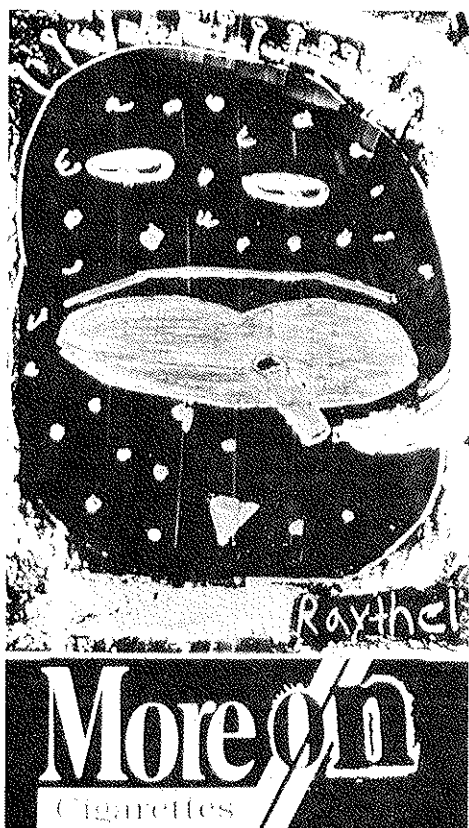


Summer '87

Doc News and Views



Samples of some of the counter-advertisements created by P.U. Project participants.

DOC P.U. Project Spoofs Unhealthy Products

Last year while filming the DOCumentary "If smoking killed baby seals. . ." director Jack Micay, MD, and DOC founder Alan Blum, MD, shot several scenes at the world headquarters of Philip Morris in New York City. A branch of the Whitney Museum has been set up at street level in the Philip Morris building. This may be the only art gallery in the world with its own tobacco shop in the lobby, complete with neon Marlboro sign. Exhibits of both world renowned and trendy artists and architects are featured under the wing of Philip Morris, which advertises in the *The New York Times*, "It takes art to make a company great."

During filming, the DOC crew asked the teacher of an elementary school group touring the gallery if he knew the main product that Philip Morris manufactures. The teacher said that he didn't, but one of his students raised her hand and brightly replied, "Paintings!"

If Richmond, California, artist Doug Minkler had his way, no child would ever be so innocently misled by cigarette pushers again. Minkler sees art not merely as a means of social commentary, but as a prerequisite for social change. In 1986 frustrated in his efforts to develop new approaches for inspiring school children to create anti-tobacco artwork, Minkler came upon a copy

(cont. on pg. 3)

DOC to Pursue Stamp Proposal Further, Submit Winning Entry

Stamps have been used for decades not only to indicate postage paid, but also to communicate messages and commemorate historic events. DOC believes the United States Postage Stamp is an excellent medium for spreading the smoke-free, pro-health message to other Americans and around the world. A DOC member, James H. Lutschg, M.D., of Baton Rouge, LA, submitted a proposal to the postal service last year that a stamp be designed to commemorate the 25th anniversary of the Surgeon General's report on smoking and health in 1989. Dr. Lutschg recently received a reply stating that stamp selection criteria dictates that such anniversaries be recognized in multiples of 50 years, but that the Citizen's Stamp Advisory Committee (CSAC) would review the subject on its own merits. The reply also stated that similar proposals to feature a "smoke-free society" and the Surgeon General's warnings on stamps had been submitted but were not selected.

DOC questions the reluctance of the postal service to issue a stamp which would celebrate the great strides Americans have made toward a healthier, smoke-free society, and suspects the Advisory Committee's decisions may be affected by their top official's ties with the tobacco industry. As Dr. Lutschg noted, "We have a Postmaster General (Preston Tisch) whose family has as one of its major assets the Lorillard Tobacco Company."

DOC plans to continue to submit stamp proposals to the U.S. Postal Service until the CSAC recognizes the importance of a stamp calling for a "smoke-free America." The winning design in the DOC P.U. Project poster contest will be the next proposal submitted.

...from AB:

DOC: A Decade of "Laughing the Pushers Out of Town"

DOC grew out of the glaring absence in medical training of opportunities to become involved in primary prevention of disease whether with patients in the office, children in school or the community at large. With regard to school health education, DOC sought to lighten curricula by adding a touch of humor through parody of conventional commercial images. From the outset, DOC's presentations sought through the juxtaposition of *Mad Magazine*-style satirical images and the more traditional graphic depictions of the consequences of lethal lifestyles to overcome denial and complacency and to instill a sense of anger and ridicule toward the advertising of unhealthy products. DOC's original four objectives:

- 1) To educate the public, especially young people, in refreshing ways about the major preventable causes of poor health and high medical costs.
- 2) To tap the highest possible level of commitment from health professionals in ending the killer habits.
- 3) To tap the creative talents of

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 more information write to:

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

Alan Blum, M.D., *Founder and Chairman*
Rick Richards, M.D., *President*
Tom Houston, M.D., *National Coordinator*
Karen Shipp, *Editor*
DOC office - (404) 721-2269

young people in turning the tables on Madison Avenue.

- 4) To purchase counter-advertising space in the mass media to combat the promotion of lethal lifestyles and unhealthy products.

DOC talks offered a freer choice to young people to reject the messages and images fed them by the mass media. To this end, in December 1978, DOC hosted the first "Superhealth" conference for teenagers wherein 150 delegated from South Florida junior high schools met to organize and laugh at the propagandistic techniques used to sell unhealthy products to them and their younger brothers and sisters. Virginia Slims cigarettes were dubbed "Emphysema Slims," Benson & Hedges became "Benson and Heartattack" the Cutty Shark ship went down and became "Cutty Sank," and country fresh Salem became "Country Fresh Arsenic." Many of these spoofs have appeared as paid counter advertisements on bus benches and other media throughout the country. In this tradition, DOC campaigns for "Barfboro" and "Wimpston" are currently being testmarketed.

The longest continuously running DOC physicians speakers bureau was established in Spartanburg, South Carolina in 1978.

By 1979 curricula had been developed in the areas of tobacco, alcohol and other drugs, sexual decision making, nutrition and exercise. Numerous other speakers bureaus throughout the nation have expanded upon or otherwise adapted DOC's Superhealth theme to meet the specific needs and interests of their community. For instance, Cedar Rapids Family Medicine Residency DOC added to DOC's slide collection in the areas of quackery and weight loss remedies. The University of Maryland School of Medicine DOC wrote companion fact sheets on several health topics. The chapter at the University of Wisconsin ("MAD DOC") hired a coordinator to schedule talks in the school system. Delaware DOC extensively revised

the tobacco curriculum to target specific age groups, and the MCG DOC has developed ways of integrating the DOC curriculum in school subjects outside of health and science.

Recognizing that one-time guest lectures may be short-lived interventions, DOC speakers bureaus attempt to develop follow-up projects and a constant exchange of ideas with young people. The goal of Superhealth 2000 is to set children and teenagers in a pathway of lifelong good health by placing greater emphasis on communicating image-based and attitudinal objectives as opposed to imparting cognitive objectives and measuring short-term behavioral changes, and in doing so, encourage them to use their creative talents and ideas to express their individual commitments to a healthy lifestyle. The ideas conveyed through DOC talks are reinforced through such ongoing activities as poster and video counter-advertising contests, as well as entertaining athletic and cultural events.

An outline for DOC's school-based model was published in the chapter on school health in the textbook *Family Medicine: Practices and Principles*. This model has been used in residency programs, medical schools and physicians' offices. Superhealth 2000 programs have been established in most states, and

"Kids can name more brands of cigarettes than they can name presidents of the United States. It's difficult to sell health to someone who already has it. All we can do is show these children the images used by advertising and how they're being brainwashed by them. Money and looking good are important to young adolescents—and those areas are where we try to appeal to the kids. We point out that one pack a day costs \$400 a year and how that can buy a lot of records, tapes, and clothes."

Mark Glassner, MD
Chairman, DOC Education Committee
HealthLink, July 1987

the slides and curricula have been adapted for local use by hundreds of individuals in more than 70 DOC chapters. Millions of school age children have been exposed to DOC's innovative pro-health programs and the eager involvement of many of them in DOC activities has laid the foundation for an ongoing commitment to their communities.

Alan Blum, MD
Founder and Chairman, DOC

... from the DOC Archive

Many of DOC's activities have received widespread media attention, and the "Superhealth 2000" program is no exception. The following are excerpts from some of the early press stories on DOC's innovative approach to health promotion curriculum.

"... the DOC program—'Doctors Ought to Care' are trying to teach students something early about the dangers of smoking, alcohol, drug abuse, teen-age pregnancy, venereal disease and nutrition—before they learn it the hard way."

"DOC program tells students what's up"
Greenville News
June 25, 1979

"Armed with 'Superhealth '79' some junior high school students here are charging forth to battle the Madison Avenue mentality on junk foods and other follies.

'Teenagers are being manipulated through the Madison Avenue technology,' said Wayne Firestone, 14, of Dade County."

"Students try to cut junk out of junk food" *The Miami News*
December 11, 1978

"The educational program these young physicians have organized represents a new dimension of social responsibility. Rather than responding to individual patients as individual doctors, they are responding to a general social need as a profession. WSPA hopes this organization is the cutting edge of much more to come from the medical community."

Editorial
WSPA-TV Spartanburg, S.C.
July 30 and 31, 1979

"Minkler's perception of what art is has little to do with the kinds of 'nice pictures' we all did in elementary school. At Richmond's Nystrom School, where he teaches classes one day a week as part of the Artists in the Schools program, funded by the California Arts Council, he encourages a brand of awareness that keeps a larger picture in mind. These kids are getting lessons in 'pamphleteering,' the interacting of artists and their work with social organizations and causes. So instead of making cute Easter cards for their folks, these kids are sending their Barfboro prints (to DOC) to be put up on billboards."

Laurie Marks
"The Artist as Pamphleteer"
Metier, Summer 1987

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:

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Houston, TX 77096
(713) 523-9991

Achtung! Goebbels Institute Strikes Again!

Although it is ever expressing its concern about Big Brother trying to invade our privacy, the Tobacco Institute (TI) does not seem to be the least bit reluctant to ask for personal information from those who write for a free subscription to the Institute's *Tobacco Observer*, including their telephone numbers, occupation and names of employees. "You must..." warns the TI, also known to DOC aficionados as the Goebbels Institute of Social Engineering, in demanding this private information.



(cont. from pg. 1 "P.U. Project")
of The Cigarette Underworld (an updated reprint of the December 1983 issue of the *New York State Journal of Medicine*; published by Lyle Stuart, Inc., \$9.95) and was attracted to the counter-advertisements of DOC.

Minkler contacted Dr. Blum and the two developed the DOC "P.U. Project," wherein children in the 5th through 9th grades use their imaginations and creative talents, unrestrained and unlimited, to spoof popular brands of cigarettes and other unhealthy products. The P.U. Project encourages students to break away from the traditional anti-smoking poster images of cemeteries and skulls and crossbones. Instead, two campaigns, "Barfboro" and "Virginia Slime", were chosen to be worked on by the children.

Because of the popularity of creating different "Barfboro" and "Virginia Slime" images among inner-city children in Richmond, California, DOC is planning a national counter-advertising competition with categories for all ages (including adults) and \$10,000 in prizes. Local and statewide competitions will be coordinated by DOC chapters in the coming year, culminating in a national contest.

Official rules and details on how DOC chapters can get involved will be published in the next issue of *DOC News and Views*.

CAHOOTS!

Louis Harris Poll with Philip Morris Co. In another of its attempts to buy credibility, Philip Morris Co. funded a Harris Poll which surveyed the condition of the American family. Among its findings were that only two percent of all marriages end in divorce each year (AP and UPI, New York). Since two of Philip Morris' products, alcohol and tobacco, are often the cause of emotional and economic family hardships, as well as disputes and divorce, it was in their own best interest that the survey was done, and not for the public good.

Easter Seals and Texas Special Olympics with Philip Morris' Miller Beer Miller Beer of Texas recently sponsored two seemingly worthwhile projects, the Easter Seals Home Run Contest and the "Run for your Lite!" Texas Special Olympics Sweepstakes, both to raise money for the prevention of birth defects and the treatment and training of the handicapped. Philip Morris produces both cigarettes and alcoholic beverages, which, when used by a pregnant woman, often causes still births or birth defects to the unborn child.

Philip Morris also made an initial \$225,000 donation to the Second Harvest Food Bank and sponsored the Marlboro Country Music Tour with a goal of raising \$500,000 for the organization which distributes food to needy families across the nation. As DOC board member Ed Sweda said, "the only appropriate music at a music festival sponsored by Marlboro is 'Taps'" (Worcester Telegram, May 2, 1987). If Philip Morris is truly as civic minded as they would like us to believe, why don't they pay back the millions of dollars that tobacco use and alcohol abuse cost American taxpayers each year. That money could be used instead to feed the hungry.

Louisville, Kentucky-Jefferson County Board of Health with Local Tobacco Interests Jefferson County government officials ordered the health department to quit offering freestop-smoking clinics to the public after tobacco interests complained. Although health affairs coordinator Sharon Wilbert acknowledged that anti-smoking and anti-drinking

RUN FOR YOUR LITE!
WIN \$10,000
IN THE TEXAS
SPECIAL OLYMPICS
SWEEPSTAKES

OFFICIAL ENTRY FORM

(Please Print)

Name _____

Address _____ (No P.O. Boxes Please)

City _____

State _____ Zip _____

Age _____ Phone () _____

*I am enclosing my contribution to Texas Special Olympics.

CHECK ONE

☐ \$5
 ☐ \$3
 ☐ \$1
 ☐ OTHER \$ _____

Each entry with a donation to the Texas Special Olympics will be matched by Miller Lite, up to \$5.00 per household.

*Contribution not required to enter sweepstakes.

language was removed from the county's Louisville Lite health pamphlet last year to avoid offending corporate sponsors, Wilbert denies such concerns were a factor in discontinuing the stop-smoking clinics (Louisville Courier Journal, April 30, 1987).

"If you assume that smoking kills people at an early age, then they end up not using Medicare, Medicaid and Social Security benefits."

Walter Merryman, Tobacco Institute.

Merryman was commenting on a study by Virginia Baxter Wright, an economist at Eastern Kentucky University, which showed that the government's health care costs would increase if people quit smoking because they would live longer.

Merryman added that the economist's conclusions "were not something that I can say, because then I'd be saying smoking kills people."

(Insight, June 29, 1987)

Follow up:

Tobacco Pushers at NAACP and NUL Meetings

While it was encouraging to see the debut of an American Cancer Society educational booth at this year's annual meetings of the National Association for the Advancement of Colored People (NAACP) in New York and the National Urban League in Houston, TX, the anti-smoking efforts of Don Hoskins and his assistants were more than overwhelmed by the ongoing presence of far larger displays for Philip Morris, R.J.R.-Nabisco, Brown and Williamson Tobacco Company, American Brands, and the United States Tobacco Corporation. At each of these exhibits, attended by thousands of families with young children, tens of thousands of free packs of cigarettes and spitting tobacco were handed out.

The following is a description of two booths as written in the Directory of Exhibitors of the "Showcase for the Commitment to Equal Opportunity," the display area of the 1987 National Urban League Conference:

"Brown & Williamson Tobacco Corporation, headquartered in Louisville, Kentucky, will sample its fine tobacco products as well as provide information on corporate programs and projects of special interest to the minority community..."

"RJR Nabisco, Inc., will distribute sample Nabisco Brands grocery products and Reynolds Tobacco cigarettes; complimentary literature on prominent Black Americans; and complimentary literature for minority vendors."

Ironically, one of the plenary sessions was a discussion on reducing drug use in minority communities. Smoking was glossed over (as it is in the Urban League's annual report, in spite of the passing acknowledgment of the enormous toll taken by tobacco) and hardly considered as the leading form of drug use in America that it is.

The final irony was that a plenary session at the Urban League meeting featured an address by the Reverend Leon Sullivan, architect of strategies to expose and discourage American investment in South Africa. Rev. Sullivan was introduced by a vice-president of Philip Morris. Apart from the disproportionate toll among black Americans taken by Philip Morris

products, the company controls 30% of the South African-owned tobacco conglomerate, Rothmans. The presence of tobacco companies at both of these national meetings is a case in point of what DOC founder Alan Blum, MD, told the Surgeon General's Inter-Agency Council on Smoking during its meeting, "Smoking and Minorities" (see "Counter-Advertising to Minority Groups," *DOC News and Views* Spring 1987). Discussing the targeting of minority groups by tobacco companies and their advertisers, Dr. Blum said, "... 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 aspiration of minority groups. ... In this light, one can learn a great deal by studying the techniques of the tobacco industry."

What is just as disturbing as the tobacco company's motives are the questionable motives of the NAACP and NUL officials who allow the tobacco companies to push their products at national meetings and obviously go out of their way to avoid offending tobacco sponsors at the expense of withholding the deadly truth from their members about the toll of cigarettes among minorities.

TO RETIRED EMPLOYEES OF LIGGETT & MYERS TOBACCO COMPANY, INC.

We are auditing our list of retired employees who due to a certified disability are not able to pick up their carton of complimentary cigarettes but are receiving them each month through the mail.

In order for us to continue mailing your cigarettes each month, please reestablish your disability by having your doctor sign the statement below. After the statement has been completed, please return it to:

Liggett & Myers Tobacco Company, Inc.
Plant Personnel Office
Post Office Box 1572
Durham, North Carolina 27702

If you do not reply by September 1, 1986, mailing your cigarettes will be discontinued.

(NAME, ADDRESS, CITY, STATE AND ZIP)

The person named above is disabled to the extent that ambulation and mobility is difficult and is a considered hardship.

Physician's Signature

Company Mails Free Cigarettes to Retired Disabled Employees

Retired disabled employees of the Liggett & Myers Tobacco Company, Inc. of Durham North Carolina, received a notice from the company informing them that if they wished to continue receiving a free carton of cigarettes in the mail each month they must ask a physician to verify that they are disabled to the point that they cannot stop by and pick up their complimentary carton themselves.

This raises intriguing and important questions: How many of the former employees contacted were disabled from smoking the very cigarettes the company is continuing to provide them with? Could the employees sue for work related injuries or illness?

What physician would sign a form that would in effect guarantee that a person who "is disabled to the extent that ambulation and mobility is difficult and is a considered hardship" would continue to smoke?

The form is a prime example of the perverse mentality of tobacco company officials. Most employers, if not out of a sense of moral responsibility, then out of concern for health care costs and employee absenteeism, would do everything possible to reduce health risks to employees. In contrast, tobacco companies like Liggett & Myers use their employees in a sad attempt to show they "believe in their product." Then again, the free tobacco plan may be viewed as a cost saving measure: it keeps the pension rolls low by killing off employees at a younger age.

The "Tobacco Place" with a Drug Abuse Campaign?

Just months after launching an anti-drug abuse program aimed at children and teenagers, Eckerd Drug Stores recently encouraged readers to stop by their local Eckerd, the "Tobacco Place," and "pick up something Dad will really enjoy" for Father's Day. The advertisements appeared in a promotional flyer circulated in Galveston, Texas. Although the age limit for purchasing tobacco in Texas is 16, this information is not included anywhere in the advertisement. It would be interesting to know if Eckerd employees were cautioned concerning this and required identification when selling tobacco to young people. Even more disturbing is the advertisement's insistence that tobacco is the gift Dad really wants. What child would knowingly contribute to his father's eventual death from lung cancer or another smoking induced disease?

DOC first brought attention to the contradictory message Eckerd was sending its customers in an article entitled "Eckerd Drugs: Fault!" (see the Spring 1987 issue of *DOC News and Views*) in which Eckerd's seemingly well-intended drug abuse campaign, "Teach Your Children Well" was compared with the company's sponsorship of and participation in the Virginia Slims Tennis Series.

ECKERD
Tobacco Place

Need a gift for Dad for Father's Day?

Shop Eckerd for all his smoking needs. We have a full selection of cigars, cigarettes, tobacco and all the accessories. And, everything is fresh. Remember, Father's Day is close, and so is Eckerd. So pick up something Dad will really enjoy!



Allies

Women and Smoking: An Equal Opportunity Issue

By Laurie Radovsky, MD

EDITOR'S NOTE: This is the first of *DOC News and Views*' "Allies" column which will highlight the efforts and accomplishments of other pro-health organizations which share similar goals. Our first column salutes the American Medical Women's Association (AMWA) and was written by Laurie Radovsky, MD, a member of both DOC and AMWA.

Lung cancer has surpassed breast cancer as the leading cause of cancer deaths in women. Women who smoke run the risks of heart disease (especially if they take oral contraceptives), reduced fertility, pregnancy complications, earlier menopause and osteoporosis. The smoking rate of teenage girls is higher than that of boys. Given these facts, one would expect women physicians to rally around the anti-smoking cause. And, indeed, they have: elimination of smoking is one of the goals of the American Medical Women's Association (AMWA).

AMWA, which represents 10,000 women physicians and medical students, has since 1915 been dedicated to the advocacy of women in medicine as well as to the improvement of the health of women. As AMWA's past president Constance Battle explains, "We have got to speak with women's voices on women's health issues. Smoking affects many aspects of a woman's well being and is a threat to her life and even her children's lives."

In 1985, a mission statement on smoking was adopted at AMWA's national meeting and an anti-smoking task force was established. To help kick things off, DOC forwarded copies of its school based curriculum and information about its national programs to AMWA. Laurie Radovsky, MD, of the Massachusetts DOC chapter and Linda Lentz of the Georgia DOC chapter presented a DOC workshop at the AMWA national meeting in St. Louis, MO. Since then, the task force has carried out a three-pronged approach to the smoking issue. First, it works to prevent smoking, especially among young women. Mary Ann Cromer, MD, head of the task force and a pediatrician in Somerville, Massachusetts, uses a disease model to discuss initiation of smoking.

"Effects in this area are like 'innoculating' children against a disease more deadly than measles or diphtheria," Dr. Cromer commented.

Second, the organization emphasizes smoking cessation. AMWA will conduct "how-to" workshops at regional conferences in Omaha (Sept. 19), Chicago (Oct. 10), Norfolk (Nov. 21), and New York City (Jan. 30). Judith Ockene, Ph.D., Director of the Division of Preventive and Behavioral Medicine at University of Massachusetts Medical Center in Worcester is in charge.

AMWA's third area of focus is in promoting a smoke-free environment through policy formation and legislation; the head of this subcommittee is Rita Addison, MA, founder of Clean Air Associates, a consulting firm which assists businesses to become smoke-free.

To facilitate members' involvement on a local level, the task force has created a personal checklist with recommendations for action at home, in members' medical practices, in the hospitals at which they have privileges, and in their communities.

Current AMWA president, Mary Jane England, M.D., calls smoking "an equal opportunity tragedy," and has urged AMWA members to "take the lead in decreasing the ravages of smoking." At AMWA's 72nd annual meeting (October 27 to Nov. 1 in Orlando, Florida), one day will be devoted to lectures and panels on smoking. Speakers will include DOC founder Alan Blum, MD, and John Banzhaf III, founder and executive director of Action on Smoking and Health.

(For more information about the AMWA Anti-Smoking Task Force, contact AMWA, 465 Grand St., New York, NY 10002 (212) 477-3588).

Protest of Tobacco Advertising in Women's Magazines: A Noble But Futile Effort?

In June 1987, the American Public Health Association (APHA) held a press conference to announce the sending of a letter to the editors of 20 women's magazines urging them to "make a commitment to keeping your readers regularly informed of the specific health hazards of smoking and tips for quitting," as well as to "give serious consideration to a policy decision to wean your publications

from cigarette accounts and to not renew existing accounts." The letter was co-signed by representatives of approximately 40 national organizations.

While DOC applauds the APHA's good intentions, DOC chose not to co-sign the letter.

It may be worthwhile to take a look at the history of such entreaties to editors and publishers. In 1977, DOC compiled and published the first list of magazines that did not run tobacco advertisements, and it was hoped that physicians en masse would use the list as a guide when subscribing to magazines for their waiting room and choose only those publications which forego tobacco advertising. Although the list was endorsed and circulated by the American Academy of Family Physicians and the American Medical Association in 1979, most other health organizations ignored this strategy. In 1982, the American Lung Association took an interest in the idea and presented awards to magazines that chose not to accept tobacco advertising. Various grassroots efforts have also been made (through the use of pre-paid subscription cards) to protest the acceptance of tobacco advertising by other magazines.

Overall, however, the effort has failed to diminish the influence of the tobacco industry over magazine publishers. Indeed the Magazine Publishers Association is one of the few non-agricultural lobbies to have testified in opposition to the new health warning labels, as well as, of course, the bill calling for a ban on all tobacco advertising.

Why not go along with a petition asking publishers to forego tobacco advertising? First, several DOC physicians, notably George Gitlitz, MD, have written numerous similar letters to publishers and editors since the early 70's and the fact is that this approach has absolutely no effect. If the history of such calls for others to mend their ways is any guide, then only a selective economic boycott could be expected to lead to change. As it turns out, the situation is even more bleak when one considers that many of the magazines in question are owned by media conglomerates that rely heavily on the advertising revenue from tobacco companies to promote their non-tobacco products. For instance, *Woman's Day* is

currently owned by CBS, the president of which is also the owner of a tobacco company (Loews). *Family Circle* (owned by the New York Times Company) is an official sponsor of one of the Virginia Slims tennis tournaments, and *The Times* (owner of *Tennis* magazine) prints Virginia Slims promotional magazine inserts. Even the company (Hearst) that owns *GoodHousekeeping*, one of the few non-tobacco accepting publications, also owns a variety of magazines that publish tobacco advertisements, notably *Cosmopolitan*. Incredibly, most of the network news programs (including National Public Radio) and national health shows are sponsored in part by tobacco companies. Overall, the basic weakness in the approach to the women's magazines is the presumption that if only they would not accept tobacco advertisements and would only publish more articles on the dangers of smoking, then they would become vehicles for positive social change. This view ignores the purpose of these publications (some of which are sold at below cost in supermarket magazine racks), which is to sell the advertisers' products. It also presumes a cognitive objective (imparting the dangers of tobacco) that is not nearly as relevant, important or effective as the attitudinal and image-based objectives so well cultivated by these publications and their advertisers.

A second objection to the campaign is the separating out of magazines directed at women. There is a missed opportunity to point out that magazines directed at boys and men, such as *Sports Illustrated*, *Field and Stream*, *Popular Science*, *The Sporting News*, as well as male-oriented and female degrading publications such as *Penthouse*, *Gallery* and *Playboy* have an even greater proportion of tobacco advertisements than do the women's magazines.

Efforts that condemn one or another kinds of tobacco advertising seem to miss the main point: namely, that any tobacco advertisement is an advertisement promoting an unhealthy behavior.

Thus while DOC is pleased that the APHA is taking a greater interest in combatting smoking and its promotion, it is hoped the APHA will support ever-greater initiatives in this area.

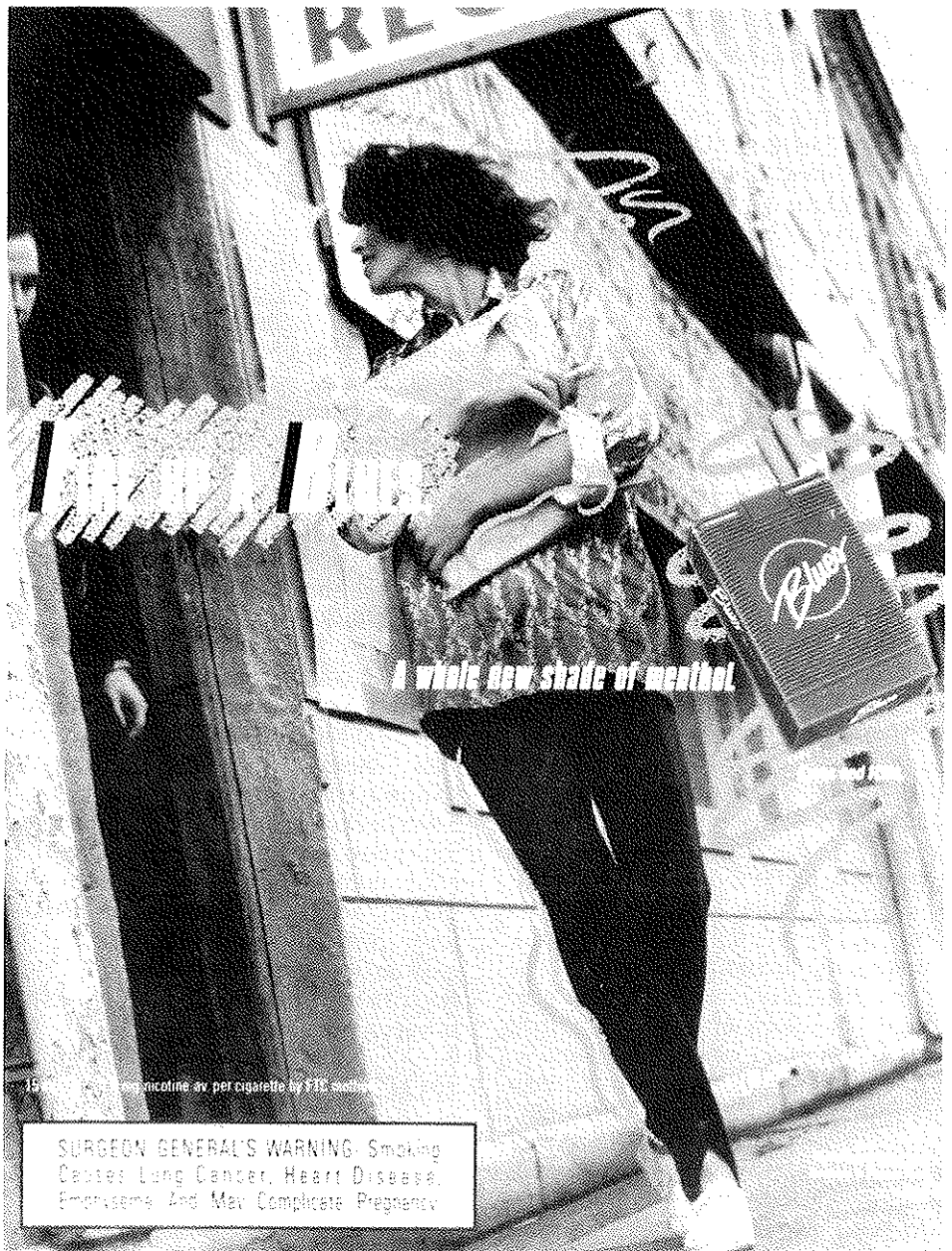
DOC Seeking Correspondents

DOC has established a network of correspondents in 20 states for its upcoming international tobacco newspaper announced in the last issue of *DOC News and Views*. DOC is seeking additional correspondents

from every state in the U.S., D.C., Puerto Rico, Guam, other U.S. territories and in other countries.

Please contact:

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5115 Loch Lomond Dr.
Houston, TX 77096
(713) 523-9991



Truth in Advertising or the Epitome of Obscenity?

It is difficult to tell if Philip Morris is pointing out in its new advertisement that the pregnant-looking young woman depicted smoking Blues cigarettes will be singing the blues when she miscarries or whether blue refers to the color her and her baby's skin will be due to her smoking. This product is being test-marketed in Cleveland (in the local edition of *Time* as well as in other publications) prior to the tobacco company's hitting the rest of their target market: young American girls.

Chapter Activities

Nebraska

Adding another exciting sports event to DOC's counter promotions, the DOC chapter in Omaha, Nebraska, sponsored the first annual Dead Man Chew Softball Tournament in June. The event spoofed Red Man Chew's sponsorship of professional sports.

According to Clint Jones, MD, founder of Nebraska DOC, the softball tournament was a success. A local public relations person gave the chapter some pointers for next year which would serve as good advice for any chapter planning a counter promotion event: 1) start planning for public relations coverage well before the event; 2) try to obtain a local television or radio station as an official co-sponsor rather than just inviting the local media to cover the event; 3) involve as many other local medical facilities and health organizations as possible, but keep it a DOC-sponsored event; and 4) have the event at the best possible facilities.

Massachusetts

In order to test the efficacy of Massachusetts' law prohibiting the sale of tobacco to minors, the Fitchburg DOC chapter, led by Joseph DiFranza, MD, conducted a sting operation. Dr. DiFranza took an eleven year old girl to 100 stores in the Fitchburg area, at each of which the child entered the store unaccompanied and attempted to buy cigarettes ("Legislative Efforts to Protect Children From Tobacco," *JAMA* June 26, 1987). She either requested cigarettes from the cashier or attempted to buy them from a vending machine. Of the 100 establishments, 75% sold cigarettes to the girl. Although 25 stores refused to sell cigarettes to the child because they said she was too young, no one at any of the 100 stores asked the girl her age. Only four stores had the state law posted where it could be seen by customers. After completing the store to store survey, a follow-up study of 80 of the stores was conducted by telephone. When asked if they were aware of the state law, respondents from 49 of the stores

said they knew selling cigarettes to minors is illegal, yet 36 (73%) of these stores had sold cigarettes to the child.

The Fitchburg chapter also conducted a DOC poster contest which was sponsored by the Medical and Dental staff of the Burbank Hospital and the hospital administrators. First, second and third place prizes of \$30, \$20, and \$10 were awarded to the winners, and several of the posters were published in the local newspaper, the *Fitchburg Sentinel*.

South Carolina

Joining DOC's campaign to remove tobacco from drug stores, the Anderson, South Carolina, DOC chapter recently conducted a telephone survey of the 21 pharmacies in their area to find out how many sold tobacco products. Eight of the 21 stores no longer stock tobacco products, and two others said they do so "very reluctantly" and "may stop soon." One manager who had just recently discontinued tobacco sales responded, "I got tired of old ladies buying their inhalers and cigarettes together." Libby Baxley, MD, president of the Anderson chapter, commented that the survey revealed the "13 (stores) to focus on now." Other chapters are encouraged to conduct similar polls in their area. The surveyor simply called the store, identified himself and the hospital or clinic with which he was associated, and asked, "Do you sell cigarettes in your pharmacy/drug store?" The responses were pleasant and the results of the survey were very informative.

DOC Member Takes Tobacco Industry for a Ride

A new weapon in the campaign against tobacco use was launched in July from Des Moines, Iowa. The Stop Smoking Tandem (SST), made up of DOC member Art Hoffman and a human skeleton representing the tobacco industry, sped 700 miles across the Midwest on bicycle. It took Hoffman, a health educator, a little under two weeks to complete the grueling ride across Iowa, Wisconsin and Illinois: the longest tandem bike ride ever undertaken by one person. For the first leg of his

trip, Hoffman was an entrant in the *Des Moines Register's* Great American Bicycle Ride Across Iowa which attracted more than 7,500 entrants and insured Hoffman and his companion of receiving plenty of press coverage.

Hoffman, who in 1985 created the world's largest no smoking sign, measuring 16 by 24 feet (which was displayed at the start and finish line of Hoffman's journey), believes it takes imaginative and entertaining devices to capture the attention of Americans in order to get the pro-health message across.

Cards Adopted, Cards to Send

DOC's black bordered obituary cards have not only made an impression with members of Congress, but also with numerous health promotion organizations across the country who have now adopted the concept and joined DOC's campaign. The cards which were introduced in December 1986 are intended to be sent to Congress by physicians upon the death of one of their patients from a smoking-related illness. The card has been reproduced with slight changes by the following organizations:

Association of Community Cancer Centers
American Medical Association
American Society of Internal Medicine
Oncology Nursing Society
Oregon Academy of Family Physicians
D.C. Thoracic Society
Several Group Against Smoking Pollution affiliates
Several chapters of the American Cancer Society and the American Lung Association

Since designing the original card, DOC has produced several variations. In this issue of *DOC News and Views*, there are four ready-to-send post cards which emphasize the reasons your representatives in the House and Senate should support legislation which combats the tobacco pandemic. Simply cut the cards, sign your name and address on the backs, and that of your congresspersons on the fronts, and mail.

Dear _____,

In the three days between my signing this card and your receiving it, cigarettes and spitting tobacco will have caused the deaths of more than 3,000 Americans. In addition, 12,000 children will have taken up smoking, and American tobacco companies will have spent \$25,000,000 advertising and promoting their products. As many as 500,000 Americans will die this year due to tobacco industry products. These preventable deaths whether from heart disease, emphysema, cancer or fire—destroy more families in our community than any other single cause including alcohol and all other drugs. Moreover, the tobacco death toll rises as inexorably as tobacco industry contributions to political campaigns. I am not unmindful that the tentacles of the tobacco industry also extend far and wide into many corporate and institutional sectors from the mass media to medical schools. However, this should not preclude decent people from standing up for honesty and rejecting all contributions from tobacco-related enterprises.

I am sending you this card to urge you to join me in doing everything possible to end the economic and physical toll taken by tobacco companies and their advertising hirelings. In voting to end all forms of tobacco advertising and promotion, you can do more to save more lives and improve the health of Americans than all the medical research heretofore or in the future could ever hope to achieve.

Sincerely,

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Sincerely,

Place
stamp
here.

United States Congress
Washington, D.C. 20515

Place
stamp
here.

United States Congress
Washington, D.C. 20515

Place
stamp
here.

United States Congress
Washington, D.C. 20515

Place
stamp
here.

United States Congress
Washington, D.C. 20515

Philip Morris' Strategy Evaluated

by Richard D. Blondell, M.D.

EDITOR'S NOTE: Dr. Blondell is an assistant professor of family medicine at the University of Louisville and a member of DOC. Recently, Dr. Blondell has taken courses in business and marketing, and one of the companies he has studied in class is Philip Morris. We invited Dr. Blondell to share his views with our readers.

To be successful in obtaining a smoke-free society, I think it is important that a physician understand how the tobacco economy and tobacco companies function. Understanding what is termed the "marketing concept" will offer physicians support and insights as to how these promotional activities can become bad. For example, understanding a little about marketing had led me to the conclusion that a total ban on cigarette advertising could be relatively easily circumvented by the tobacco industry. I know this because in my analysis of Philip Morris, I was able to apply fairly elementary marketing principles and develop a strategy that could circumvent an advertising ban.

In marketing classes, students are taught basic concepts. Then, various examples from industry are analyzed. The students apply the concepts that they have learned in didactic sessions to analyze various "case studies."

In analyzing any company, students are taught to think in terms of the "4 p's of the marketing mix." These 4 p's include: 1) price, or how much will the product cost; 2) product, conceptually what is offered for sale (which may include packaging); 3) place, which refers to how the product gets to its final point of distribution and includes all the intermediaries from the manufacturer to the retail outlet; and 4) promotion, which refers to all promotional activities including "personal selling" (i.e., salesman) and other "non-personal selling tactics" such as advertising, sales promotional activities and publicity.

Another large concept that is highly emphasized in marketing classes is the "product life cycle." This refers to the concept that when a product is originally introduced, the sales are poor; over time the sales increase to a peak; then after the product has outlived its usefulness the sales diminish and often will disappear.

The product life cycle varies somewhat with the product. It may be very short, as with the pet rock, or very long, as with cigarettes.

The various promotional activities that a corporation engages in is referred to as the "promotional mix." This is the mix of advertising and various sales promotion techniques, etc. The overall promotion mix will vary with the nature of the product, the nature of the market, the changes in the market including the competitor environment, the product life cycle, and the role of promotion.

The major point in the analysis of Philip Morris concerns the sorts of marketing strategies one would implement in a company whose main product is under social and political threats. In the jargon of marketing, tobacco products could be seen in the decline phase of the product life cycle. The implications are that promotion becomes an important part of the marketing mix. But what would happen if advertising could no longer be part of the overall promotion mix? Drawing on marketing concepts, there are actually a number of things that tobacco companies could do in this situation.

One important strategy of companies that are facing a decline in their market population is to seek out new markets. This strategy is exemplified by the Philip Morris agreement with Rothmans, (the South African owned tobacco conglomerate, of which Philip Morris controls 30%), to be able to market their products in a global market.

The overall basic strategy of any corporation is to survive. To Philip Morris this means a diversification into other business activities. The company's move into Miller Brewing, the real estate industry and industrial products are examples of such diversification efforts.

One thing that I have learned in my coursework at the Business School is that people who are involved in business education are not evil people. Students and professors of marketing realize that tobacco products are controversial in today's society. However, they lack the depth of understanding that physicians have about the adverse consequences of the use of tobacco products. They fail to appreciate fully the consequences of their activities.

What I have learned is that cigarette use in this country is a very complex

issue, but as DOC correctly surmised more than a decade ago, the same sort of promotional tactics used by the tobacco industry can also be applied to rid the country of smoking.

Tobacco Company-County Fair Connection Cut

The Clark County, Washington, medical community put their money behind their convictions recently and prevented R. J. Reynolds Tobacco from having their "Pride in Tobacco Caravan" appear at the county's fair. The fair board had voted 29-1 in favor of contracting the "Tobacco Caravan" to provide free entertainment. Objections from boardmember Charles Bishop and members of the local medical community were ignored until they began writing the Fair Board members and the local newspaper, *The Columbian*. The result was a lot of bad press for the fair, the fair board, and R. J. Reynolds. The Clark County Medical Society, Southwest Washington Hospitals, and Columbia Health Service then presented the Board with a proposal. The medical community pledged \$15,000 to be used to contract entertainment for the Fair if the Board would agree to cancel the R. J. Reynolds "Pride in Tobacco Caravan." The Board accepted and broke their ties with the tobacco firm.

DOC was the first organization in the United States to challenge the tobacco industry's involvement in family-oriented state, county and local fairs (see Winter 1987 issue of *DOC News and Views*). Two other tobacco promotions, the Virginia Slims Old Time Costume Collection and the Marlboro Daredevil Auto-racing Team, also follow the state fair circuit, taking advantage of the chance to present cigarette smoking to millions of children and teenagers as an acceptable habit. Clark County's medical community set an important precedent for other groups to follow in their state.

"In Texas today, a kid wouldn't dare go to school, even if he doesn't use the product, without a can (of snuff) in his Levis."

Louis Bantle
Chairman of the Board, US Tobacco
quoted by Ellen Goodman
Boston Globe, June 12, 1986



Clockwise from the top: Masterpiece Tobacs, Ipco creamy snuff, and Oliver Twist licorice-coated tobacco mini-rolls.

Wave of Replacement Products Perpetuate Dependence

Further evidence of the addictive nature of tobacco and the unendingly mercenary—and unethical—nature of tobacco manufacturers can be seen in the plethora of new nicotine-containing products. In spite of the vehement denials on the part of the industry, tobacco manufacturers are among the first to move into "nicotine maintenance" products. This new product category serves two purposes: It helps maintain smokers who are already addicted and who otherwise would have to cut down or quit smoking due to the increasing number of places where it is unlawful or inconvenient to smoke, and it creates a new market for individuals who might not use previously available tobacco products because of the unappealing way it looks when they smoke or spit.

There are two types of nicotine replacement products currently on the market. Nicorette gum contains 2mg of nicotine but no tobacco and is therefore subject to regulation by the Food and Drug Administration (FDA). It is manufactured by AB Leo (a subsidiary of Pharmacia of Piscataway, NJ) and distributed by Lakeside Pharmaceuticals (a division of Merrell Dow) as an aid to smoking

cessation. The gum is available in the United States by prescription only (but over-the-counter in Switzerland).

Favor, manufactured by Advanced Tobacco Products (ATP) of San Antonio, TX, is a plastic cigarette-like tube that contains a nicotine impregnated sponge. Favor was recently taken off the US market after the FDA declared it a drug and threatened punitive action. ATP had attempted to get Favor approved for sale in Japan, circumventing that country's regulations by using a pinch of snuff in place of the nicotine sponge. AB Leo bought the technology and patent from Advance Tobacco Technology. John Winroth, vice president of investor relations with Pharmacia says the intent is to pursue therapeutic uses.

Following initial skepticism raised by DOC to the FDA in 1983 in its petition to delay the licensing of Nicorette (and in an editorial by Alan Blum, M.D., in the July 1984 issue of *Annals of Internal Medicine* entitled "Nicotine Gum and the Medicalization of Smoking"), there is a growing feeling among physicians that nicotine replacement products probably do little more than give the

patient and physician permission to approach smoking cessation on an intellectual level. Indeed the preponderance of research indicates that the important factors in increasing the likelihood of smoking cessation are the amount of time the physician spends with the patient, and, to a lesser degree, the information given to the patient. (If current research bears this out, one can predict there will be a push to make the 2mg an over-the-counter item and/or increase the dose to 9mg to justify another five years of further research.) Evidence is mounting that patients are actually using nicotine gum so they will not have to quit. Similar products recently introduced by tobacco companies have been specifically developed for this purpose.

Research by Dr. Gesina L. Longnecker at the University of South Alabama revealed evidence that nicotine disrupts one of the body's built-in defenses against cancer spread. This, added to the knowledge that nicotine aggravates heart disease and high blood pressure and promotes other vascular diseases, makes the therapeutic usefulness of nicotine chewing gum limited at best and even then for only short periods under continued monitoring.

The second category of nicotine containing products contain tobacco. This is likely an attempt to circumvent FDA regulation, since by congressional action in 1906, the FDA has no control over tobacco containing products, the leading cause of drug related deaths in America.

Clove containing cigarettes, or krateks, have become increasingly popular in the U.S., according to G.A. Avram, Executive Director of the Specialty Tobacco Council in the *U.S. Tobacco and Candy Journal*, a trade publication. These products are advertised in the *Journal* as particularly desirable products for store owners to stock since they do not carry the Surgeon General's warning and are not taxed.

Masterpiece Tobacs, a product of Pinkerton Tobacco Co. (owned by Swedish Tobacco, a subsidiary of Procordia—a government owned Swedish conglomerate), is a chocolate covered product sold as a peppermint or cinnamon flavored chewing gum. Promoted as "tobacco satisfaction anytime, anywhere" and

boxed in cigarette-like packages, this may indeed be the "in" product for teenagers since it can be chewed as regular gum and the juices swallowed and thus unable to detect during school hours. In fact, Robert B. Seidensticker, President of Pinkerton, said that the company was looking for a product that was "convenient and discreet." He also strongly stressed "Masterpiece is not intended to cause or assist people to stop smoking." (*The New York Times*, April 29, 1987) The product is being advertised equally to men and women as a result of market surveys during product development.

Pinkerton counsel William Gary said his company has a "long-standing policy that our products will not be marketed and sold except to current users of tobacco who are 18 years or older as specified by state law." (*The Home News*, New Brunswick NJ, July 5, 1987) Pinkerton also makes Red Man chewing tobacco and controls 31% of the chewing tobacco market.

Ipco, manufactured by ASHA Industries in India and distributed in the U.S. by Ipco Tobacco Products Inc. of Philadelphia, PA, is a creamy snuff sold like toothpaste in tubes. The package label states, "This is a tobacco product. Those who are sensitive to effects of using tobacco should start with small quantity of this creamy snuff till accustomed. Keep it away from children." Neither the box nor the tube carries the Surgeon General's warning (or evidence that tax was paid).

Oliver Twist, imported from Herm. Kruger of Denmark, is another smokeless tobacco product. This one is sold in a small tin identical to those used for candy in Europe. According to a package purchased at K-Mart, "Oliver Twist is made into moist minirolls by specially skilled handcraft from handsorted premium quality genuine tobacco flavor with a licorice casing based on several year's experience. Oliver Twist is hygienic and easy to use - each miniroll represents a portion which, placed between gum and cheek, stays a solid genuine piece of tobacco leaving you with a refreshing taste." It comes in five flavors. There are no warning labels and no evidence of taxes paid.

FOOTNOTE: Discussing Bubblicious Bubble Gum's new campaign using sports figures to promote non-use of spitting tobacco, Michael Kerrigan, President of the Smokeless Tobacco

Council, accused the makers of Bubblicious of waging "a cynical campaign" bound to backfire. "The problem is reverse psychology—if you tell kids not to do something, they'll want to do it," the civic-minded tobacco promoter told the *U.S. Tobacco and Candy Journal*. Kerrigan would doubtless approve of Masterpiece Tobac's warning: "Not for use by minors."

Follow-up:

APA's Methods Questioned

The spring 1987 issue of *DOC News and Views* called attention to the continued publication of cigarette advertisements in *Psychology Today*, the official publication of the American Psychology Association ("APA psyched out by tobacco advertising"). Complaints about the anti-health advertising policy of this health organization have been directed to Gregory A. Kimble, Ph. D., who has responded with a letter virtually identical to a previous one Kimble sent to Harold H. Dawley, Jr., Ph.D., the APA member who first raised the issue of the APA's scandalous policy in 1978. Kimble, who works in the Department of Psychology at Duke University in Durham, North Carolina, basically argues that money means more than morality. Citing a letter to the editor that had been published in the APA's newspaper, *The Monitor*, in June 1986, in which an author urged readers to protest the tobacco advertising acceptance (and, presumably, solicitation) policy, Kimble says he received "only 15 letters" of response from the APA's umpteen thousand members (70,000 or 85,000+, depending on which form letter you read).

For someone in a profession which values scientific methods, Kimble seems to prefer self-serving anecdotal evidence to a properly designed and conducted survey. Surely, the APA owes it to its members to invite a vote on whether they wish to see their official magazine remain the laughing stock of the science world as the only official publication of a health-oriented organization that continues to accept tobacco advertising.

EDITOR'S NOTE: In July 1987, the APA named a new publisher for *Psychology Today*. He is Sherwood (Woody) Katsoff, formerly with the Hearst empire. Before Hearst, Katsoff was vice president for advertising at *Penthouse* and *Omni*. (Source: *New York Times*)

(Sources: Harold H. Dawley, Jr., Ph.D., Past President, Division of the Psychologists in Public Service, American Psychological Association 1200 Seventeenth Street N.W., Washington D.C. 20036, and J. Larry Hornsby, Ed.D., Department of Family Medicine, Medical College of Georgia, Augusta, GA 30912.)

Safeway Carts Carry Cigarette Ads

The Safeway grocery store chain with stores in 26 states is again permitting cigarette advertisements to be placed in its shopping carts. In 1983, a massive telephone and letter campaign led by Colorado GASP (Group Against Smoking Pollution) resulted in the removal of these strategically placed messages from carts in Safeway stores in that state. Now, however, in addition to permitting advertising on carts, tobacco advertisements also appear on store clocks, on signs above the aisles, on "this lane closed" markers and even on ink pens offered to customers to use when writing checks.

In addition to opposing tobacco sales in places where food is sold and where children shop, DOC joins GASP and other health promotion groups in calling for another phone and letter campaign to remove tobacco advertising from the seats of grocery store carts where they are seen and identified by young children. Colorado GASP suggests you write Safeway's main office to inform them you will boycott the store until tobacco advertising is removed. In addition, send grocery receipts from other stores to impress them with the money they are losing by supporting a killer habit which claims the lives of 1,000 Americans each day. Write to: Safeway, Inc. 4th & Jackson, Oakland, CA 94660.

New Chapters

Long Beach, CA, Stephen Brunton, MD
La Jolla, CA, (UCSD) Mimi Alganzi
Lexington, KY, Martin B. Marx, DVM, Ph.D.
Fitchburg, MA, Joe DiFranza, MD
Missoula, MT, Mike Priddy, MD
Highland Park, NJ, Gayle R. Spill, MSII
Plainsboro, NJ, Jose Gonzalez-Saina, MD
East Amherst, NY, Marcia Ruhin
Cincinnati, OH, Rick Pollack
Fox Valley, WI, Gerry R. Mech, MD

Doc

Doctors Ought to Care

Dear Reader:

Unlike federally and privately funded health organizations, DOC has operated on an annual budget of less than \$5,000 since 1977 and with no full-time staff member. Yet, a decade after its founding, DOC is still leading a revolution in health promotion. This national recognition is likely due to its innovative, humorous and sometimes off beat approaches to health promotion, as well as to the continuous, individual efforts of thousands of DOC members and supporters across the U.S. and around the world. As you know many of DOC's ideas have been adopted for use by national health organizations with budgets in the millions of dollars, usually with no acknowledgment of the source and never with any financial contribution. DOC's school curriculum which uses humor, straight talk, and a variety of audiovisual tools is also being mimicked by groups with more dollars to spend on development and materials. Imitation is the sincerest form of flattery, and the most important objective is to promote healthy lifestyles. However, many of the groups while grasping the ideas, are unable to grasp the concepts that make them effective. It is imperative that DOC maintain its creativity and continue to be the source of ideas. Four key activities are necessary to insure this and the advancement of DOC as a national health promotion organization:

- 1) Development of an organized and ongoing fund raising program to support DOC's national and local counter-advertising efforts and school-based programs.
- 2) Continued and more frequent publication of DOC's national newsletter, *DOC News and Views*, which serves to keep members informed, relate our activities to influential individuals in the pro-health movement and serve as a forum to confront the makers of unhealthy products with their activities.
- 3) Design and marketing of additional DOC health promotion materials for use by DOC chapters and other health promotion organizations.
- 4) More expedient and thorough replies to the dozens of requests received daily for information about DOC and assistance in starting new chapters.

In order to achieve any or all of these objectives, DOC must hire a full-time administrator immediately. In order for DOC to mature into the national health promotion resource that is its potential, this growth step is vital. DOC cannot do this without your support. We are asking all DOC members and other concerned individuals who appreciate DOC's accomplishments to help secure DOC's first full-time paid employee. It is our intention that within a reasonable period of time this individual will generate his/her own salary through fund raising efforts for DOC.

Please use the form on the opposite page to make your contribution.

Sincerely,

Rick Richards, MD.

Rick Richards, MD
National DOC President



DOC Stickers Promote Truth in Advertising

Since introducing DOC's innovative magazines sticker in the Spring issue of *DOC News and Views*, more than 5,000 have been distributed. These stickers are placed on the front cover to warn readers that the publication contains advertisements for unhealthy products. DOC member Pete Bialick of Boulder, CO, has suggested that members cancel their subscription to these magazines and donate the amount refunded to DOC.

DOC also has a variety of counter-

advertising stickers which can be placed over tobacco advertisements. The juxtapositioning of the stickers with the advertisements conveys a powerful pro-health message to the reader. Use the order form in this issue to purchase a supply of stickers for the magazines in your waiting room.

Presentations Revised

Now is the time to order new health promotion materials for your

DOC Superhealth 2000 speakers bureau. The slide presentations on tobacco, alcohol and other drugs, nutrition and family dynamics have all been revised and expanded. The new sets are accompanied with background information on the topic and a fact sheet which discusses each slide. Use the order form provided to order any materials needed for the upcoming year. As always, please allow DOC three to four weeks to process and mail your order.

New Tape Available

"The Cigarette Underworld," a professionally edited 25-minute tape of Dr. Alan Blum's keynote address at the 1986 annual meeting of the Canadian Non-Smokers' Rights Association (NSRA) is available at cost (\$25 US) from filmmaker Jack Micay, MD, 131 Albany Avenue, Toronto, Ontario, Canada M5R 3C5. (If you write to Dr. Micay, he will also tell you about the exciting work of Gar Mahood and David Sweanor of NSRA in providing support and inspiration for Canadian Health Minister Jake Epp, who has proposed a bill banning all forms of tobacco advertising. NSRA's effort is the single most hopeful sign of ending the tobacco pandemic).

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
- ☐ Nutrition presentation @ 80.00 ea
- ☐ Family Dynamics presentation @ 80.00
- ☐ Overall Doc Talk @ 250.00 ea

Yes, I want to see DOC continue to be a force to be reckoned with on Madison Avenue and an innovative leader and information source for all other health promotion organizations. I will support the hiring of a full-time DOC employee with my contribution of:

- ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100
- ☐ \$ 50 ☐ \$ 25 ☐ other donation

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 tel me how I can get involved.

☐ \$10 I'd like information about starting a local DOC chapter.

☐ \$10 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.

DOC Supports Dedicated Alcohol Excise Tax

The federal excise tax on beer and wine has not been increased since 1951, which has resulted in a loss of between \$80 and \$100 billion in tax revenues. In response to the push by the National Alcohol Tax Coalition (NATC) for increasing alcohol excise taxes, the alcoholic beverage industry has launched a massive campaign to sway public opinion. An organization of brewers calling itself The Beer Institute has placed full-page advertisements in newspapers in the districts of all members of the House Ways and Means Committee, and the wine industry is offering free postcards for consumers to send to

their Congressmen urging them to oppose an increase. In addition the alcoholic beverage industry has teamed up with other industries whose services or products may be affected by excise tax increases to form the Coalition Against Regressive Taxation (CART). This public relations front allows the alcohol industry to purchase advertisements without revealing its identity or financial backing. CART includes liquor, beer, wine, tobacco, trucking, and gas and oil interests.

An alcohol tax increase has been suggested as a symmetrical means of cutting down the huge federal budget deficit. Michael F. Jacobson, Ph. D., of the Center for Science in the Public Interest which coordinates NATC, testified before the House Ways and Means Committee on July 9, 1987 in Washington, D.C. Dr. Jacobson told the members that they had "an opportunity to address simultaneously the budgetary problems and social problems, and in doing so improve the economic and physical health of our nation." He added, "The failure of alcohol excise taxes to keep up with inflation has been a windfall for the alcoholic beverage industry—but a disaster for the public health and for the Treasury." Jacobson estimates that the health costs of alcohol abuse may be as high as \$120 billion a year in the United States.

Let government become dependent on alcohol taxes as a long term source of general revenue, DOC urges (as it has with tobacco taxes)

that a significant proportion of any new alcohol excise taxes be earmarked for counteradvertising campaigns, aimed at young people, designed to reduce alcohol use in society.

DOC joins other members of the NATC in urging citizens, especially those in congressional districts represented by a member of the House Ways and Means or Senate Finance Committee, to write, call or visit their legislator and voice their support for increases in prevention-oriented dedicated alcohol excise taxes.

Coming Up in DOC News and Views

- U.S. international tobacco marketing and its effects on the economy and health of foreign countries.
- DOC members speak at the International Symposium on Smoking and Health held in Beijing, China.
- DOC members speak at the 6th International Conference on Smoking and Health in Tokyo, Japan.
- Details on the DOC P.U. Project poster contest.
- Profile of DOC's Honorary Chairman, Tony Schwartz.
- Directory of DOC Chapters (to assure your activities are listed, send an update ASAP).



Beer Drinkers: Higher taxes are brewing in Congress

Unless you call Congressman Matsui today, your next beer could cost a lot more.

In the next few days, US Congressman Robert Y. Matsui will consider plans for a major tax increase on beer consumers.

If some of these proposals in Washington get their way, you could pay much more for your next six pack or draft beer. That means more tax dollars going from your pocket back to Washington.

Remember for tax reform.

In the same way when Congress has ended taxes on luxury items like cars and jewelry, stocks and bonds, wine drinkers of Congress want to make the tax on beer **keep rising** today's rate.

Beer is already taxed almost three times as much as other consumer products. **More of the cost** of a beer goes from the glass that the consumer, the labor and the ingredients combine.

Let Congressman Matsui know how you feel... Free.

Make sure tell Congressman Matsui why you oppose higher beer taxes with a toll free toll-free number. Just call 1-800-337-5123 and give your message to the speaker. **Remember** free, an urgent letter will deliver your personal message to Congressman Matsui within 48 hours.

For more, beer drinkers have a chance to speak out on letters and inquiries. Let your voice be heard by sending a **Free Urgent Letter** to Congress today.

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in behalf of 80 million American Beer Drinkers
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