



South Carolina Family Practice Residents Association

DOC NEWSLETTER

May, 1980

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DOC Stirs National Interest

As DOC continues its campaign to promote healthier lifestyles, it is beginning to command the attention of organizations ranging from the AMA to the U.S. Army. An article in a recent issue of JAMA notes DOC's efforts to educate the public about disease prevention through mass media campaigns (See "Medical News" JAMA, Dec. 28, 1979). In addition to the DOC school programs, bus-stop bench and radio advertisements, the article refers to the idea expressed by Alan Blum, MD that physicians can be "prevention specialists". DOC co-founder Blum is cited for suggesting that physicians learn to talk with patients about the dangers of smoking in a personalized, well informed manner. Also noted is his suggestion that doctors display in their offices only those magazines that do not accept cigaret advertising. According to the article, DOC's public education tactics can be extremely effective. It says, "Available evidence indicates that these strategies can have a major impact if a substantial number of physicians take part."

Blum has also had an article published in JAMA (See "Medicine Verses Madison Avenue" JAMA, Feb. 22/29, 1980). In this analysis of the relationship between advertising and health habits, good and bad, Blum cites the DOC program as one way to combat poor health habits which are often promoted in mass media advertising.

DOC has also attracted the attention of the U.S. Army. The DOC program has been enthusiastically endorsed by medical officers at the Dwight David Eisenhower Army Medical Center, Fort Gordon, Georgia. An entire issue of The Examiner, the medical center's newspaper, was devoted to cancer and its prevention. Lung cancer and its causes, namely smoking, received considerable attention. Six of eight writers contributing to the special issue were DOC members.

Fort Gordon DOC members also launched a Cancer Awareness week. Hour-long programs about cancer were presented twice daily to the fort's personel. The efforts of the Fort Gordon DOC members attracted the attention of the Augusta, Ga. press. Both the Augusta Herald and Augusta Chronicle contained interviews with DOC members Rick Richards and Captain Gregory Blake.



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DOC Members Receive National Appointments

The AAFP recently announced committee and commission appointments for 1980. Ten of fourteen resident and four of fourteen student positions have been filled with DOC members. The following were named to AAFP committees and commissions.

Marcus Purvis, MD, DOC Coordinator, Galveston, Texas: Commission on Education

Ted Ciriacy, Jr., MD, DOC Member, Roseville, Minn.: Commission on Health Care Services

Dennis Saver, MD, DOC Coordinator, Gainesville, Fla: Commission on Legislation and Governmental Affairs

Michael Hartsell, MD, DOC Coordinator, Huntsville, Ala.: Commission on Membership and Member Services.

Richard Swanberg, MD, DOC Member, Santa Rosa, Cal.: Commission on Public Health and Scientific Affairs

Larry Li, MD, DOC Member, Durham, N.C.: Committee on Minority Health Affairs

Harmon Patrick, MD, DOC Member, Greenville, S.C.: Public Relations Committee

Raymond Jarris, DOC Member, Brookline, Mass.: Committee on Research

Chuck Colodny, MD, DOC Member, Oak Park, Ill.: Committee on Scientific Programs

Doug Henley, MD, DOC Member, Chapel Hill, N.C.: Committee on Resident and Student Affairs (CRSA)

Phyllis Hollenbeck, MD, DOC Member, Liverpool, N.Y.: CRSA

Bob Urata, MD, DOC Member, Seattle, Wash.: CRSA

Silvia Corral, DOC Member, Santa Barbara, Cal.: CRSA

Marla Tobin, DOC Member, Columbia, Mo.: CRSA

Herb Young, DOC Member, Madison, Wis.: CRSA



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Massachusetts Program Off and Running

Although one of the newest, the Worcester, Mass., DOC chapter is quickly becoming one of the most active and progressive programs in the nation. Under the leadership of Chris Fletcher, MD, the Worcester group is designing new anti-smoking posters, organizing a speakers bureau for schools, obtaining air time on radio talk shows and planning public health street fairs. Dr. Fletcher has already participated in one broadcast in which health education in the Worcester schools was discussed.

Points of Interest

From Advertising Age, Feb. 18, 1980

"The Federal Trade Commission moved to settle one of its long pending disputes with the cigaret industry last week, approving an agreement that will cost five cigaret marketers \$485,000 in fines (AA, Feb. 4) and change the way health warnings are displayed on outdoor cigaret ads."

Editor's Note: The FTC was seeking \$6,000,000.

From The Progressive

Jerry Apodaca, former governor of New Mexico, says there is no conflict between his job as chairman of the President's Council on Physical Fitness and his new appointment to the board of directors of Phillip Morris Inc., the tobacco firm. "I don't see a problem," he told reporters.

From American Medical News

In a letter to American Medical News, Rick Richards comments on an article on Norman Cousins:

While Mr. Cousins holds court to tell all about his conception of medical care and susceptibility to disease Saturday Review, the magazine of which he is chairman of the board, derives more than 25% of its income from cigaret advertising. Maybe if we just laugh hard enough, cigaret related diseases, although a bit more common than ankylosing spondylitis, will go away.

Wanted: More Ideas

The DOC newsletter is for and about all DOC members. But we can only print news that we know about. If your organization has done something you feel is noteworthy, if you have ideas you would like to share, or if you just want to gripe, let us know. Send information, ideas, complaints, and compliments to

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