

Warning: DOC may  
make you think.

Doctors Ought to Care  
924 Webster St.  
Chicago, IL 60614

Doc



## “What’s up Doc?”

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

# SUPERHEALTH 2000

AT A TIME when doctors are being portrayed by the news media in less than the most favorable light, a physician-led organization called DOC (Doctors Ought to Care) is showing that doctors *do* care.

Through its SuperHealth 2000 program in schools, health professionals' offices, hospitals, the workplace, and the media, DOC is educating the public—especially teenagers and children—in an innovative way about the major killer habits of cigarette smoking, alcohol dependence, other drug abuse, and poor nutrition. Offered a closer look at advertising techniques designed to sell them on cigarettes, alcohol, junk foods and junk fads, young consumers are turning the tables on Madison Avenue by turning thumbs down on these real causes of bad health, bad looks, and empty wallets.

DOC's invariably humorous, occasionally sexy, and undeniably offbeat approach is a far cry from finger-wagging—and it works. For the first time, many teenagers are seeing and agreeing that they don't need to get drunk or stoned to be cool and that it's “in” to “kick the cigs.” DOC's TV commercials, newspaper comic strip, radio shows (combining top 40 rock music and disco with health pointers), sports events (like the Emphysema Slims Tennis Championship), posters (see inside), and t-shirt give-aways are providing a highly visible, community-wide reinforcement of the positive role model of the health professional and are giving real meaning to such words as nutrition, contraception, and moderation.

But like all good advertising, DOC's winning approach needs to remain in constant view and to keep pace with “the opposition.” That's where your input is needed—in the form of ideas, participation, and money.

Membership in DOC is tax-deductible. Since its founding by three family physicians in 1977, DOC has been aided by more than 1000 physicians, medical

students, and other health professionals from throughout the United States and Canada. It has also received grants from many health and civic organizations including the American Academy of Family Physicians, the Dade Foundation, the South Carolina Medical Association, the American Medical Association Resident Physicians Section, the Jackson Memorial Hospital Housestaff Association, the Florida Academy of Family Physicians, and the Dade County Medical Association.

DOC has presented programs on preventive medicine at over 100 national, state, and local conferences, as well as before dozens of schools, civic associations, and consumer groups. More than 50 major publications have carried feature articles on DOC, including *Medical World News*, *The Atlanta Journal*, *The Miami Herald*, *The Chicago Tribune*, and *The Wall Street Journal*.

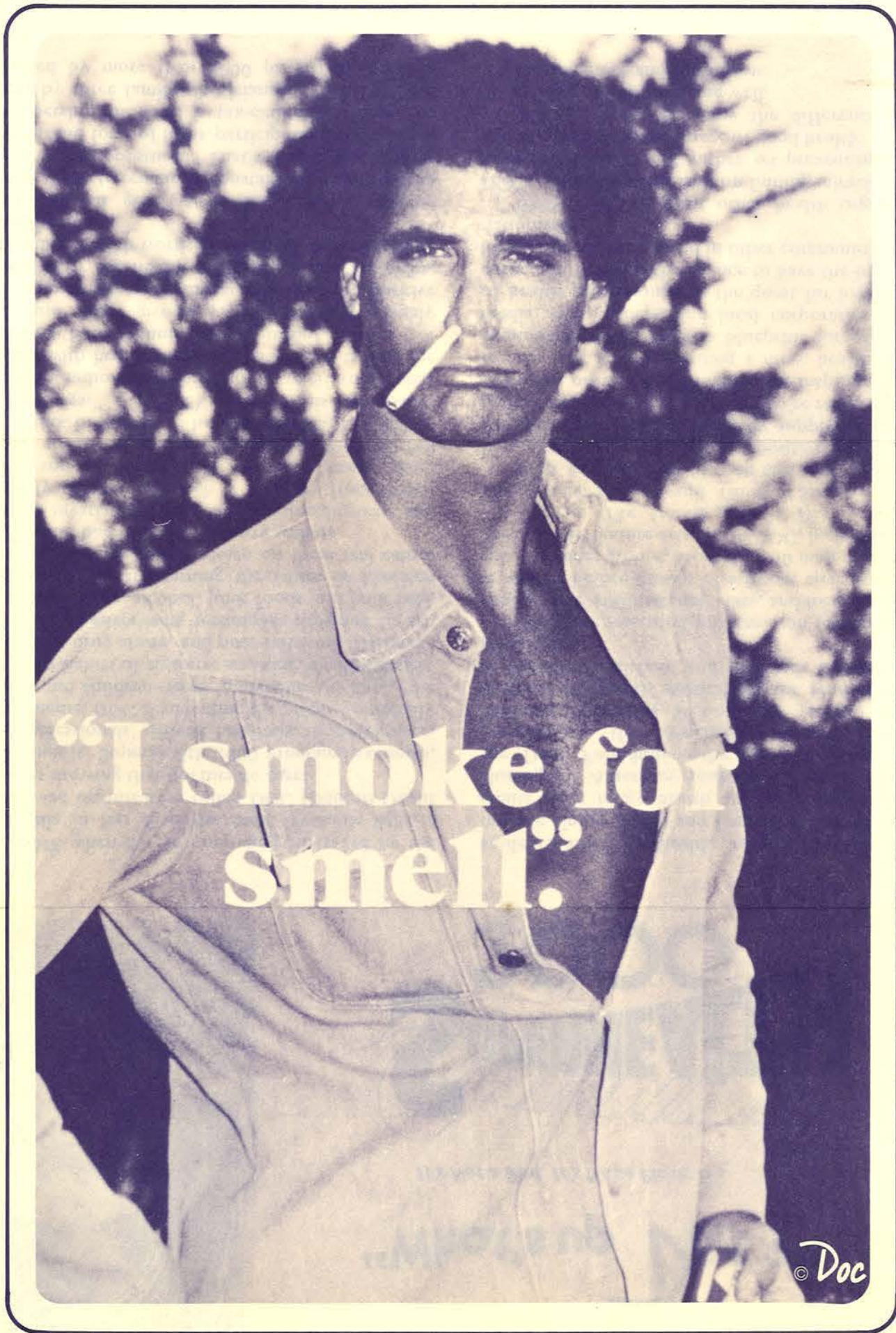
What can DOC do for you and your community? It can aid you in developing a positive health strategy for the office waiting room by supplying innovative patient education materials. If you're really ambitious, DOC can provide a mechanism for inspiring teenagers to take the lead in creating a more health-conscious community. DOC offers a blueprint for engaging the media, civic leaders, and local corporations as allies of health professionals in the quest for lower medical costs. And it offers the chance to have the best of your local projects reproduced in other communities or even nationwide.

Unlike that of most other health organizations, DOC's principal focus isn't on finding miracle cures for advanced diseases but rather on preventing disease—and on promoting the image of good health.

DOC is trying to show the difference between do-gooding and really doing well.

Please join us and support us.





AVAILABLE IN FULL COLOR POSTER

DOC and SuperHealth 2000 sound like great new concepts. I'd like to be a part of this organization. Here's my tax-deductible contribution of \$\_\_\_\_\_ (suggested health professional donation: \$50). Please send me a selection of your materials, including guidelines for establishing a local DOC group.

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Additional comments, ideas, new advertising media, suggested funding sources, etc.:

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DOC has qualified under the Internal Revenue Service as a 501 C-3 organization, which enables all donations to be tax-deductible. Address all correspondence to: DOC, 924 West Webster Street, Chicago, IL 60614