

SCFPRA  
Buddy Watkins  
Executive Secretary  
171 Ashley Avenue  
Charleston, South Carolina 29403



## South Carolina Family Practice Residents Association

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### Ochsner and Preble Head First DOC Honorary Board

In an effort to generate more interest and goodwill among the public, DOC has established an honorary board of directors. Dr. Alton Ochsner, a leading expert on the use of tobacco and the problems it creates, has been named the board's first honorary chairman.

A well known businessman has also been named to the honorary board. Robert Preble, former president of Encyclopedia Britannica, will serve in an advisory capacity as a member of this board.

The honorary board will be an important part of DOC's organization. With the selection of outstanding men and women such as these, we can expect to benefit greatly from their expertise and acumen.

### Over Two Hundred Attend Kansas City Workshop

The DOC workshop held August 28, at the NCFPR in Kansas City attracted over two hundred residents and medical students and their spouses. The workshop, led by Rick Richards, provided participants with information on the history of DOC, present programs, and plans for the future. Other DOC members who helped lead the workshop were Drs. Alan Blum, Bob Urata, Vann Beth Shuler, Mike Hartsell, and Harmon Patrick. After the initial presentation, a panel discussion was held during which workshop leaders fielded questions from the audience. One question asked during the discussion was "Are we advertising or educating?" The response was that advertising is educating. Alan Blum went on to say that DOC's educational methods could be "as simple as a button or as large as a billboard."

### Board Holds First Meeting

DOC's board of directors held its first meeting in Kansas City, August 29. DOC's progress over the past three years was discussed as were plans for the future. It was agreed that though DOC is a national organization, each chapter is responsible for setting its specific goals and implementing programs and campaigns. It was also suggested that each chapter be responsible for establishing its own by-laws. The national organization will provide a means of communication among chapters and will serve as a resource of health related information and promotional ideas.

Board members attending the meeting were Alan Blum, President; Rick Richards, vice-president; Mike Hartsell, Harmon Patrick, Vann Beth Shuler. Other board members include Tom Huston, Doug Henley, Chris Fletcher, and Ira Kurzban.

### Blum Appears on Today Show

DOC received its first exposure on national television in September. Alan Blum appeared on NBC's Today Show in a five minute segment. In an interview Blum explained the concept of DOC and some of its goals and programs. A number of audio visual materials developed by residents and students members of DOC were used during the program.

\*\*\*Chapter News\*\*\*

### Cedar Rapids Group Establishes DOC Chapter

A group of staff members of the Family Practice Center in Cedar Rapids, Iowa, has formed Cedar Rapids DOC. Members of the new chapter include residents, a faculty member and a nurse. The group has inaugurated a Speakers' Bureau and has presented programs on VD and advertising and smoking in area schools. A presentation to the Linn County Medical Society has been planned for November. Chairperson for Cedar Rapids DOC is Douglas Hinkin, M.D.





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### University of Mass DOC sponsors Fair - "For the Health of It"

A fair promoting good health was held at the Auburn Mall in Worcester, Mass, Sept., 19-20. The fair sponsored by the University of Mass. DOC chapter featured information on smoking, alcohol and drug abuse, nutrition, and teenage pregnancy.

The UMass group also sponsored a presentation by Alan Blum in September. Blum addressed an audience of students and faculty on Madison Avenue's effect on public health today.

### Approved But Not Funded

Hard work and a committee recommendation for approval are not enough to warrant funding from federal sources by the S.C. DOC chapter. The grant, ranked first for funding by the Department of Health and Environmental Control's Health Awareness and Promotion Initiative, requested \$76,470 for use in a prospective, controlled research project designed to measure the impact of DOC's multimedia approach.

Similar grants concerning alcohol and drug abuse were rejected in Mississippi and Alabama; however, Dr. Mike Hartsell (Alabama DOC) was successful in obtaining \$15,000 for use in the area of teenage pregnancy and contraception. This state grant is DOC's largest to date.

The consensus of DOC's board is to pursue funding through private sources on a national and local level. Chapters interested in obtaining copies of grants to use as outlines for a local effort should contact Rick Richards. All grants, nevertheless, should be coordinated through the central office in Chicago.

### \*\*\*Media Watch\*\*\*

Because of our almost constant exposure to the media, it has become one of the most influential forces in our lives today. Because of the great importance of this force, it is vitally important that we keep up with how the media handles health issues. The purpose of Media Watch is to share with you information on what has been published or broadcast on health related subjects as well as DOC. If you have any articles, books, programs you would like to recommend, please send information about them and an original of the article to the editor of this newsletter. (Elizabeth Patrick, Rt. 6, Carol Dr., Piedmont, S.C. 29673)

### From The Greenville News, Greenville, S.C., Aug. 18

"Following seven simple health rules can extend a man's life by 11 years on the average and woman's seven, according to a newly published public health study. Among 6,928 Californians who followed most of these rules during the years 1965 through 1974, there were far fewer deaths than expected.

The seven rules:

- .Do not smoke cigarettes.
- .Get some regular exercise.
- .Use alcohol moderately or not at all.
- .Get seven to eight hours of sleep nightly.
- .Maintain proper weight.
- .Eat Breakfast
- .Do not eat between meals.

These conclusions were published by Dean Lester Breslow and Dr. James Enstrom of the University of California at Los Angeles' School of Public Health."





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### Recommended Reading

The Politics of Cancer, Dr. Samuel Epstein, M.D., 1978; 583 pgs. \$12.50 from Sierra Club Books, 530 Bush St., San Francisco, Cal. 94108.

"Distribution of Polonium in Pulmonary Tissues of Cigarette Smokers," Little, et. al., New England Journal of Medicine, 1965, vol. 273, pgs. 1343 - 1351.

"Tobacco Radioactivity and Cancer In Smokers," American Scientist, 1975, vol. 63, pgs. 404-412.

U.S. Journal of Drug and Alcohol Dependence, 2119-A Hollywood Blvd., Hollywood, Florida. \$20 per year. Publishes DOC Column, "What's Up Doc?".

DOC also received a plug in the armed forces newspapers Army Times, Navy Times, and Air-force Times. The article about DOC was published in the Sept. 1980 edition and is titled "DOC Wants to Keep You Healthy."

\*\*\*Editorial\*\*\*

### A Tiger's Tail

Preventive health care is one of the most important and potentially explosive issues of our times. One of DOC's main goals is to promote, to sell, if you will, good health by pointing out the dangers of abusing super-hyped products such as tobacco, alcohol, junk food and even sex - just as other advertisers point out the dangers of bad breath, body odor, and dirty kitchen floors. The fact that it has been so difficult for DOC to obtain substantial national media exposure gives testimony to the fact that selling good health to the public could have devastating effects on certain major companies and the media they help support. Good health for the public is often bad health for some companies.

It's no secret that the most effective way of promoting an idea is through print and electronic media. Thousands of companies have spent billions of dollars in figuring out the most effective ways of using the media to their greatest advantage and have come up with some of the most brilliant yet subtle psychological subterfuge in the history of man's attempt at mass persuasion. There have been examples of embedding socially taboo words and images in photographs. Word and pictorial content are carefully manipulated to influence not only the conscious but also the subconscious. Even the location of ads is carefully considered for maximum effect. For instance, in the Oct., 1980 issue of Self, a magazine designed for "liberated" women between 18 and 35, the last page is devoted to a test of one's sense of self. It invites the reader to find out if her self-concept is "sure or shakey". Directly across from the test on the inside back cover is a four color ad for Virginia Slims cigarettes proclaiming, "You've come a long way, baby!" Is it a coincidence that this test of self value and confidence and an advertisement for a liberated women's cigarette appear side by side?

This is merely one example, among thousands, of advertising tricks of the trade that tobacco, alcohol and even drug companies use to get the public to buy their products. And it is these advertisements that support most of the magazines and newspapers today. According to Media Sexploitation, a book which for perhaps obvious reasons did not find its way to the best seller list, alcohol, tobacco, and drug advertising were among the major financial supports of the print media in 1976. According to this book, the advertising of these companies was so heavy, in fact, that if alcohol, tobacco, and drug ads were suddenly banned, very possibly about half the advertising dependent publications in the country would be out of business. After a brief perusal of almost any major publication



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today, it would be safe to assume that in this respect not much has changed in four years.

Is it any wonder that DOC has been met with considerable resistance from the media when it proposes to promote ideas directly opposed to those of many advertisers?

On the surface, promoting good health sounds like such a good project for many physicians not yet jaded by the harsh realities of commercialism, and DOC is such a cute idea with its school talks and clever posters, the perfect outlet for energetic med students, residents and practicing physicians with so much time on their hands. Who would want to publicly denounce such a worthy effort? Yet a disturbing attitude among some of the media and even part of the public is that if DOC is ignored or perhaps given a patronizing pat on the head we will shut up and go away, or at least fade away behind the curtains of private practice.

That will happen only if we let it. Whether we realize or not, DOC has grabbed a tiger by the tail, a tiger far bigger than Three Mile Island and Love Canal, a tiger whose snarls and roars often deafens the public to the small quiet voice of reason and good sense: sense that says tobacco makes people sick; too much alcohol can be debilitating and lethal; abuse of any kind of drug-devastating; exploitive sex-psychologically as well as physically damaging.

It is my hope that through DOC's efforts, good health will one day be as popular and prevalent as filter cigarettes and canned beer. It is up to all of us to hang on to the tiger's tail and roar even louder.

PROGRESS NOTES welcomes response to any editorial.

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