies.

Joseph DiFranza, MD, from Fitchburg, MA presented data at the annual meeting of the Society of Teachers of Family Medicine on the effectiveness of the Fitchburg DOC school health program. This is the best data to date on the success of a typical DOC school program and indicates how short interventions can produce important results in behavior changes.

Chris Shank, MD, and Geoffrey Miller, MD, reported the results of a study of in-the-office patient education in the February issue of the *Journal of Family Practice*. This study supported the effectiveness of nurses as patient educators in the office setting.

Rick Richards, MD, and Paul Fischer, MD, published a letter in the *New England Journal of Medicine* on September 4 that raised the issue of tobacco funding for medical research. This followed a review in that journal on atherosclerosis which ignored the role of smoking in that disease. The review's author listed R. J. Reynolds as a source of his funding.

"Strategies to Reduce Cigarette Sales," a commentary by Alan Blum, MD, was featured in the February 28 issue of *JAMA*, which was devoted entirely to smoking. The July 1985 issue of the *New*

York State Journal of Medicine "The World Cigarette Pandemic — Part II," edited by Dr. Blum, was the lead citation in the American Medical Association's legal position paper supporting a ban on cigarette advertising. The issue also inspired the editor of the tobacco industry's *Tobacco Reporter* to write, "No aspect of any activity in which a tobacco company may play any part has been overlooked . . . They (Dr. Blum and the anti-smoking movement) are engaged in serious battle, and we can't let the sheer repetition of the now ordinary daily news stories about their campaigns dull our perception of their intentions. If the industry doesn't fight back, they will win by default."

Dr. Blum's article in *The Washington Post* in June documenting the ways in which the tobacco industry is targeting its advertising and promotions at Blacks and blue collar workers (while giving money to social organizations of these groups) was reprinted on the editorial pages of dozens of newspapers across the country and led to an interview with Dr. Blum on the "CBS Morning News". The article was praised by the head of the national Hispanic organization COSSMHO, among others. Dr. Blum's article supporting a ban on tobacco advertising appeared on the editorial pages of *The Miami Herald* and other Knight-Ridder newspapers in July.

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PUBLICATIONS TO SEND FOR

- Ad Expo-A Self Defense Course for Children* and the BUGA UP Autumn Catalogue. Send a \$5 or more donation plus postage (for 10 oz.) to B.U.G.A. U.P., Box 78, Wentworth Bldg., University of Sidney, NSW 2006 Australia.
- The Lung Goodbye-A Manual of Tactics for Counteracting the Tobacco Industry in the 1980's* by Simon Chapman. Send a \$5 or more donation plus postage for 10 oz. to Australian Consumers Association, 28 Queen Street, Chippendale, NSW 2008 Australia.
- Booze Merchants*, Jacobsen M, Hacker G. Cost \$5. Published by the Center for Sciences in the Public Interest. Consumer Group, 1501 16th St. N.W., Washington, DC 20036.

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