

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

SUPERHEALTH '79

A CONFERENCE ON PHYSICIAN INVOLVEMENT
IN PREVENTIVE AND COMMUNITY MEDICINE

Presented by the
Resident Physicians Section
of the
American Medical Association
(AMA-RPS)

CHICAGO
JULY 22, 1979
9:00 AM—NOON

Warning: This Conference
May Make You Think.

SuperHealth '79

9:00 I. Setting the Stage

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

"Prevention—Have We Really Heard It All Before?"

ALAN BLUM, M.D., At Large Member AMA-RPS
Governing Council; President, DOC—Doctors
Ought to Care

JOHN W. RICHARDS, JR., M.D., President,
South Carolina Family Practice Residents
Association; Delegate, American Academy
of Family Physicians; Vice-President, DOC

9:15 II. Why Bother? The Rationale for Investing in Positive Health Strategies

Opening Remarks

WILLIAM R. BARCLAY, M.D., Editor, JAMA

"The Clean Indoor Air Ordinance, Or How A \$10,000
Bumper-Sticker Campaign Nearly Sent the
Cigarette Industry up in Smoke"

CHARLES F. TATE, JR., M.D., Past President,
Dade County (Florida) Medical Association

"The Physician As Legislator: Ideology,
Government, and the Public's Health"

IRA J. KURZBAN, Esq., Florida Legal Counsel,
National Emergency Civil Liberties Committee

"Counter-Advertising—Does It Work?"

MR. RICK SINGER, President, Circle Advertising,
Sepulveda, California

Questions and Comments from the Audience

10:30 III. Nutrition Break

(Special Thanks to Dannon
 Milk
 Products)

10:45 IV. Do-Gooding Vs. Really Doing Well

"What's Up with DOC?"

DR. BLUM

"How to Coordinate a Major Multimedia
Healthy Lifestyles Program"

DR. RICHARDS

Audience Participation

12:00 Adjournment

Thanks to Dr. Kenneth E. Warner, School of
Public Health, University of Michigan,
the W. P. M. Dormand High School Radio Club,
Spartanburg, South Carolina,
the Highland Oaks Junior High School Junior
Optimist Club, North Miami Beach, Florida,
and the Pyramid Project (a resource in
prevention planning), Walnut Creek, California.

RESIDENT PHYSICIANS SECTION
AMERICAN MEDICAL ASSOCIATION

Governing Council

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SuperHealth '79 is dedicated to the memory of Dr. John Hilton Knowles, a dynamic physician and humanitarian, director for 10 years of the Massachusetts General Hospital, and, at the time of his death on March 6, 1979, president of the Rockefeller Foundation. Dr. Knowles urged dramatic changes in health insurance to favor preventive medicine programs and health education. In his view, a government take-over of medicine would be nothing short of disaster. "A complete welfare state," he said, "will result in a supine citizenry, an erosion of individual initiative, and the steady expansion of an inefficient, unresponsive bureaucracy."

This conference is also dedicated to the new American teenager, who will be

ABLE TO LEAP TALL BUILDINGS AT A SINGLE BOUND—the buildings on Madison Avenue from which come advertising techniques designed to encourage teenagers to adopt less than healthy lifestyles, FASTER THAN A SPEEDING BULLET in seeing through the rip-off of advertisements for cigarettes, alcohol, junk foods, and "junk fads," and MORE POWERFUL THAN A LOCOMOTIVE in setting a SuperHealth example for the community.

for follow-up information, write

Doc

Doctors Ought to Care
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