

Doc News and Views



DOC's efforts at counter-advertising the tobacco and alcohol industries' targeting of minorities goes back to its founding in 1977 in Miami, Florida.

Counter-Advertising to Minority Groups

by Alan Blum, MD

EDITORS NOTE: On March 31, DOC Founder Alan Blum, MD, was one of four invited speakers to appear before a meeting of the Surgeon General's Inter-Agency Council on Smoking. The overall topic was "Smoking and Minorities." Dr. Blum's assignment was to discuss the targeting of minority groups by tobacco advertisers. The following is an excerpt of the conclusions Dr. Blum drew for the committee.)

Measures must be taken in planning strategies for preventing and ending the use of tobacco in minority communities. First and foremost, there must be additional research—but only part of which should be directed toward the study of health habits, diseases, hospital costs, or even attitudes toward smoking. Rather, taking a lead from tobacco companies and other purveyors of unhealthy products who have sought to overcome the burden of scientific research concerning smoking and other killer habits, there needs to be far greater *consumer* research in the health community—that is, surveys and in-store observation of *buying* habits in lieu of telephone surveys of

health habits (which are limited in minority communities due to language difficulties, fears regarding immigration, and fewer telephones); face to face, door to door, surveys must be undertaken.

Even before conducting such studies, all surveyors and ultimately all health care professionals must learn more about the basic history and customs of minority communities and must be sensitive both to ethnic heritage as well as to the aspirations of minority groups. It is imperative to recognize that minority communities are no more homogeneous than the rest of American society.

In this light, one can learn a great deal by studying the techniques of the tobacco industry. In contrast to medical and health organizations, tobacco companies are highly visible sponsors of occasions commemorating special annual events in minority communities. At the root of this has been the failure or unwillingness of health organiza-

(cont. on pg. 6)

A Favorable Ruling by the FDA

By John Slade, MD

EDITOR'S NOTE: Last July, Doc member John Slade, MD, a rheumatologist at St. Peter's Hospital, New Brunswick, NJ, and vice-president of New Jersey GASP (Group Against Smoking Pollution) started a campaign to regulate a product called FAVOR, manufactured by Advanced Tobacco Products, Inc., of San Antonio, TX.)

Advertised in *The Wall Street Journal* and other publications in the Southwest and California as a smokeless or "smoke-free" cigarette, FAVOR is a hollow plastic tube with a nicotine and aromatic-soaked foam plug at one end. It supposedly delivers nicotine by inhalation without the need to light up. FAVOR is specifically designed to help people who smoke avoid having to abstain when they are in places where they cannot smoke. Thus, it undermines a key advantage of clean air rules: smokers get practice not smoking. A useful metaphor is the heroin addict who substitutes methadone when the drug of choice is not available.

The Food and Drug Administration (FDA) was undecided about how to treat FAVOR, which comes in several varieties such as "Regular," "Menthol," and "Lights." It has never regulated tobacco (in fact, it has explicitly refused to do so), and it had never before ruled on nicotine. (Nicotine gum came to the FDA because the manufacturer voluntarily submitted a New Drug Application.) The manufacturer of FAVOR contended that its product was a tobacco product since its nicotine was derived from tobacco and health claims were made for the product. About two years ago, the agency had waffled on another nicotine product until the dilemma went away because the product failed in the marketplace.

In addition to writing a letter to the FDA and talking repeatedly with several staffers, I encouraged the New Jersey State Department of Health to review the matter and brought the problem to the attention of the Medical

(cont. on pg. 6)

...from TH: Is a Tobacco Ad Ban Feasible?

As DOC celebrates ten years of pro-health activities, it may be useful to examine the recent call for a ban on cigarette ads in light of DOC's position advocating counter-advertising to attack the tobacco pandemic. DOC has long held that "peer pressure" is a commodity crafted and shaped, bought and sold by the tobacco industry and its Madison Avenue skills. As an antecedent to smoking among youth, advertising has promised sexual prowess, glamour, success and the zest of athletics to its users. Social acceptance of the habit by women, once nearly taboo, has grown rapidly since World War II, with the resultant epidemic in lung cancer and other attendant illnesses previously thought to be confined to men.

Researchers (including DOC members) have only recently begun to link children's smoking habits and brand-image advertising. It comes as no surprise that fashion-conscious kids respond to the themes of the country's most heavily advertised product line. It seems intuitively true, then, that an ad ban on tobacco and its myriad promotions should work and should be supported. It may not be quite so simple as it appears, however.

DOC News and Views is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals that is 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 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 improving the health of 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 counter-advertising aimed at reducing lethal lifestyles.

For further information write to:

DOC

HH-101

**Medical College of Georgia
Augusta, GA 30912**

Alan Blum, MD, *Founder and Chairman*

Rick Richards, M.D., *President*

Tom Houston, M.D., *National
Coordinator*

Karen Shipp, *Editor*

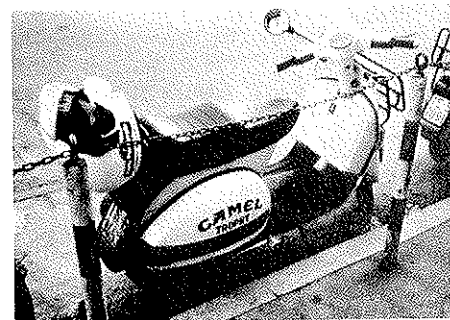
DOC Office - (404) 828-2269

Initiation of broadcast and print ad bans abroad have enjoyed decidedly mixed results for various reasons, ranging from the scope of the ban, the ingenuity of the advertisers, the deceptive practices of the tobacco companies and the educational campaign (or lack of such) which was instituted. In countries where bans are partial, the industry merely shifts tobacco promotion efforts. The United States experience showed that a relatively modest TV ad budget was quadrupled over 5-7 years and funneled into print/outdoor ads and a variety of promotions ranging from fashion shows to golf and tennis events. As might be expected, consumption drops were usually temporary.

Innovative campaigning has been used to subvert several ad bans, with matchbooks taking the place of cigarette packs on billboards, with identical poses and slogans. Fashion bearing the name of a prominent brand is another favorite tactic as is name brand display anywhere there is a video camera. How much free airtime did Marlboro enjoy during the World Series? Or in "Superman II"?

Some total ad bans, such as those in Bulgaria and Italy, have not reduced consumption greatly, if at all. In many cases the tobacco companies openly violate the ban and gladly pay the "slap on the wrist" fine--if charged at all. It is rarely mentioned, though, that even where enforced these plans failed to include educational or counter-advertising programs to offset years of deceptive imagery. A plan in Greece, however, included both an ad ban and pro-health messages. Consumption fell, as predicted, and stayed down until the educational half of the campaign was halted--then smoking rates rose again. The continuing presence of strong educational messages has made the Scandinavian ad bans work, on the other hand.

A comprehensive ad ban can supplement the messages provided by a good counter-advertising/educational plan. We saw the television counter-ads work wonders in the late 1960's and 1970's--even though most were PSA's which aired at odd hours, with minimal frequency compared with cigarette commercials. DOC has propos-



Italy currently has a ban on tobacco advertising but the legislation is poorly enforced as these photos of a motor scooter in Trieste and a bus in Rome attest.



ed the notion that purchased counter-ads, placed as strategically as the tobacco promos, could be exponentially more effective. And using our style of humor, ridicule, and debunking the deception of the "legal" drug pushers, we might really see a drop in smoking among young people.

Is an ad ban constitutional? The Supreme Court seems to have said "yes" twice: it upheld the alcohol ban in Mississippi and, most recently, allowed a ban on gambling ads in Puerto Rico to stand. In both cases, the public good was found to be more important than commercial "free speech."

Will an ad ban work? Possibly. A ban on cigarette advertising and promotions must be comprehensive in scope, must be accompanied by a vigorous educational/counter-ad campaign, and probably a hike in excise taxes on tobacco to pay for it all. It will take a multifaceted approach to achieve the Surgeon General's smokefree society by the year 2000. Overall, an ad ban is an idea we can support while we continue to educate the public and the medical establishment with the power of image-based health promotion.

Tom Houston, MD
National DOC Coordinator

APA Psyched Out by Tobacco Advertising

In 1978, in an address before the Louisiana Psychological Association entitled "The Great American Tobacco Ripoff and What Is Psychology Going to Do About It?" Harold H. Dawley, Jr., Ph.D., a clinical psychologist from New Orleans, spoke about the importance of the psychology profession's taking the lead in opposing tobacco advertising and promotion. "We have to recognize that smoking behavior is influenced to a great extent by environmental cues," said Dawley, "cues that we have tended to ignore and neglect. In terms of helping people stop smoking, there is no clearer public interest issue than the banning of cigarette advertising and promotion." In August 1986, Dr. Dawley made another speech with the same title as his Presidential Address before the Division of Psychologists in Public Service of the American Psychological Association (APA). Following is an excerpt of his presentation which Dr. Dawley submitted for consideration and action by DOC.

What has organized psychology done in the last eight years in the public interest area in regard to tobacco advertising? Despite an ever-increasing number of groups calling for an end to tobacco advertising and promotion, the APA has remained silent on this issue. Despite the fact that the APA is the most logical organization to offer testimony on the harmful effects of tobacco advertising, it has not testified at recent hearings on this subject in Congress. Despite the fact that an increasingly vocal segment of the APA is calling for a policy resolution opposing tobacco advertising, the Council of Representatives and the Board of Ethical and Social Responsibility voted against such a resolution during the 1986 convention.

Why has the APA done so little in this area? The irony of American psychology is that the APA has become stuck in the same muck that has entangled many other worthwhile organizations --the acceptance of money for promoting the use of tobacco. When the APA made the decision to purchase *Psychology Today*, regrettably, it also made the unwise decision of not cancelling tobacco advertising. The net result is that an official publication of the APA derives a large amount of its advertising income from encouraging people to smoke. Since its founding, virtually every issue of *Psychology Today* has included at least one article on lifestyle improvement. In stark contrast to the countless feature articles on how to lose weight, control stress, or improve fitness in general, there has been minimal coverage of the problem of smoking.

While the American Medical Association and other professional organizations have begun to speak out against tobacco advertising in the past two years, the APA remains silent. Despite the clamoring of hundreds of its own members and officers for the APA to stop advertising cigarette smoking, every issue of *Psychology Today* carries

full page ads designed to negate the health hazards of smoking, to encourage people to smoke, and doubtless to benefit from a seeming endorsement by the APA.

From a strictly business viewpoint, keeping the tobacco advertisement in *Psychology Today* makes sense. It could cost the APA a great deal of money if these ads were removed. However, while the tobacco industry focuses on making money, American psychology must focus on its responsibility to enhance public health. The failure of the APA to not only not speak out against tobacco advertising but to actually include tobacco advertisements in one of its official publications represents a forfeiture of any claim to leadership in the area of health promotion as well as an abandonment of moral responsibility.

Until the APA stops publishing tobacco advertisements in one of its official publications, it will remain a part of the Great American Tobacco Ripoff.

Proposal for APA Condemnation of Tobacco Advertising

(submitted by Dr. Dawley)

At its meeting of May 1-3, 1986, the Board of Social and Ethical Responsibility for Psychology (BSERP) reviewed the Council new business item and made the following recommendation:

Although BSERP does not approve of the promotion of tobacco products, we do not recommend support of this resolution because of the conflict of interest it places on members of the Association. Weighing the benefits and costs of the resolution, BSERP believes the costs outweigh the benefits and that it is not practical to adopt the resolution at this time.

BSERP believes this is a very complex issue involving the nation's health, the freedom of expression and the right to advertise, and the Association's finances. Therefore, BSERP recommends appropriate groups (1) examine the Association's advertising policy with an eye

towards possible modification or revision; (2) consider creative ways of attracting different kinds of advertisers in APA publications; (3) engage in research on the effectiveness of warning labels; (4) approach the problem of smoking from a psychological rather than a public health perspective, developing means of modifying the attitudes and behaviors of the smoking public.

Response

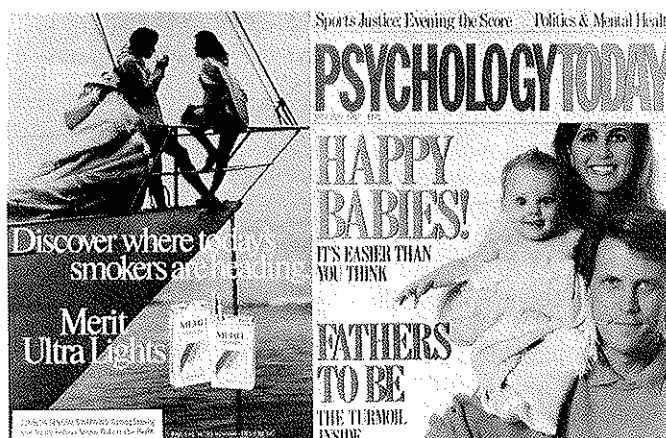
The following are excerpts from the letter Dr. Dawley received from Gregory A. Kimble, a consultant for *Psychology Today*, in response to his letter urging the magazine not to accept tobacco advertising.

"...The bottom-line consideration, of course, is financial. Tobacco ads produce upwards of \$1 million per year in revenue for the magazine. *Psychology Today* cannot survive without that income..."

"...Advertising revenue is still less than we need to break even, however. We have to consider different alternatives..."

"...The only obvious alternative source from which *Psychology Today* might obtain those needed funds is the membership of APA. It has been suggested that APA could eliminate tobacco ads from the magazine and raise the dues of members to cover the added deficit. In my judgment, this alternative would be extremely unpopular because the vast majority of APA members appear not to be very deeply concerned about these ads. A bit of recent history supports the validity of this argument. Several months back Dr. Anthony Reading wrote objecting to cigarette ads. In my answer I responded in part as I just have to you that these objections are less common in APA than one might think. This reaction provoked Dr. Reading into writing a letter that was published in the June number of the *Monitor*, urging people who cared about the issue to write to me and tell me of their concerns. So far APA's 85,000+ members have sent me fewer than 15 letters in response to this request. Probably the majority opinion in APA is, in fact, opposed to tobacco ads but according to one metric this feeling is less than 22 cents deep. Outside of APA, opinion is even weaker. Almost never do I receive letters complaining about tobacco ads from any of *Psychology Today*'s 5,000,000+ readers. Moreover, it is certain that some of our readers, in-


(cont. on pg. 4)



The January 1987 issue of *Psychology Today* contained cigarette ads interspersed between articles which dealt with the family. One, in particular deals with the heartbreak of children who have an alcoholic parent. Important yes, but what about the child abuse which is committed when a parent smokes?

Eckerd Drugs: "Fault!"

BASF presents



ECKERD

TENNIS OPEN

Compete for a chance to play in the Eckerd Tennis Open (A Virginia Slims Championship Series). See store for details.

by Rick Richards, MD

At first glance it seemed like a parody. The newspaper advertisement announced that Eckerd Drug Stores is offering a chance for its customers to play in the Virginia Slims Tennis Series. The advertisement also suggested that the reader visit their nearest store to find out how to win. And how might that be? A "scratch & win" game card with each bronchodilator prescription for all those who have faithfully used Virginia Slims? Or perhaps a blood pressure bingo game: 210/90 qualifies you for the *last match*? But the advertisement is dead serious. Eckerd Drug is now one of the sponsors on the Virginia Slims circuit.

Eckerd's endorsement of a tobacco company makes a mockery of another of its campaigns, "Teach Your Children Well", an anti-drug abuse program designed to help parents talk with their children about drug experimentation and use. A spokesman for PRIDE (Parent's Resource Institute on Drug Education) which is helping to coordinate the effort is quoted in *American Pharmacy* as saying the reason Eckerd's program is important is because it helps parents teach teenagers "to contend with external pressure and advice systems that entice kids to try them (illegal drugs)." What greater enticement is there for a teenager to try tobacco (which, incidentally, is an "illegal drug" for minors in most states) than to see their favorite rich and famous sports figure with a cigarette dangling from his or her lip in an attempt to look sexy or macho? Through sponsorship of events like the Virginia Slims Tennis Tournament, Eckerd is supporting the very "advice system" which it claims it is fighting against. Ironically, although tobacco is the leading preventable cause of death and disease in this country, 25% of tobacco products are purchased in pharmacies. (Eight percent of all drug store profits come from tobacco; and tobacco ranks fourth among all products sold in pharmacies and other pharmacy chains such as Walgreens and Peoples [which is owned by Imperial Tobacco].)

If officials at Eckerd are genuinely concerned with the health of the nation's youth--indeed, with the health of all of their customers--they will remove all tobacco products from their shelves and cease to sponsor events of any kind which are linked to the tobacco industry.

DOC appreciates the efforts which pharmacists are making to educate parents and teenagers about illegal drug use. The decision by Eckerd's to continue to sell cigarettes is a corporate one without the endorsement of mainstream pharmacists. Therefore, physicians should assist their fellow health care professionals in the effort to restore the image of the professional pharmacist currently being tarnished by chain executives who put corporate profits above their customers' health.

Physicians should do three things:

- 1) Write or telephone Stuart Turtley, President, and let him know how inconsistent Eckerd's promotion of the Virginia Slims Tennis Tournament is with their current drug abuse campaign, and that you feel it is unethical for a drug store to sell tobacco products. (Eckerd Drug Company, ATTN: President's Office, P.O. Box 4689, Clearwater, FL 33518, 813-736-5686).
- 2) Talk with your local pharmacist about the mixed messages your patients receive when they buy prescription products at drugstores that sell tobacco.
- 3) Encourage your patients to patronize only drugstores that really care about their health and show it by refusing to sell tobacco products. Why not stamp or pre-print your prescription pads with "Please have this filled at a drugstore that cares about your health and doesn't sell tobacco."?

(See Richards JW, Blum A: Pharmacists who dispense cigarettes. *New York State Journal of Medicine* 1985; 85:350-353. Also, Finkelstein G: Tobacco Products = OUT. *New Jersey Journal Pharmacy* 1987 (1): 5-6.)

Response (cont. from pg. 3)

cluding some who are members of APA, are in favor of such advertising because their livelihoods depend upon the tobacco industry. Probably these people are very much in the minority, but I would regard it as dangerous in the extreme to use numbers as a reason for infringing on freedom of choice and expression. These observations leave me convinced that the opinions of our readers provide no strong basis for changing our advertising policy in ways that would eliminate tobacco advertising from *Psychology Today*...

"...The discouraging feature of most of the letters I receive criticizing the ads in *Psychology Today* is that they treat the benefit side of the ledger as though it has no value. For some of the critics perhaps informing the public actually has no value. For everyone else it seems to me that an objective accounting shows that *Psychology Today*--even with the offensive ads included--is one of the best things psychology has going for it in the promotion of its own best interest..."

Because of its acceptance of tobacco advertising and avoidance of free and open coverage of the health problems associated with smoking and its promotion, *Psychology Today* has never appeared on DOC's list of recommended magazines for the office waiting room. DOC members are urged to bring the APA's unseemly relationship with the tobacco industry to the attention of psychologist colleagues and to write or call the APA to express their concern with this issue.

American Psychological Association
1200 Seventeenth Street NW
Washington, D.C. 20036
(202) 833-7600

Tennis is Terrific...



It's Smoking
That's the
Racket.

Play my game.

Slim & Smokeless

EMPHYSEMA SLIMS

Doc
DOCTOR'S CHOICE

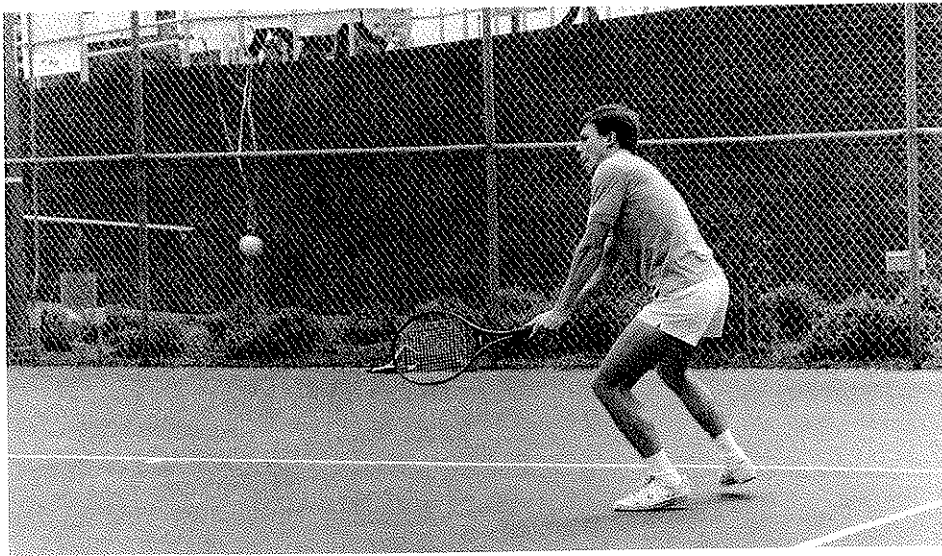


Group to Alleviate Smoking Pollution



National Academy of Family Physicians

Paid-ad placed in the *Wichita Eagle Beacon* by DOC.



— Photo by Elizabeth H. Watkins

One of the participants rallies to make DOC's Emphysema Slims Tennis Tournament a smashing success.

DOC Takes a Swing at the Tobacco Racket

The first stop of DOC's most widely publicized and highly successful counter-advertising event, the Emphysema Slims Pro-Celebrity Tennis Circuit (ESTT), was held in Augusta, Georgia, March 27th. The third annual tournament, which parodies the Virginia Slims Tennis Tournament, featured some fast-action play between local celebrities and pros as well as amateurs of all ages. The audience had the opportunity to participate in a smoking cessation clinic and enter a prize drawing for a video cassette recorder.

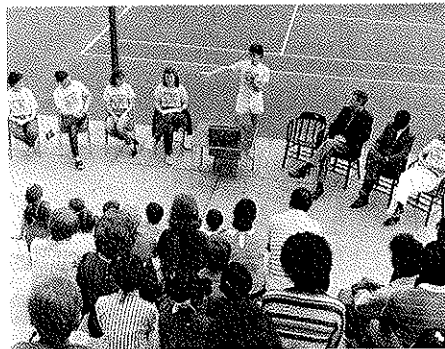
The tourney capped off eight months of events, including DOC talks in local schools and a month-long tobacco and alcohol counter-advertising poster contest which received over 300 entries. The events, sponsored by the medical students of the Medical College of Georgia DOC chapter, raised over \$5,600 which will be used to buy billboard and bus bench space to display the winning counter ads.

The ESTT circuit has been expanded in 1987 to include tournaments in Houston, Texas, and Santa Fe, New Mexico. (If your DOC chapter is interested in sponsoring a tournament, please contact DOC for more information and assistance.)

At the same time the ESTT was being held in Georgia, DOC supported members of Virginia G.A.S.P. and others who held a press conference in Fairfax, Virginia outside the Patriot Center at George Mason University where the Virginia Slims Tennis Tour-

namment was being held. The group spoke out on the tobacco-sports connection and presented nine non-necessarily-coveted awards, mostly to state and national legislators and officials in the tobacco industry.

Similar "housecalls" (ESTT's without tennis) are being held by DOC at other Virginia Slims Tennis Tournament sites including Worcester, MA, Washington, DC, Wichita, KS, and Oklahoma City, OK. These demonstrations are often preceeded by paid advertisements such as "Tennis is terrific...it's smoking that's the racket" that Wichita DOC co-sponsored along with the Kansas Academy of Family Physicians in a local newspaper, along with letters to the editor objecting to the sponsorship of women's tennis and other sporting events by the purveyors of the number one cancer killer among women.



— Photo by Elizabeth H. Watkins

Adam Goldstein, MCG DOC coordinator, introduces DOC members and celebrities to a crowd of school children, parents, and local DOC fans.

...from the DOC Archives

Since its founding in 1977, DOC has attempted to call attention to one very successful strategy tobacco companies have used to get around the Public Health Cigarette Smoking Act of 1969 which prohibits advertising of tobacco products on radio and television. DOC legal advisor, Ira Kuzban, Esq., sent the following mailgram to then Attorney General Griffin Bell on November 1, 1977:

As counsel for and at the request of DOC, Inc., a non-profit organization of physicians and other health care professionals concerned with preventive medicine and the ill effects of cigarette smoking and its promotion upon the public, I am sending this urgent message to your office to request that you take immediate action pursuant to the Public Health Cigarette Smoking Act of 1969 15 U S C 1331, ET SEQ to enjoin advertising by the Philip Morris Company on the public airwaves through the device of sponsoring sports events such as "The Cup". On October 1, this thoroughbred horse race was referred to on the air as the "Marlboro Cup" on both National and Local Stations at approximately 5:28 PM EDT and approximately 6:23 EDT.

The televising of this event with mention of a cigarette brand name of Philip Morris, Inc. is clearly in violation of 15 U S C 1331, which places a total ban on the advertising of cigarettes on any medium of electronic communication subject to the jurisdiction of the Communication commission. The televising of this event just like the televising of the Virginia Slims Tennis Tournament, with reference to the tobacco brand or the Philip Morris Company, is an attempt to circumvent the spirit, intent and letter of the Public Health Act. Further, it is far more detrimental than the usual form of advertising because it fails to provide even the minimum standard of the Surgeon General's warning.

As physicians and other professionals who are deeply concerned with the disastrous ill effects of cigarette smoking which they see daily in their patients, the members of DOC, Inc., feel that any step which limits unlawful advertising--particularly advertising which does not contain the proper health alert--is a necessary and appropriate step toward curbing the epidemic of cigarette smoking in the society. As the airing of such programs as the Marlboro Cup and the Virginia Slims Tennis Tournament will only encourage other tobacco companies to engage in the same kind of activity, DOC, Inc., strongly urges that you take immediate steps to enjoin the advertising, whether open or subtle, of cigarettes in the public airwaves, because this problem is one which is continuing in nature, and they further urge you to conduct an investigation into the use of this form of advertising over the public airwaves.

Sadly the situation has remained unchanged. A major focus of DOC for the foreseeable future will continue to be on ending the association between sports and tobacco. DOC members and others are urged to suggest ideas and document examples of such drug-pushing.

tions to cooperate in the coordination of counter-advertising campaigns at national, state, and local levels. Indeed, the proliferation of health organizations, each with separate but overlapping agendas, may only have served to dilute rather than strengthen the message within the health professions. Numerous groups compete for visible turf, and the sad fact remains that public health departments, schools of public health, medical societies, schools of medicine, nursing associations, medical subspecialty groups, and voluntary and governmental health agencies have too infrequently (if ever) met together to plan, coordinate, and initiate action to support the Surgeon General's call for a smoke-free society.

The needed de-compartmentalization of smoking and health groups, then, must be accompanied by a *re-vocabularization* in regard to smoking. In other words, although the goal of the health community as a whole would be to educate the public toward the need for creating a smoke-free society, the question remains whether such a goal can be accomplished through traditional health education messages. The terms "anti-smoking," "non-smoker," "quitting," and even "stopping smoking" may be needlessly alienating. Clearly the health community must learn from the successes of commercial advertisers and must plan to "de-market" the social acceptability of smoking.

To start, libraries in every medical school and school of public health should subscribe to such publications as *Advertising Age* and *The Journal of Advertising Research*, as well as to such tobacco trade publications as *The Tobacco Reporter*, *Tobacco International*, and *The US Tobacco and Candy Journal*. The context of the ivory tower health care environment must be scandalized by a more direct and scientific analysis of the way in which the tobacco industry goes about its business. Indeed, there seem to be two separate vocabularies: the world of sinful and daring smoking, and the safe, boring, expected world of health. One can only come away from reading tobacco industry publications with a realization that if one's job depends on selling a product, even one so life-destroying as tobacco, there are powerful incentives to keep promoting and selling that product. No such threat exists for health professionals. No one in this country will lose his or her job if there is no decline in cigarette smoking. In con-

trast, the failure to resolve an epidemic of an infectious disease will almost invariably lead to a shake-up in personnel.

An understanding of the target market, the competition (so to speak), the language, the way in which health professionals are perceived, and even the creation of engaging messages, cannot offset the fact that the major factor in health education as well as commercial education is the *frequency* and ubiquity with which the image-based message is given.

Sending a Message

Many other prohealth organizations, taking the lead from several DOC chapters and others, have begun returning magazine subscription solicitation cards with personal comments regarding their feelings about tobacco advertising. Each card costs the publisher upwards of 20-50¢ for postage and handling. One group is soliciting the cards from medical students, stamping an appropriate message and then mailing the cards.

In February DOC received a call from an individual in Washington who refused to identify his affiliation. This individual wanted to remind DOC that it was illegal to post stickers such as "Virginia Slimes make you Out of Order" on subway ads and cigarette vending machines. Apparently some stickers similar to DOC's notebook stickers for kids have been used other than for their intended purpose. Please make sure all DOC materials are used responsibly.

DOC has also heard that some persons are putting paper clips, folded paper or quarters covered with super glue into cigarette vending machines. Anyone who is tempted to perpetrate such an act should understand that this can render the machine totally inoperable and often unrepairable.

FDA Ruling (cont. from pg. 1)

Society of New Jersey.

New Jersey's Department of Health has regulations paralleling the FDA's when the FDA is unwilling or unable to act. The regulations were put in place during the controversy over laetrile, since there was no mechanism for regulating a drug manufactured for use exclusively within the state. The FAVOR problem seemed like another instance where state action could have a beneficial effect, in this case by forcing a Federal response.

After conducting its own review, the New Jersey Department of Health concluded that the product was a drug and was misbranded and that it would not permit the product to be marketed in New Jersey. The Medical Society decided that it would actively oppose the introduction of any alternative nicotine-containing product which did not have the approval of the FDA or the Department of Health. It notified the FDA of its position, setting the stage for a fight if the manufacturer sought to market FAVOR in New Jersey.

On February 9, just over seven months from my first letter and a month after the Medical Society's letter, the FDA issued its decision. It concluded that nicotine is a drug of dependence. Manufacturers of non-tobacco products containing nicotine must present data to the FDA to answer questions of safety and efficacy prior to marketing.

This ruling is an important precedent for a more realistic assessment of nicotine. Genuine progress can sometimes be made with only modest effort.

There are several important clinical and public health questions about nicotine, especially about the gum, which have not been answered. A post-marketing surveillance system for nicotine gum should be established to look at abuse of the gum and at the question of whether gum use reduces the likelihood of continued attempts at abstinence among those who try the gum and fail.

(POST SCRIPT: In April, Advanced Tobacco Products and AB Leo, the Swedish Pharmaceutical manufacturer and maker of Nicorette [the nicotine-laced chewing gum marketed as an aid to smoking cessation], announced the signing of an agreement that may result in the re-introduction of a product similar to FAVOR.)

DOC Archive

The DOC Tobacco Archive which is believed to be the largest private collection of tobacco related material in the United States, is in the process of being opened for use by researchers in medicine, public health, nursing, dentistry, allied health professions, history, political science, psychology, ethics, business, journalism, marketing, advertising, and popular culture. The archive is in the process of seeking staff, grant support and other funding. If you would like more information or wish to add to the collection, please contact:

Alan Blum, MD
5115 Loch Lomond Dr.
Houston, TX 77056
(713) 523-9991

Oh Thank
Heaven



CARTON CIGARETTES

All Domestic Brands
Regular & Kings



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks To Your Health.
16 mg. "tar," 1.0 mg. nicotine av. per cigarette. FTC Report Dec. 81

\$869
30¢ More
For 100's



Help Us Fight Sickle Cell Disease



Caring & Sharing Make A Better Life.

We Save You More Than Time

PRICES EFFECTIVE THRU MARCH 31, 1987 AT PARTICIPATING STORES WHILE SUPPLIES LAST.
PLUS TAX WHERE APPLICABLE • MOST STORES OPEN 24 HOURS

THE SOUTHLAND CORPORATION

Cahoots

This feature item is intended to bring attention to the goings on between seemingly legitimate organizations and the purveyors of unhealthy products.

Boy Scouts of America with Philip Morris and Seagram Distillers Company At a special luncheon for the tobacco, food and beverage industries in New York City, Philip Morris president Frank E. Resnik and Seagram president Martin H. Bart were presented with the 1986 Good Scout Awards from the Greater New York Councils of the Boy Scouts of America. The awards are presented each year to business persons "who best exemplify in their daily lives the ideals of the Boy Scouts of America."

The Olympics with the Confectionery Industry Former Olympic gold medalist Bob Mathias completed a 10-city media tour last year for the confectionery industry as part of the candy makers' campaign to keep the per

capita consumption of candy on the rise by sending consumers a more positive message about confections. During the tour, Mathias recalled experiences from his career and said that confections can have a place in the diets of fitness-minded people. (Source: *United States Tobacco and Candy Journal*.) As incredible as it seems the manufacturer of M&M's candies paid the right price to be able to advertise M&M's as the "Official Snack Food" of the 1984 Olympics. (To top that, in a new television commercial Bristol Myers features an Olympic gold-medal winning gymnast pushing the company's Nuprin pain reliever, implying that drug use and sports can and should go together. What a role model!)

Time with Philip Morris *Time* magazine held a special salute to Philip Morris USA at the Brooklyn Academy of Music in February ostensibly for the

Interesting Quote

"When you take tobacco out of the economy, you are replacing it with marijuana and cocaine."

Rep. John J. Snow
D-Williamsburg, South Carolina
from AP, Columbia, South Carolina

tobacco company's sponsorship of professional dance. *Time* receives in excess of \$10 million each year in advertising revenue from Philip Morris. (Source: *Advertising Age*.)

Professional Sports with Philip Morris' Miller Beer At the 22nd annual Red Smith All Sports Award Dinner sponsored by Miller Brewing Co., an official of the beer company presented former major league baseball umpire Jim Honochick with the Miller Nice Guy Award. (Source: *Advertising Age*) Each year Miller spends hundreds of millions of dollars to associate Miller Lite with professional and amateur sports. Another example is the Miller Lite Player of the Game awarded during each baseball telecast on NBC. A \$1000 check is sent in the name of the player to the Multiple Sclerosis Society.

The New York Times, The Houston Chronicle and several other media corporations with Philip Morris These distinguished publications, which feature full-page advertisements calling for a drug-free America are official sponsors of stops along the Virginia Slims Tennis Tour. (Even more absurd is the Women's International Tennis Association Board of Directors' ruling which requires attendance at drug seminars for participants in the Virginia Slims World Championship Series.) Another prominent media corporation/tobacco tie-in is the sponsorship of a major event in R.J. Reynolds Winston Cup Auto Racing Series by *The Atlanta Journal*.

Take Action

There is a special telephone number in Washington that you can call in order to leave a comment on any subject. Your comments will be transcribed and sent to all members of Congress who serve on committees that consider legislation on that subject. Use this opportunity to make lawmakers aware of your stance on issues concerning the advertising, distribution and sale of alcohol, tobacco, and other unhealthy products being pushed on Americans. Take advantage of this service. Call (202) 456-7639.

Doing Doc?

It is imperative that we update our key contact list! Everyday we get phone calls and letters from individuals wanting to know the location of the nearest DOC Chapter. We are in the process of writing several major grants, based in part on the number of DOC Chapters and their location. Also, we will be sending "STATGRAMS" to DOC coordinators to assure a presence of health

advocates at legislative and promotional events. All this requires national coordination through a key contact list.

All individuals who are doing any DOC activities or would like to have local chapter status, please return the membership form on page 11. Include the number of individuals involved and type of activities you have done, are doing or would like to do. Thanks.

Dear _____,

I'm sorry that I cannot vote for you anymore because I just died. I asked my relatives to send this to you after my death.

I was a _____ smoker and died as a result of:

- _____ lung cancer.
- _____ chronic obstructive lung disease.
- _____ coronary heart disease.
- _____ other tobacco-related cancer or vascular disease.

As you are aware, the tobacco manufacturers are the major cause of this disease. As one of your constituents, I felt compelled to send this to you in hopes you would do everything possible to prevent the tobacco industry from continuing to profit from the addiction, suffering and deaths of people like me.

From time to time, I know you are approached by representatives of the tobacco industry requesting support for some legislation that would benefit them. I hope you will keep my death in mind as you consider whether or not to support this legislation.

Sincerely,

signed _____

address _____

Doctors Ought to Care
#44101
Medical College of Georgia
Augusta, Georgia 30912

PS 2701 1987 All rights reserved

Chapter Activities

California

Smokers in Fremont, California, were encouraged to bring their "last pack" and come to a "burnout" which was held in conjunction with the Great American Smokeout. Among the speakers were Brian Friedman, MD, who along with his wife Genie have started a DOC chapter in Fremont. At the rally the city's recently passed non-smoking ordinance was discussed along with tips on how it could be better implemented. The medical aspects of smoking and how to quit were then addressed and smokers present were invited to toss their "last pack" into a bonfire.

Nebraska

One of the major reasons for the increase in the use of chewing tobacco by children in the past few years has been the aggressive advertising and paid endorsements by sports celebrities. The DOC Chapter in Omaha, Nebraska, plans to bring attention to this unethical practice by sponsoring the first DOC "Dead Man Chew" Softball Tournament. The game will spoof baseball sponsorship by the makers of Red Man Chewing Tobacco.

Among its other activities, Nebraska DOC has sponsored two advertisements on local radio stations aimed at both classical and rock music audiences and has given several television interviews. Chapter members have given more than 50 DOC presentations in area schools and have initiated the *Death in the West* teaching curriculum. Winners from the local DOC poster contest were presented with savings bonds and two of the top entries were made into bus benches.

New York

Three chapters have been started recently in New York. At the Downstate Medical Center in Brooklyn, medical student Perry Wallach has started a DOC speakers bureau. The school's student government association is supporting the effort with \$200 to buy DOC materials. The speakers plan to start out in local high schools pushing the counter-ad slogan, "You've gone a long way, Renel!"

A second chapter is being organized at the Montefiore Medical Center in New York City by Ed Anselm, MD. Dr. Anselm is the key contact for all NYC

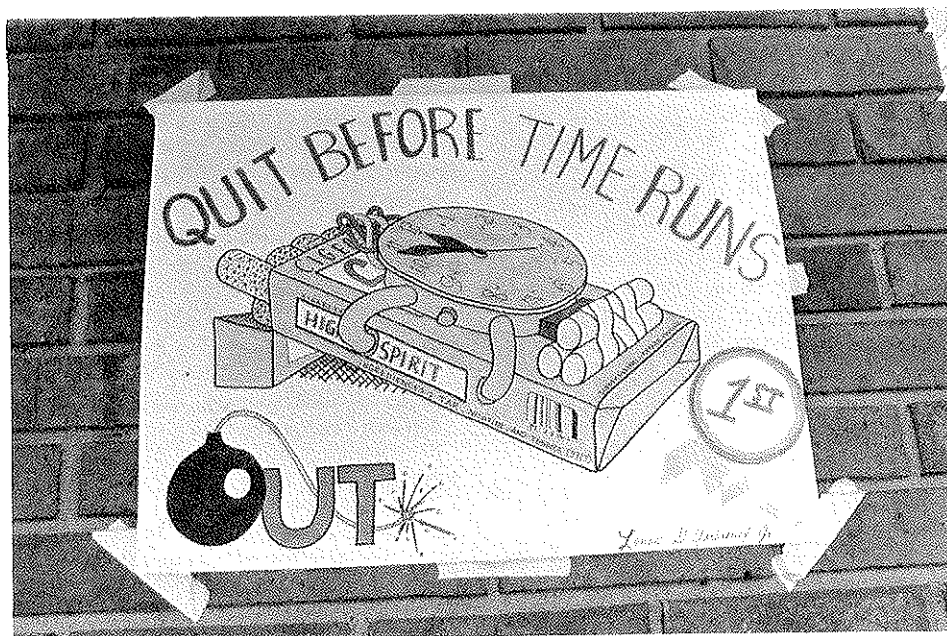
48,000 Distributed

DOC's obituary cards have been extraordinarily well received. Even before the announcement in the Winter newsletter, over 700 had been distributed. Since that time, DOC has received requests for nearly 8,000 cards and at least 40,000 have been printed by other groups. Most requests were for one card and permission to reproduce the cards.

The response from physicians has been uniformly positive. Scott Stapf, the tobacco industry's Tobacco Institute spokesman said the cards were "a grotesque exploitation of personal tragedy". In the Associated Press wire story DOC President Rick Richards countered, "grotesque exploitation is a more descriptive term for cigarette advertising". Stapf went on to say "Trading on dead people's names on postcards is not something most lawmakers will find particularly effective or persuasive."

The original cards did not mention the victim, but, thanks to Stapf's suggestion, DOC now has available another obituary card that can be used by the victim's family. Dr. Gerry Mich, of Appleton, WI, commented, "I am anxious to use the grey cards for my patients who feel they cannot quit and ask them to fill it out and put it with their will so it can be sent at their death".

Please feel free to reproduce these cards as per your requirements for distribution to individuals, as well as to local, state or national medical associations or groups and for your personal needs. If you would like to add your own address, you may do so at the bottom between the DOC address and the copyright logo. Our sole requirement is that you notify DOC of the number of cards printed for our records. If you prefer you may order additional cards from DOC for \$3.00 per 100 plus \$1.00 for first class postage.



— Photo by Elizabeth Watkins
 "QUIT BEFORE TIME RUNS OUT!" This poster by Lonnie G. Yarborough, Jr., of Butler High School in Augusta, Georgia, was awarded first prize in the MCG-DOC poster contest.

DOC activities and invites interested people to contact him at (212) 920-7201. Another DOC supporter in New York City, Alan Herschenfeld, a medical student at Mount Sinai Medical Center, has approached DOC about sponsoring a music video on which he is currently working. The video which is written in the popular RAP style is aimed at adolescent audiences. It uses humor to encourage reverse peer pressure for teenagers not to smoke.

A third New York Chapter has been started in Buffalo at the SUNY School of Medicine. According to coordinator Sharon Ziegler more than 60 medical students have signed up for the Superhealth 2000 speakers bureau. Reaction to DOC presentations from teachers and students in area schools has been very positive.

South Carolina

Numerous organizations and interest groups throughout the country share DOC's concern for the health and welfare of young people; however, at times there are varying opinions about the best approach for promoting healthy lifestyles. The DOC chapter in Spartanburg, South Carolina, found this out when groups in the area began to protest the "Sexual Decision Making" talks offered to public schools through DOC. Although some schools were pressured into canceling the presentations, by addressing their concerns and working with the groups, Spartanburg DOC was still able to give several talks to area students. The

chapter has also presented more than a dozen talks on tobacco, alcohol and other drugs.

Wisconsin

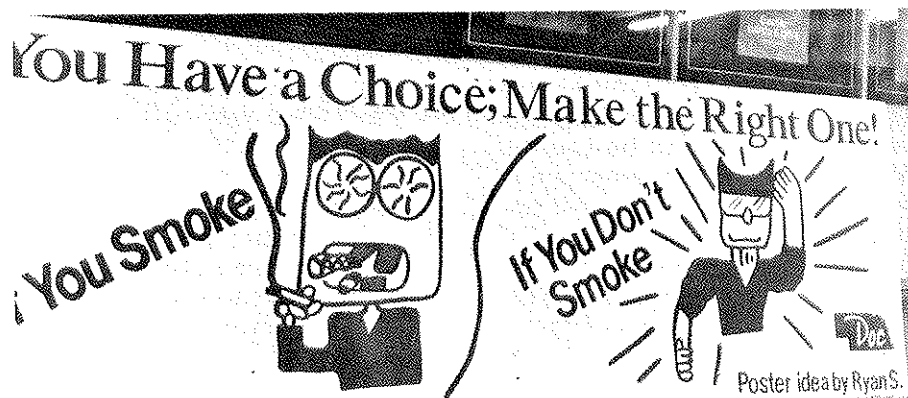
Customers who patronize local businesses in the McFarland, Wisconsin, area are likely to see a no-smoking message posted near the entrance, but unlike the conventional and often ignored signs these notices, written in crayon and magic marker cannot be overlooked. They were designed by students at the Conrad Elvehjem School for a DOC poster contest organized by Stanley Livingston, MD. Dr. Livingston is leading a successful campaign against smoking in the small community which began with his presentation of DOC talks on tobacco to the McFarland school board, the McFarland Business Association and students at Conrad Elvehjem School. When the poster contest was announc-

ed, more than two dozen local businesses agreed to display the students' pro-health messages. Some of the winning slogans included, "I'd rather be chubby than grubby!", "Smoking is like licking the street.", and "Smoking is for chimneys and ninnys."

Instead of having a DOC talk be a special event for their class, teachers in Madison, WI, now schedule DOC presentations to complement their curriculum. MAD DOC has become an established resource of speakers in the area. The medical students have also been coming up with new ways to present DOC's pro-health message. Dave Cypcar, a second year medical student has developed a presentation using healthy and diseased body parts to discuss the effects of smoking, drinking and poor diet on the body. This is an excellent way to help teenagers relate to diseases that usually don't surface until the victim is middle-aged and past the point of effective treatment. Using ads from popular magazines, another second year medical student, Dee Lacy, is disclaiming the hype about fad diets and super-thin bodies and instead giving her young audiences accurate information about nutrition and health.

Newly Established Chapters

Scottsdale, AZ, Nancy Manahan, MD
 Camp Pendleton, CA, Bob Wilson, MD
 Long Beach, CA, Stephen Brunton, M.D.
 Modesto, CA, John Rubeson, MD
 Denver, CO, Jeff Cain, MD
 Hebron, CT, William Kober, MD
 Lexington, KY, Martin Marx, PhD
 Highland Park, NJ, Gayle Spill, MS II
 Phillipsburg, NJ, John Hratko, MD
 Brooklyn, NY, Perry Wallach
 New York City, NY, Ed Anselm, M.D.
 Charlottesville, VA, David Schriemer, MD
 Norfolk, VA, Susan Edgette
 Fox Valley, WI, Gerry Mich, MD



This counter-advertising message created by Nebraska DOC poster contest winner Ryan Siebert, appears on a bus bench in downtown Omaha.



Etiology of Canine Halitosis Discovered

After years of asserting that smoking causes zoo breath, DOC now has pictorial proof that canine halitosis could be caused by smoking. DOC member Bill Bush of Huntsville, Alabama, "caught" Ole Beau in the act and forwarded a poem which tells how Bush helped his friend kick the habit. Bush writes, "A unique measure turned the trick, and rid our lives of troubles! I've prevented us from being sick by hooking him on bubbles!"



At Last: a DOC Teaching Tape

A new 30-minute video tape tentatively entitled, "Taking on Madison Avenue—Fighting Smoke with Smoke," is soon to be available from the Lancaster, Pennsylvania division of the American Lung Association (ALA). The tape—an edited presentation by DOC founder Alan Blum, MD, at Lancaster General Hospital in late 1986—offers individual, community-wide and societal strategies for ending the smoking pandemic. It is intended to be used in classrooms and medical meetings to enhance local presentations and discussions. DOC enthusiasts Nik Zervanos, MD, Director of Family Practice at Lancaster General, and Jean Weglarz, Lancaster ALA Executive Director, arranged for the underwriting by the local ALA. Glen Shoemaker, who has assisted DOC in other audiovisual endeavors, edited the tape. The price

is \$25 (VHS) which is at cost. Write to: Lancaster Division, American Lung Association, 630 Janet Avenue, Lancaster, PA 17601 or call (717) 397-5203.

International Tobacco Newspaper

Doc is seeking additional correspondents for its upcoming international publication in every state, D.C., Puerto Rico, Guam, other U.S. Territories and in other countries. Please contact:

Alan Blum, MD
5115 Loch Lomond Dr.
Houston, TX 77056
(713) 523-9991

Nutrition Forum

Diets high in cholesterol and salt are not the only concern physicians have about their patients' health. Consumers are being bombarded by the media and "health food" companies with so-called organic foods, herbs, vitamins, special formulas, exercise gadgets, diet books, and how-to video tapes. The *Nutrition Forum*, a monthly newsletter written by respected medical experts in the field and edited by longtime DOC member Stephen Barrett, M.D., is an excellent reference that physicians can consult concerning nutrition issues. The publication not only reports on the latest fads and trends but also investigates the philosophy

and qualifications of the people and companies that introduce them. Positive advances and proven discoveries in the field of nutrition are highlighted in the *Forum* which can be ordered from the George F. Stickley Company, 210 W. Washington Square, Philadelphia, PA, 19106, at a subscription rate of \$30/yr.

Publications

- Anda RF, Remington PL, Seinko DG, Davis RM: Are Physicians advising smokers to quit? the patient's perspective. *JAMA* 1987; 257(14) pp. 1916-1919.
- Blum A: "The great tobacco ad ban debate" *The Quill* 1986; 74(12):17-28
- Edwards HB: "The Multiple Dangers of Smoking" (letter) *Journal of Clinical Psychiatry* 1986; 47(4): p. 218
- Goldstein A, Fischer P, Richards R, Creeten D: Relationship between high school student smoking and recognition of cigarette advertising. *Journal of Pediatrics* 1987; 10(3) pp. 488-491.
- Goldstein B, Fischer P, Richards J, Goldstein A, Shank C: Smoking counseling practices of recently trained family physicians. *Journal of Family Practice* 1987; 24(2) pp. 195-197.
- Richards JW: "Are you helping light the fuse?" *California Physician* 1987; (3) pp. 20-22.
- Richards JW: Cigarette smoking and Nicorette gum. (letter) *Annals of Internal Medicine* 1987; 106(3) pp. 482-483.
- Shank C, Erickson R, Miller G: An assessment of the effect of 'Doc talk' on school children in rural Iowa" *Family Medicine* 1987; 19(2) pp. 129-132.



Many of the ads in this magazine are misleading, deceptive and/or a rip off.

For example, smoking does not make one glamorous, macho, successful, or athletic. It does make one sick, poor and dead.

We care about you and your health.

Love,

Doc

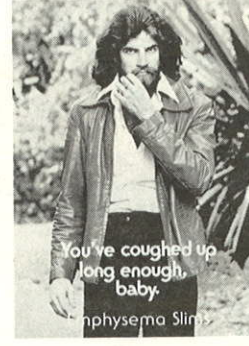
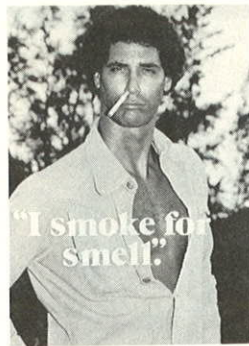
Doctors Ought to Care

Stickers Warn Readers

DOC has designed a new sticker to be placed on the front cover of magazines that contain advertisements for unhealthy products. The sticker warns that a publication or its ads may be "misleading, deceptive and/or a rip off." If there are deserving magazines in your office waiting room, use this sticker to let your patients know that you object to the unhealthy lifestyles

being promoted.

Other DOC stickers which can be used for this same purpose include "Smoker's have zoo breath," "Virginia Slimes make you out of order," and "Smoking eats your heart away." When your subscription runs out, DOC encourages you to return renewal forms with a note reading "Not until you quit pushing unhealthy products."



DOC Posters



DOC Bumpersticker (12" x 4")



DOC Bumpersticker (15" x 4")



DOC Bumpersticker (12" x 4")



DOC T-shirts



DOC Stickers

Please send me:

- ___ Love, DOC @ .01 ea
- ___ Out of Order @ .05 ea
- ___ Zoo Breath @ .05 ea
- ___ Magazine Sticker @.10 ea
- ___ Smoking Eats @ .10 ea
- ___ Lung to Live @ 1.00 ea
- ___ Have a Heart @ 1.00 ea
- ___ b.b.buckle up! @ 1.00 ea
- ___ Smoke for Smell posters @ 5.00 ea
- ___ Emphysema Slims posters @ 5.00 ea

- ___ Slim and Smokeless posters @ 5.00 ea
- ___ Up in Smoke posters @ 5.00 ea
- ___ Superhealth t-shirts @ 10.00 ea - SM MED LG XLG
- ___ Smokebusters t-shirts @ 10.00 ea - SM MED LG XLG
- ___ Emphysema Slims t-shirts @ 10.00 ea - SM MED LG XLG
- ___ Tobacco presentation @ 80.00 ea
- ___ Alcohol & Other Drugs presentation @ 80.00 ea
- ___ Nutrition presentation @ 80.00 ea
- ___ Family Dynamics presentation @ 80.00 ea
- ___ Overall Doc Talk @ 250.00 ea

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, HH-101, Medical College of Georgia, Augusta, GA 30912

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



"The roots of country music and Marlboro are really the same. Country and western is a way of reinforcing the marketing niche and image."

Thomas R. Keim
Director, Marketing Communications
Philip Morris
in Advertising Age

Good News...Bad News

San Francisco Focus Magazine decided to no longer accept cigarette advertising as of January 1, 1987. The publication is the magazine and program guide for KOED, the San Francisco PBS television station. Regrettably, this example has not yet been followed by the program guide of the country's largest National Public Radio (NPR) station, WNYC, which originated the children's show "Small Things Considered" and which claims to have a special interest in young people. NPR has also welcomed Philip Morris as an underwriter of its AM news program, "Morning Edition."

Delta has decided to remove cigarette vending machines from the airline's headquarters building at Atlanta's Hart International Airport. Unfortunately, the airport is one of the smokiest and foul-smelling in the country and the place is a veritable showroom for billboards and newsstand placards for R.J. Reynolds' Winston cigarettes (Reynolds is moving its headquarters to Atlanta).

Georgia Southern University in Statesboro, Georgia, has imposed a ban on cigarette sales on campus and subsequently removed 10 vending machines. Profits from the sale of tobacco products had netted more than \$7,000 a year for the school's auxiliary services budget, but director Waldtraut Lavroff said "it was well worth it" and that policy-makers on the University's Senate "didn't want to be a part of contributing to the health problems from smoking."

DOC Questions Ethics

On February 12, DOC purchased another in its series of front-page advertisements in the *New York Times*. The three-line, \$600 ad asked the question, "Is Lincoln Center being used to promote addictive products?" Readers who called a local telephone number heard the following message prepared by DOC's honorary chairman, Tony Schwartz in consultation with Alan Blum, MD:

"Recently an ad appeared in the *Sunday Times* for a concert at Avery Fisher Hall in Lincoln Center. The concert is being sponsored by the Philip Morris cigarette company. And in addition to information about the concert and the

sponsor, the ad contained the warning that smoking causes lung cancer, and may complicate pregnancy. The Surgeon General and many others have defined cigarettes as an addictive product. This addictive product is responsible for the premature deaths of over 365,000 Americans every year. That's over a thousand Americans who die every day because of cigarettes."

"So why do you think Lincoln Center is allowing a cigarette company to use Avery Fisher Hall to promote their product? Do you think it's because the chairman of Lincoln Center, George Weisman, used to be chairman of Philip Morris and is still an executive with that company? And do you think it's a good idea for Lincoln Center, the cultural center of New York, to be running ads that require a warning from the Surgeon General? Hmm?"

More than 1000 calls were received including over 600 in the first 24 hours after the advertisement appeared. Moreover, the ad led to an extensive article in the *Times* exploring the ethics of the acceptance of tobacco company money by cultural institutions.

Coming Up in DOC News and Views

- DOC members speak at the International Symposium on Smoking and Health held May 18-21 near Beijing, China.
- The recent trend of health magazines and television health shows sponsored in part by tobacco companies.
- DOC's first Dead Man Chew softball tournament.
- Announcement of DOC's Tumor and Infarct Award
- Profile of DOC's honorary chairman, Tony Schwartz.
- The winner of DOC's National Essay Competition which asked law students the question, "Are tobacco company executives criminally liable for the deaths, diseases and fires that their products cause?"
- More cahoots between the purveyors of unhealthy products and seemingly healthful, helpful organizations and individuals.
- Details on the DOC P.U. Project with artist Doug Minkler.

DOC
HH-101
Medical College of Georgia
Augusta, Georgia 30912

Nonprofit Org.
U.S. POSTAGE
PAID
Permit No. 210
Augusta, Ga.