

See you at



THE *emphysema* SLIMS
TENNIS CIRCUIT

and our follow-up
conference
this spring.

Doc

Doctors Ought to Care

*It's Not a Bird. It's Not a Plane.
It's...*

SUPERHEALTH
'79

*The
First SuperHealth Conference
University of Miami
December 9, 1978*

Teenage consumers take a good look at advertising for cigarettes, alcohol, junk food, and junk fads; they turn the tables on the media by exposing the cover-up of the real causes of high medical costs and preventable bad health.

Sponsored by *Doc* and the
Highland Oaks Junior High School
Junior Optimists

Warning: This Conference
May Make You Think.

SuperHealth '79

9:00 I. Setting the Stage

Welcome; Introduction of Delegates and Guests;
Objectives of SuperHealth '79;

"The Unopposed Candidate"

MR. WAYNE FIRESTONE, Conference Chairman,
President, Student Council, Highland Oaks
Junior High School

"The Future Is Yours"

CHARLES F. TATE, JR., M.D., Professor of
Medicine and Pulmonary Diseases, University
of Miami School of Medicine

"You've Coughed Up Long Enough, Baby!"

ALAN BLUM, M.D., Family Physician,
President of DOC—Doctors Ought to Care

"Behind the Front Page"

JOSEPH H. DAVIS, M.D., Chief Medical
Examiner of Dade County

10:30 Nutrition Break

10:45 II. Audience Participation: Questions! Questions!

Three Panel Discussions

A. "Advertising and the Teenage Consumer: The
Legislative Link"

Student MR. HOWARD STOLAR(N. Miami Jr. High)
Moderators: MS. LORI PAYAN(Highland Oaks Jr. High)

Panelists: MR. TED ADDERTON, Chairman, Science
Department, Highland Oaks Junior High
LYNN CARMICHAEL, M.D., Chairman,
Department of Family Medicine, U Miami
REPRESENTATIVE ROBERTA FOX
SENATOR JACK GORDON
MR. CORNELL HILLS, Office of Dade
County Consumer Advocate; Law Student

B. "Preventing High Health Costs (and the Killer
Habits) in Our Community"

Student MS. CATHY BRYAN(Miami Lakes Jr. High)
Moderators: MR. DARREN KATZ(Highland Oaks Jr. High)

Panelists: MS. ANNIE BETANCOURT, Coordinator, Af-
firmative Action, Jackson Mem. Hospital
DONALD S. CARMONA, D.D.S., East Coast
District Dental Society; Dentist
MR. JOE CONTARINO, Medical Student,
University of Miami
MR. SAM GILLOTT, Vice-President, Wash-
ington Federal Savings & Loan

ARTHUR PEARL, M.D., Chief, Sports
Medicine, Dade County Schools

C. "The Family: Madison Avenue's Version Vs. Reality"

Student MR. ROBBIE SOLOMON(Highland Oaks)

Moderators: MS. HEIDI WAGMAN(Highland Oaks)

Panelists: MR. ALAN MATARASSO, Medical Student,
University of Miami
DAVID NEPTUNE, M.D., Family Medicine
Intern, University of Miami
MS. CELIA SCHRADER, Health Education
Teacher, South Miami High School
VIBEKE STEWART, R.N., Nurse, Advisor
on Patient Education, U. of Miami
IRVING VINGER, M.D., Department of
Family Medicine, U. of Miami

12:15 SuperHealth Lunch

(Appreciation to Mr. & Mrs. Abraham Eizenbaum, Dannon
Milk Products, Orange Blossom Juices, Mr. Art Greene)

12:50 III. Your Turn—Planning Sessions for SuperHealth '79

Student Leaders: Patricia Blasi, Mandi Eizenbaum;
Jennifer Hoberman, Darren Katz("COUNTER-ADVERTISING")

—to be held in Emphysema Slims and Malignant Marlboro r

Jeff Block, Lori Payan; Karen Berg, Vivian Rub("DE-
MARKETING SURVEY")—to be held in Cutty Sank and
Benson & Heart Attack Rooms

Heidi Dyen, Lisa Levine("DOCUMENTING AD TECHNIQUES IN
OUR COMMUNITY")—Tombstone Tareyton Room

Carolyn Robbins, Jodi Levin("PROPAGANDA")—Killer Kent r

Robbie Solomon, Heidi Wagman("SUPERHEALTH '79")—
Carcinogenic Carlton Room

Margot Rueda, Murray Izenwasser("NEW IDEAS")—Sugar Suite

2:15 IV. Reconvene Assembly; Awarding of Certificates to
Delegates; Closing Comments: On to SuperHealth!

SPECIAL THANKS to Mr. Ted Adderton, Mrs. Doris Blum, Mrs.
Renee Collins-Greene, Mr. Joe Pineda, Mr. Hy Rothstein;
Mr. Jack Waxenberg; and Mr. Ross Winans; also Patricia Blasi,
Mandi Eizenbaum, Darren Katz, Cantor Wholesale Groceries,
McArthur Dairy.