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Doctors Ought to Care

DOC's 10 Point Proposal for Lowering Health Costs:

1. Insurance companies, Blue Cross, and other third party payers should offer significant cash discounts to both individuals and groups who have not adopted such lethal lifestyles as cigarette smoking.
2. Newspapers should follow their precedent in refusing advertisements for X-rated movies by rejecting all cigarette and alcohol advertising that uses attractive role models or that implies that a certain brand is healthier. Newspapers should publish regular health supplements staffed comparably to the television section.
3. The City administration should study and make public the cigarette and alcohol related health costs borne by the public.
4. The Federal Trade Commission and Congress should investigate the use of long-burning and other hazardous chemicals in cigarette manufacture--additives that are responsible for no fewer than 2,000 preventable fire deaths each year.
5. Permanent revocation of driver's license upon conviction of driving under the influence of alcohol, marijuana, or other mind-altering drug should be considered by the Legislature.
6. Because of fire and health risks, no smoking should be permitted on any commercial aircraft in the United States; airport waiting areas should have distinctly separate smoking sections.
7. No new billboards should be constructed; cigarette and alcohol advertisements should be removed from the tax-supported transit system; no cigarette distribution should be permitted from vending machines or on streetcorners.
8. Cigarette billboard warnings should be enlarged from 2 inches on a forty foot billboard to the size of the Marlboro man, who should be reduced to no taller than three feet.
9. Physicians should not display in their office waiting rooms magazines that accept cigarette advertising.
10. The pharmaceutical companies should aid a physician-run, 5-year minimum major multimedia prevention program on popular TV programs aimed at discouraging the killer habits among children and teens.