

Doc News and Views

AAFP Action

The annual convention of the American Academy of Family Physicians became a major forum for DOC's innovative ideas during its meeting in Anaheim, October 7-13. AAFP President Robert Higgins, M.D., challenged Academy members to continue and increase their health promotion activities. Robert Taylor, M.D., of Spartanburg, S.C., was selected President-elect. Dr. Taylor was on the committee which gave DOC its first grant in 1978 to assist the original DOC programs in Miami, Florida and Spartanburg, South Carolina.

On October 12, Rick Richards, M.D., President of DOC, presented "Health Promotion: Looks, Sex and Money" to 1500 enthusiastic listeners. The DOC story and approach was received with a lengthy standing ovation - the first for a scientific assembly lecture according to program committee members.

The following day, Dr. Richards moderated a 3-hour workshop, "Family Physician as Health Promotion Specialists". Panelists included Alan Blum, M.D. (founder of DOC), Tom Houston, M.D. (DOC National Coordinator), Chris Shanks, M.D. (Iowa DOC), Luke Burchard, M.D. (Illinois DOC), Bob Jaffe, M.D. (Washington DOC), and Paul Fischer, M.D. (Georgia DOC). Thursday through Sunday, DOC was on display in a prominent exhibit, funded by donations from the Department of Family Medicine at the Medical College of Georgia and Floyd Medical Center in Rome, GA.

The Congress of Delegates affirmed the AAFP will:

- 1) Investigate development of a pro-health advertising campaign regarding tobacco directed at young people.

- 2) Encourage health care facilities-especially hospitals-to establish and maintain "smoke-free" environments.
- 3) Support a national ban on cigarette advertising, including the promotional distribution of free cigarettes, and legislative action to effect such a ban.
- 4) Promote public education on the subject of smokeless tobacco and encourage legislation that would mandate cautionary labeling.
- 5) Consider proposals dealing with the economic impact on tobacco-producing areas and the banning of smoking on commercial airlines.
- 6) Become a nonsmoking organization by 1986 by considering the following policies and programs:
 - a. Prohibiting smoking at all AAFP meetings and all meetings sponsored by the AAFP
 - b. Discouraging smoking by physicians and AAFP staff while representing the AAFP
 - c. Encouraging physicians and AAFP staff not to smoke;
 - d. Requesting the executive vice president to develop and implement proactive nonsmoking programs and policies for AAFP staff;

And family physicians:

- 1) Should provide patients with educational material on the dangers of smoking and become actively involved in helping patients to cease smoking.
- 2) Are urged to prohibit smoking by themselves, their personnel and patients in their office premises.
- 3) Are urged to eliminate all publications carrying tobacco ads from their reception areas.

(AAFP Assembly Reporter)

DOC and the FTC

In the last year, DOC has entered a new arena - petitioning the Federal Trade Commission, the Federal agency in charge of "deceptive practices" in business and advertising. DOC National Coordinator, Tom Houston, M.D., has submitted complaints in several major areas over which the FTC has jurisdiction: cigarette advertising in general, the R.J. Reynolds advertising campaign, advertising for smokeless tobacco, tobacco product placement in movies, and tobacco sponsorship of sporting events.

DOC complained strongly beginning in February, 1984, about the R.J. Reynolds campaign. First, the warning must be present on all the R.J. Reynolds "advertorials" since they are in fact product advertising trying to convince the American public that smoking has not been found to be harmful. Further, the advertisements themselves are inherently deceptive, distort data, and mislead the public. DOC has urged Reynolds be made to publish appropriate retractions. Unfortunately, the replies from the FTC have been very perfunctory and it is apparent that if this agency is going to respond, it is not going to be with any great speed or forcefulness.

DOC began to question smokeless tobacco with the stepping up of the "SKOAL Bandit" advertising campaign during the 1984 Olympic Games. The U.S. Tobacco Company began a vigorous campaign designed to suggest that smokeless products are safer than cigarettes. This, combined with the obvious pitch toward youth by use of athletic figures such as Carlton Fisk, Walt Garrison, and others, prompted DOC's complaint to the FTC. DOC's position is that the use of smokeless tobacco products will further

(cont. on pg. 3)

A National Organization?

Alan Blum, M.D., founder of DOC, bumped into a naive resident at the 1977 National Conference of Family Practice Residents.

Resident: "DOC sounds like fun. How can I get involved?"

AB: Why don't you start a DOC chapter?"

Resident: "OK, what do I do?"

AB: "Whatever you want to, just keep it image-based and get kids involved."

Similar comments are being heard after presenting DOC to students, house officers, physicians, and non-medical people all over the country, indeed, the world.

The funding for the past five years has been mostly "out-of-pocket." Though local groups have had several small grants, National DOC has existed on very little money and no administrative support. All employees have been volunteers. Media and creative work has been done by local chapters and funded by those involved.

One of the many things you'll realize as you read this newsletter and reflect on what you have read or heard elsewhere, is the subtle ways DOC's image-based health promotion and physician-activist orientation, pronounced radical in 1977, is fast being endorsed and adopted by others.

If DOC is to remain a leader in innovative ideas, respond to the needs of current members, and assist others in getting projects started, we must evolve from a grass-roots movement into a true national organization. That means

formal membership status and active financial support including and beyond dues. Who among us doesn't think twice about writing a check for professional dues or charitable contributions? This year, why not invest in DOC? You can see what DOC has already done without money - imagine what we will accomplish with some!

Please join and support us now. Send your contribution with your membership dues. We need your help!

Trade Tactics

With the recent defeat of non-smoking legislation in Illinois, Arkansas, and other areas of the country, Brian Friedman, head of Arkansas DOC, filed a report aimed at better preparing DOC members for legislative fights with the tobacco industry (TI) (see also: *New York State Journal of Medicine*, Dec. 1983, July 1985).

Unfortunately, whereas proponents of such measures rely largely on local resources, the TI applies its knowledge and experiences from past battles in other states.

"First and foremost, **do not** assume anything! We assumed that the president of the Arkansas Chapter of the American Lung Association would be on our side - WRONG! He proposed and worked for the passage of a resolution that killed our city clean indoor air ordinance. We also naively assumed that the Public Health, Welfare and Labor Committee of the legislature would deal fairly with the smoking resolution bill. The chairman of the committee owned a tobacco distributor-

ship and stated to our sponsor 'no way in hell will this bill make it through my committee'. We assumed that when we had a verbal commitment from a majority of legislators our bill would pass -WRONG again. The night before the vote, the TI had a cocktail party for the entire committee. The key votes needed to pass our bill out of committee did not show up for the vote. Why?

"Always keep in mind that the TI works quietly and behind the scenes. While we were seeking news coverage, taking opinion polls, and writing letters to get our bill passed, the TI was meeting with each legislator. Things looked great and the bill appeared to have won public sentiment, but the TI won the vote. The TI uses full-time paid employees to lobby and solicit contributions.

"Watch out for compromise bills and amendments. The TI planted clean indoor air bills with numerous loopholes and kept amending our bill one clause
(cont. on pg. 3)

Finally, a Newsletter...

We would like to publish this newsletter on a regular basis, but that means regular input from all DOC members. Chapters should send updates to Dr. Richards including activities, presentations, publications, and honors received by their members. One other service we would like to offer in this newsletter is the announcement of upcoming events. Comments and suggestions concerning the newsletter itself are encouraged. (HH-101, Medical College of Georgia, Augusta, GA 30912)

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Project SNUFF

DOC's national campaign, Project SNUFF - Stop Noxious University Funding Forever - was recently announced in the *Chicago Sun Times*. University investments in the tobacco industry put medical schools in the position of wanting cigarette consumption to increase. Dr. Richards, President of DOC, was quoted as saying, "The universities have human research committees to ensure that people are not harmed in research. They should apply the same high standards to their investments."

"It's time for the medical schools and their universities to put their money where their mouths are", Dr. Blum, founder of DOC, stated.

DOC will be keeping records of the investment practices of the 120 medical schools and will make ethical requests to divest noxious funding where it occurs. Each DOC member should contact either the Public Relations Office or Investments Committee of their medical school and forward the information to DOC.

DOC Plans House Call

After the successful reception of the health promotion concepts of DOC by the constituency in attendance at the annual American Academy of Family Physicians (AAFP) meeting, DOC is planning a "house call" during the 1986 Academy meeting in Washington D.C. During the week, physicians will be invited to make "house calls" on the White House and Congress.

Physicians, complete with white coats and prescription pads will ask the Federal Government to become more actively involved in health promotion and disease prevention efforts. Assuming the role as patient advocate, physicians will present prescriptions specifically aimed at eliminating the Federal Government's support of the tobacco, alcohol and other unhealthy product industries.

Physicians, family, friends, and others interested in better health are invited to participate. The exact time, place and other details of the "house call" will be made available next summer.

Suggestions for prescriptions are solicited and volunteers for coordinating the event are needed.

Bibliography

We are currently compiling a list of contributions to various media by DOC members all over the world. If you have personally contributed newspaper, magazine or journal articles, TV or radio commercials or scripts, please send a copy. In order to provide information to members, update our records and assist in applying for funding, a written summary of other local activities and samples of programs or material developed should be sent to DOC, HH-101, Medical College of GA, Augusta, GA 30912.

B.U.G.A.U.P. Has Arrived

BUGAUP (Billboards Utilizing Graffiti Against Unhealthy Promotions), an Australian underground movement primarily aimed at countering the false images created by the advertisers of tobacco and alcohol products, has surfaced in the United States. Refacing of billboards so they offer the true message to American consumers, has been documented in northwestern, western and southeastern parts of the United States.

Billboards are usually "doctored" after a serious deviation from truth occurs in the advertising message or image. Diagnosis is by clinical impression. Surgical instruments are spray paint cans. Comments from those viewing this cosmetic surgery has been uniformly positive.

Although no one has been able to identify any of the members of BUGAUP in America, more information can be obtained by writing BUGAUP at its Australian address: Box 80, Strawberry Hill, N.S.W. 2012, Australia.

DOC Supports Tobacco Liability Efforts

The current interest in tobacco liability suits is a good sign for opponents of the death and disease tactics of the tobacco manufacturers and advertisers. In an effort to assist in finding appropriate cases, DOC has volunteered to spread the word regarding tobacco product liability. If you have any patients who might qualify for litigation, please contact Bob Jaffe, M.D., Washington DOC, 5703 South Fletcher Street, Seattle, WA 98118.

DOC and the FTC

(cont. from pg. 1)

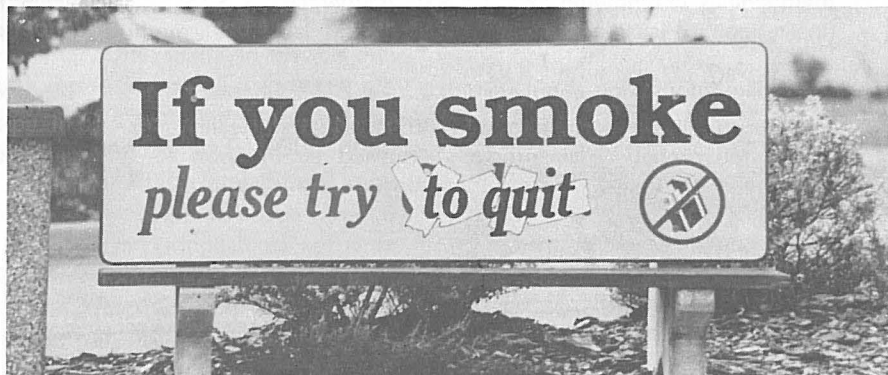
encourage young people to see the use of all forms of tobacco as an initiation into adult life. Use of smokeless tobacco may lead to an epidemic of tooth and gum disease as well as oral cancer. Studies have shown that the prime user group of this form of tobacco is young people.

Trade Tactics

(cont. from pg. 2)

at a time until it had no meaning. Finally, the TI went to great lengths to create an image of extremism on the part of pro-health groups. Cries of 'infringement of basic rights', 'hysterical do-gooders', 'yuppies looking for a cause', and 'discrimination against people who enjoy smoking' were common.

"A good way to measure effectiveness is by watching the TI's responses. If they do not oppose what you're doing, then it is not a threat. If your actions might improve health (i.e., decrease tobacco consumption) then the industry will be out in force."



For only \$250 you can personally sponsor a bus bench like the one above for one year. The counteradvertising messages can spoof your favorite unhealthy product or you can leave the message to the creative minds of the children we encounter. In either case, we'll forward a color picture, suitable for framing, of your bench.



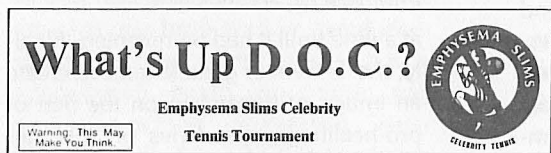
Winners of the annual Cedar Rapids Elementary School Good Health Poster/Billboard Contest. With the winners are (from left) Chris Shank, M.D., Alan Blum, M.D., and Dick Hodge, M.D., President of Cedar Rapids DOC.



Winners of the First Annual Emphysema Slims Tennis Tournament held in Augusta this spring were Lavender Kelly (left) and Angela Helig.

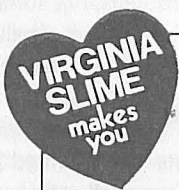


DOC Bumper Sticker (15" x 4")



DOC Bumper Sticker (12" x 3")

Pro-Health Products



OUT OF ORDER

DOC Sticker (1 1/2" x 2")



DOC Sticker (2 1/2" x 2 1/2")

Please send me:

- ___ Out of Order @ .05 ea
- ___ Smoking eats @ .25 ea
- ___ b.b.buckle up! @ 1.00 ea
- ___ What's up DOC? @ 1.00 ea

- ___ Smoke for Smell posters @ 5.00 ea
- ___ Emphysema Slims posters @ 5.00 ea
- ___ Superhealth 2000 T-shirts @ 10.00 ea
- ___ No Tar Fun Run T-shirts @ 10.00 ea
- ___ Smoke Buster T-shirts @ 10.00 ea

___ I'd like to sponsor a bench! \$250.00

☐ Doc and Superhealth 2000 sound like great ideas. I'd like to be a part of this organization. Here's my tax-deductible membership contribution of: ☐ \$10 (students); ☐ \$25 (physicians in training); ☐ \$50 (physicians); ☐ \$500 (institutional). Please place me on your mailing list and tell me how I can get involved.

- ☐ I'd like information about starting a local DOC Chapter.
- ☐ I want to support your counter advertising pro-health efforts to combat "killer products" pushed by Madison Avenue. Enclosed is my additional contribution.

Membership fee: _____

Pro Health products: _____

Additional Contributions: _____

TOTAL: _____

Name _____ Phone () _____ Bus. Phone () _____

Street _____ City _____ State _____ Zip _____

Occupation: _____ if MD/DO, Specialty: _____ Area of Interest: _____

DOC is qualified under the Internal Revenue Service as a 501 C-3 organization, which enables all donations to be tax-deductible.

Chapter Activities

Delaware

Dr. Kevin Roberts, a Family Medicine resident and member of Del-DOC, coordinated an entire issue of *Delaware Medical Journal* devoted to the health hazards of smoking. In his feature article, Dr. Roberts criticizes the tobacco industry's efforts which use misleading disclaimers, false advertising, and economic powers to counter scientific evidence.

Mark A. Glassner, MD, Del-DOC President, arranged a contest to design the journal cover. Competition among school students in Delaware was won by sixth grader, Richard Meyer of Dupont Middle School in Wilmington. Copies of the **DMJ** can be ordered by contacting the **Journal** at 302/658-3957 or 1925 Lovering Avenue, Wilmington, Delaware 19806.

Dr. Glassner presented "What you see is not what you get", a program on cigarettes and the mass media, at the June Medical Grand Rounds at the Medical Center of Delaware. Del-DOC plans to bring "Death in the West" along with the rest of the DOC curriculum to public schools this fall. Del-Doc now sponsors a local volleyball team and hopes to sponsor a racquet ball tournament this spring. This past year Del-DOC presented world-class marathoner Frank Shorter with a "Del-DOC Superhealth 2000" T-shirt for his efforts at the Goretex Triathlon.

Wisconsin

John N. Stephenson, MD, faculty advisor for the DOC chapter at the University of Wisconsin Medical School in Madison, reports 23% of the medical students participated in the Speakers Bureau activity interacting with 11,862 middle and high school students during the first two years (421 presentations).

Combining packaged presentations with didactic and workshop training sessions for the medical students, MAD-DOC is gearing up for the 85-86 school year.

New Mexico

DOC in Santa Fe is beginning to get off the ground. Letters-to-the-Editor have been published, posters and DOC smoking information sheets have been distributed, and the family practice residency at the University of New Mexico is taking the initial steps to establish a DOC chapter, thanks to the efforts of DOC board Member Chris Fletcher, M.D., who presented "Medicine vs. the Media" at a family practice grand rounds.

A local tennis club has volunteered to host the second event on the Emphysema Slims Tennis Circuit this fall. (Coincidentally, the founder of that other Slims tournament, Gladys Hellman, lives in Santa Fe.) Santa Fe DOC will be going into the public schools this fall.

Illinois

In May 1985, the Illinois House of Representatives narrowly defeated the Illinois Clean Indoor Air Act. The effort to pass the bill was spearheaded by Illinois DOC head, Luke Burchard, MD, and the Illinois Interagency Council on Smoking and Disease. The Tobacco Institute, (the Washington, D.C., based political lobbying arm of the tobacco industry), led the resistance with lobbying and advertisements and also managed to convince business leaders that the bill would be "bad for business".

Dr. Burchard has been active in writing and lobbying for the Illinois Clean Indoor Air Act, as well as for complete disclosure of additives and ingredients in cigarettes, mandatory health warnings on smokeless tobacco products, and the issue of product liability for the damage caused by cigarette smoking. Dr. Burchard presented a two-hour workshop at the American Medical Student Association Conference in Chicago in March. He also presented DOC to approximately 1500 sixth-graders at the Illinois Interagency Council on Smoking and Disease Level 6 Conference in Springfield as well as to 80 physicians, dentists, and nurses at Mattoon Hospital. With the increased TV and radio coverage of the Illinois

Clean Indoor Air Act, there has been increased interest in DOC's efforts.

Georgia

Sponsored by Augusta DOC, the first Annual Emphysema Slims Celebrity-Pro Tennis Championship, held March 30, 1985, was a huge success. The counter-promotion event capped a month-long poster and commercial contest in 17 county schools. Gerald Riggs, running back for the Atlanta Falcons, headed the list of participants. This year, Augusta DOC plans to expand the ESTC nationally. (If you'd like to sponsor a counter-promotion, contact DOC.)

The event was highlighted by words of encouragement from former Surgeon General, Jesse Steinfeld, M.D. Martina Navratilova, who strongly supports that other tournament was selected the Worst Athlete Role Model for 1985 (WARM Award).

In October, Augusta DOC sponsored its second annual blood drive, by getting pledges per pint from local businesses to fund DOC activities, each donation was doubly rewarding. The speakers bureau, composed primarily of Medical College of Georgia students, is currently undergoing training for local school "house calls." Over 75 medical students have agreed to participate.

Emory DOC in Atlanta was the sponsor for the first annual No-Tar Fun Run. The 5K and 10K run at Emory School of Medicine was held to raise money to support Speakers Bureau and counter-advertising activities. The 400 runners were required to trample the 800 cigarettes lined across the road as the finish.

The Atlanta Coalition on Tobacco, a DOC chapter, is working to coordinate the pro-health efforts of all groups in Metropolitan Atlanta and implement DOC programs in the schools. They have put together a team of experts to examine the issues from all possible angles: prevention, cessation, counter-advertising, liability and corporate.

We would like to include news of your activities. Please forward information, with illustrations to DOC, HH-101, Medical College of Georgia, Augusta, GA 30912.

On the International Scene:

Alan Blum, M.D., founder of DOC, recently addressed several groups concerned with smoking prevention during a June trip to Iceland and Norway. These included the Norwegian Council on Smoking and Health and the Icelandic Cancer Society. The enthusiasm by physicians in Iceland led to the formation of an Icelandic DOC chapter and illustrates that DOC's concepts translate well to other countries, even where overt cigarette advertising has been banned (and where tobacco companies use subtler tactics to promote cigarettes). The exchange of ideas and contacts established by Dr. Blum will continue the concerted efforts of DOC worldwide.

On September 2, Dr. Blum spoke in Dublin at the 12th World Conference on Health Education and in Belfast at the medical school at Queens University. Rick Richards, M.D., spoke in Brazil at the International Congress on Alcohol and Drug Abuse held in Rio de Janeiro. Dr. Richards and Tom Houston, M.D., presented DOC at the Second International Conference on Health Education and the Media in Edinburgh, Scotland.

Publications, Presentations, Awards, and Honors

DOC members have continued to serve as the health promotion conscience of the medical profession through numerous lay and medical publications. Letters to the Editor of the **NEJM** by Luke Burchard, Alan Blum, Tom Houston, Rick Richards, John Slade and Charles Tate were published in July. A letter in **JAMA** from Drs. Gullen, Fischer, Richards, and Steinfeld

criticized the R.J. Reynolds advertisement about the MR FIT study. The First Annual Emphysema Slims Tennis Tournament organized by the Augusta DOC chapter was covered by **JAMA**, **AMA NEWS**, **THE AAFP REPORTER** and **MEDICAL WORLD NEWS**. Chris Shank, M.D., and his residents have published articles in **Family Medicine** (5/85) and **Family Practice Recertification** (3/85) which outline their DOC activities. A number of DOC members have articles published in the July 1985 issues of the **New York State Journal of Medicine** and the **Delaware Medical Journal** which are devoted to tobacco.

The DOC medical curriculum was presented at two seminars at the national Society of Teachers of Family Medicine meeting in Nashville (May '85). Paul Fischer, M.D., Rick Richards, M.D., and John Edelsberg, M.D., presented the Medical College of Georgia's Community Medicine course based on DOC concepts. Chris Shank, M.D., presented the very successful health promotion education program from the Cedar Rapids residency as part of a health promotion seminar with Bob Taylor, M.D. (Dr. Shank has recently been named President of the North American Primary Care Research Group.) Drs. Richards, Fischer and Blum were consultants to the Carter Center on the TV program "Kids Just Wanna Have Fun" with Bill Cosby.

Dr. Richards and Dr. Blum were participants in the Carter Center conflict resolution meeting on tobacco. Dr. Houston was selected to the International Who's Who in Medicine. Dr. Richards was selected to the International Who's Who in Education and Educator of the Year at MCG. Dr. Fischer serves as Chairman of the Curtis Hanes Research Consortium.

Chris Fletcher was chosen to head

media and public relations for New Mexico's chapter of the AAFP and will attend the AAFP Media Workshop in New Orleans this fall. Dr. Luke Burchard has been awarded a \$1,000 grant from the Mattoon Area Foundation to use for local health education. Dr. Bob Jaffe has received a \$8,500 grant from various sources for his media work in Seattle.

DOC Research

Aided by a \$13,000 grant from the Family Health Foundation, Chris Shank, M.D., Iowa DOC head, is currently studying the effectiveness of the Cedar Rapids DOC program. Adam Goldstein, a third year student at the Medical College of Georgia (MCG), has recently finished collecting data on tobacco advertising recognition and smoking behavior among high school students. His data appears to have established a dose response curve for tobacco advertising and experimentation with tobacco.

Beth Goldstein, a fourth year MCG student, is conducting a study of physician self-evaluation for counseling on smoking cessation and community health activities. Mrs. Goldstein will determine if DOC participation during medical training results in physicians overcoming their perceived low efficacy in health promotion. (She was awarded first place at Georgia Family Practice Research Day for her review of the literature "Physician perceived efficacy for health counseling.")

Earl Berman, a second year MCG student, along with Brian Strickman-Levitas, a fourth year MCG student, have completed a study of the association between acne and tobacco in adolescents. Mr. Berman's study of tobacco sales practices of hospitals in Georgia has been accepted for publication in **JAMA**.

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