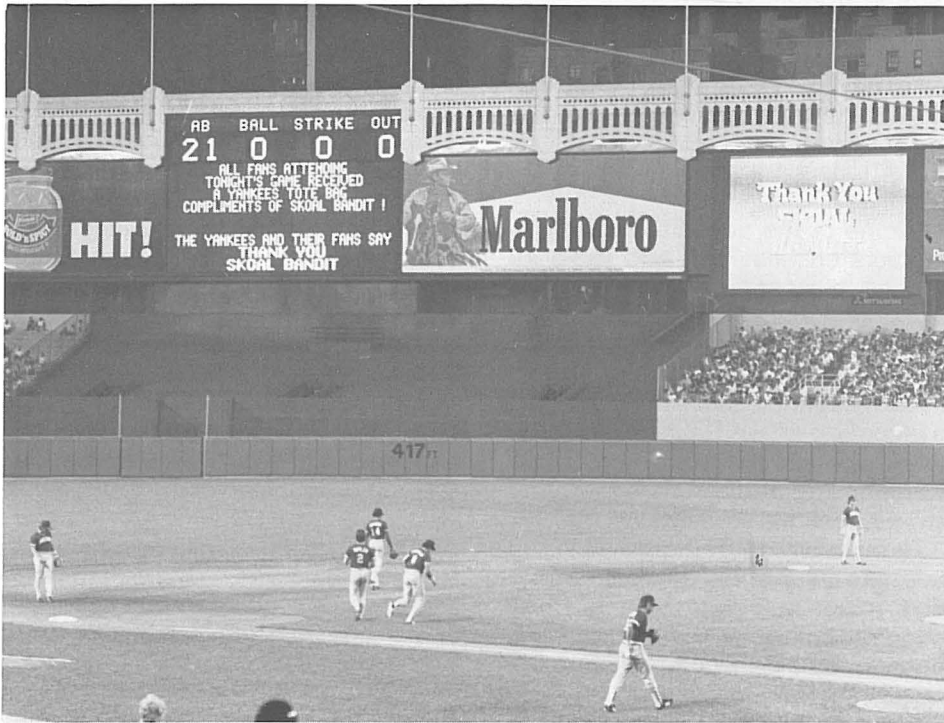


# Doc News and Views



— Photo by Andrew Skolnick

Marlboro and Skoal Bandit ads dominate this scene at Yankee Stadium. DOC has launched a war on such sports sponsorship by tobacco companies. See the editorial "The Real Drug Pushers in Sports" on page 2.

## Tobacco Pushing at State Fairs

During his lectures in a unique health promotion course by Ed Dismuke, MD, at the University of Tennessee Health Sciences Center on September 26, Dr. Alan Blum urged medical students and faculty to examine Memphis' role in the manufacture and promotion of tobacco products. Memphis is the home of Conwood Tobacco Company (Kodiak and Hawken snuff and H.B. Scott's and Taylor's Pride chewing tobacco). As he spoke, dozens of well-groomed, t-shirted young people (paid pushers from Loews and Philip Morris) were handing out free packs of Newport and Virginia Slims at the Mid-South Fair. Such state and county fairs, visited by thousands of school children, have become major distribution points for tobacco products, as well as showcases for such tobacco promotions as the Virginia Slims Old-Time Costume Collection, the R.J. Reynolds Pride in Tobacco entertainment caravan, and the Marlboro daredevil autoracing team.

Such a blatant pushing of tobacco at youth will be a major focus of DOC's activities in 1987. DOC is seeking photographic and other documentation of tobacco advertising, promotion and sales at state and county fairs for inclusion in a report to be submitted to state legislatures and parent groups.

Memphis DOC coordinator Bruce L. Wolf, MD, and Dr. Blum visited the Mid-South Fair to observe the way in which 18 uniformed Virginia Slims representatives were promoting and distributing cigarettes. When several policemen were informed that drugs were being passed out by these people, they reacted sympathetically but stated that their hands were tied because the cigarette companies "had a permit." Many parents interviewed at random expressed anger that the Fair would condone such a practice. "I

(continued on pg. 3)

## Contest Stirs National Controversy

In keeping with DOC's style of spoofing the tobacco industry's attempts to make itself look wholesome and credible, DOC in November announced a national essay contest which asks law students the question, "Are tobacco company executives criminally liable for the deaths, diseases and fires that their products cause?"

"The essay contest came about because of the absurdity of Philip Morris' contest, which is ostensibly to get people out to write about censorship," said Alan Blum, MD, DOC founder. "What we are trying to do is call attention to the farce of the tobacco com-

panies trying to clamber onto the First Amendment and hide behind it, and divert attention from the wrongs they are doing in society."

The contest announced by Philip Morris in October asks how an advertising ban on tobacco products would affect "the future of free expression in a free market economy." The contest is a response to legislation introduced in Congress by Rep. Michael Synar (D-Okla.) to ban all cigarette advertising, including sponsorships of cultural and sporting events. Guy L. Smith, a spokesman for Philip Morris which makes Marlboro cigarettes, said the contest reflects the company's view

(continued on pg. 4)

...from AB:

# The Real Drug Pushers in Sports

In recent years drug abuse among professional athletes has received widespread attention in the mass media. Major League Baseball Commissioner Peter Ueberroth and the Baseball Players' Association have developed programs to help detect and treat drug abuse.

But baseball like many pro sports is trying to have it both ways, trumpeting their anti-drug campaigns while getting in bed with tobacco and beer pushers.

The extensive sponsorship of baseball broadcasts by breweries and the presence of cigarette billboards and other tobacco company promotions perpetuates the hypocritical notion that cigarettes and beer are not drugs. In fact, the economic and health toll taken by these legal killers far surpasses that of illicit drug use.

Fourteen baseball stadiums, many supported by public tax money, have prominent billboards for Philip Morris' Marlboro cigarettes; eight carry giant signs for R.J. Reynolds' Winston brand.

American League president Bobby Brown (the heart doctor and former infielder for the New York Yankees) was asked in a letter by DOC whether such advertising was appropriate for a sport that urges fathers to take their children out to the ballpark, and whether pres-

sure could be brought to bear on the tobacco companies even to substitute billboards for any of their non-tobacco products.

Dr. Brown replied: "As a physician I am quite familiar with all of the health hazards associated with cigarette smoking, dipping snuff, and excessive alcohol intake. We do have a real problem, however, in controlling the advertisement of these products because the consumption of alcohol and the use of tobacco and snuff are legally permitted..."

"Some of the advertising of these products on television and radio as well as billboards or signs in the ballparks are not under the control of the individual clubs. Baseball is not anxious to encourage any health hazard, but at the same time is forced to recognize an individual's right to indulge in certain practices if legal. This is an ongoing problem, however, that we will continue to address."

Through billboards picked up at key camera angles on television, the tobacco companies have found a way to juxtapose their cigarette brands with athletes without having to pay an endorsement fee.

Some of the best camera angles--the runner leading off first base, the extra point, or field goal--pick up a huge billboard in the background. This is not by chance. Dozens of such images, totaling several minutes, occur during each game in violation of the law against showing cigarette advertising on television.

DOC tapes of the 1986 baseball playoffs and World Series (all four stadiums feature prominent Marlboro billboards) revealed the billboards were in clear view in hundreds of shots throughout the games, providing Philip Morris with about \$10 million in free and illegal advertising. Philip Morris' Miller Beer was the chief sponsor, awarding the "Miller Lite Player of the Game Award," as if this was a legitimate honor sanctioned by Ueberroth and company.

The health warnings included on those billboards, impossible to read even at the ballpark, are invisible on the TV screen.

If baseball officials and strong team owners such as George Steinbrenner of the Yankees wanted the cigarette

advertisements removed, the ads would be gone. Further evidence of baseball's acquiescence in the promotion of tobacco is seen in the licensing of a St. Louis company to market the Official Major League Baseball Disposable Cigarette Lighter, packaging for which includes the insignia of Dr. Brown's American League and other official logos of the sport.

Contrast the public silence of Dr. Brown and his colleagues in baseball on this sort of promotion of tobacco through sports with the efforts of former Boston Red Sox pitcher Jim Lonborg. Now a dentist, Lonborg lobbied to have warning labels placed on all packages and ads for smokeless tobacco. Massachusetts became the first state to mandate such warnings.

With the ban on TV and radio advertising, tobacco companies have found clever ways of pushing their products on impressionable young sports fans by simply concentrating on another method of promotion--sponsoring sporting events. They shifted to the scoreboards and the overall sponsorship of a sport, which took on the name of a cigarette brand.

The best known of these is Philip Morris' Virginia Slims Tennis Circuit. Telecasts of this promotion feature players as young as 14 amid dozens of courtside logos for the cigarette brand. Several educational institutions, including Boston University, have permitted Philip Morris to hold its event on their campuses. George Washington University ended this association with Philip Morris in 1986.

The Australian Open, one of pro tennis' Grand Slam events, has been known as the Marlboro Australian Open to the chagrin of that nation's health organizations.

(continued on pg. 3)

DOC News and Views is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals that is helping to educate the public, especially young people, about the major preventable causes of poor health and high medical costs. Our focus is the "killer habits" with particular emphasis on counteracting the promotion of tobacco and alcohol. DOC's professional aim is to tap the highest possible level of commitment and involvement in improving the health of their communities from physicians, medical students, other health professionals, business leaders and all other citizens. DOC is unique among health organizations in being solely concerned with health promotion, and has pioneered the concept of paid counter-advertising aimed at reducing lethal lifestyles.

For further information write to:

DOC

HH-101

Medical College of Georgia  
Augusta, GA 30912

Alan Blum, MD, *Founder and Chairman*

Rick Richards, M.D., *President*

Tom Houston, M.D., *National  
Coordinator*

Karen Shipp, *Editor*

DOC Office - (404) 828-2269

"The Marlboro Cup has also been of considerable value to us. First, it has created enormous visibility for Marlboro. There are newspaper stories leading up to and following the race that mention the Marlboro name frequently and this is excellent exposure. Second, the imagery of horseracing and the imagery of the Marlboro Man campaign seem to have reinforced each other. The man on the horse theme is central to both and we feel it has worked well as a partnership. We are very happy with the Marlboro Cup."

Ellen Merlo

Director, Marketing Promotions

Philip Morris, USA

in *Daily Racing Form*, Sept. 13, 1986



— Photo by Andrew Skolnick

Legal drug pusher distributes free samples of Marlboro cigarettes at Belmont Park under the watchful eye of a security officer.

...From AB: (cont. from pg. 2)

Numerous other tobacco company-financed sports—many of which are televised—include golf, skiing, soccer, bowling, rodeo, motocross and automobile racing. In 1986, the World Cup soccer matches, one of the major sponsors of which is R.J. Reynolds cigarettes (Camel and Winston), reached a global television audience of 1.5 billion.

Perhaps the sickest irony of tobacco sponsorship is the occasional event that is held to benefit a health institution. In recent years tobacco company-sponsored golf tournaments have raised money for Greenwich Hospital in Connecticut and Duke University Medical Center. Orthopedic Hospital in Los Angeles was the beneficiary of proceeds from a backgammon tournament sponsored by R.J. Reynolds.

An Irish proverb says that truth is good but juxtaposition is better. Direct TV advertising is out, but putting the Marlboro logo behind a star such as Roger Clemens - a hero to countless teens - is an effective way of polishing the industry's tobacco-stained image while appealing to youth.

Three million teenagers are taking up smoking every year, and they are getting an extra push from televised sporting events. It's about time Congress investigated the flouting of the law by big league sports, cigarette advertisers and television networks. Photographs and other documentation of tobacco promotion and other drug pushing in sports should be sent to DOC which will submit the material to Congress and the White House.

Alan Blum, MD  
Founder and Chairman

Tobacco (cont. from pg. 1)

never realized this was going on" and "When you stop and think about it, it's sick", were some of their reactions.

At a refreshment stand with a huge Marlboro sign on the roof, the owner was asked how many packs of cigarettes he sold during the 10-day fair: "12,000." To whom? "Well almost all to teenagers." Why? "We sell cigarettes at full price. The adults know they can get cigarettes much cheaper over at the 7-Eleven. The kids don't care. They'll pay anything for Marlboros." The owner added he hated to sell cigarettes. "But that's all the Fair officials let us sell. We asked for anything else, but they said 'This is what you have to sell, take it or leave it.'" The owner said that he and the group he represented had a meeting to decide whether to agree to sell the cigarettes. In the end they decided that the \$5,000 they would raise would be necessary for their ongoing activities. And the organization? Explorer Scouts!

The following day, 145 medical students at the University of Ten-

nessee sent letters to the president of the Mid-South Fair, *The Memphis Commercial Appeal*, Memphis Mayor Richard C. Hackett, and Chancellor James Hunt:

"The promotion and free distribution of tobacco products by national tobacco companies at the youth oriented Mid-South Fair attended by tens of thousands of school children and other young people is a disgraceful attempt to undermine the health of our community. Tobacco is responsible for more than 380,000 deaths per year in this country and as a gateway drug is a neglected cornerstone of the substance abuse epidemic. WE, the undersigned, call upon all civic leaders to end tobacco company promotion at the Mid-South Fair immediately and give assurances to the public that such activities will not be condoned in the future."

Added medical student Keith Sanford, "We were successful in rounding up 145 names in four hours. Had we had more time, I feel it would have easily been a thousand."

## DOC Gains Momentum Prepares for '87 and Beyond

Broadening DOC's perspective while providing ongoing national leadership in the campaign against tobacco and its promotion was the theme of the national DOC meeting held in Washington, D.C., on September 27, 1986. More than a dozen committees were formed to spearhead efforts in such areas as legislation, counter-advertising, school-based education, and the mass media. The committees will open avenues for greater membership participation in DOC's national efforts.

It was also emphasized that the most effective way for members to participate on a local level is through community intervention projects like the Superhealth 2000 Speakers Bureau, tennis tournaments and fun runs, and co-participation in events sponsored by other pro-health organizations. For instance, Americans for Non-Smokers Rights has expressed an interest in organizing a National Emphysema Slims Tennis Circuit with DOC.

A guest speaker from the Tobacco Products Liability Project, Joseph Herzberg, MD, a Washington, DC psychiatrist and law student, expressed an interest in working closely with

DOC on stepping up the national effort in suing tobacco companies for the death and disease caused by their products. Continued pressure through litigation will eventually result in a victory and open the gates to financial crippling of the tobacco industry. DOC is the first medical organization to endorse fully the purpose and objectives of the TPLP.

### Organizational Committees and Chairmen

DOC CLEARINGHOUSE, Rick Richards, MD  
EDUCATION, Mark Glassner, MD  
FUNDING, Tom Houston, MD  
MEDIA WATCH AND DOC ARCHIVE, Ed Sweda, JD,  
Alan Blum, MD  
COUNTERADVERTISING, Bob Jaffe, MD  
CONTESTS AND PROMOTIONS, Alan Blum, MD  
LEGISLATION, Luke Burchard, MD  
MEMBERSHIP, Rick Richards, MD  
BYLAWS, Chris Shank, MD

### Content Committees and Chairmen

TOBACCO, Alan Blum, MD  
ALCOHOL, Adam Goldstein  
ILLEGAL DRUGS, Mark Glassner, MD  
PHARMACEUTICAL PRODUCTS, Paul Fischer, MD  
QUACKERY, Chris Shank, MD  
NUTRITION, Mark Glassner, MD  
SEXUALLY TRANSMITTED DISEASES, Rick Richards, MD  
ACCIDENTS, Chris Shank, MD  
Members are encouraged to join and participate actively in at least one content committee and one organizational committee.

that such a ban would violate First Amendment guarantees of free speech.

The majority of newspaper and magazine publishers in the United States agree with their philosophy. With the tobacco industry spending more than \$2 billion a year on advertising space, they have a major interest in opposing the ban.

In an ad which appeared in *The New Yorker* and other national magazines, Philip Morris announced the essay competition that "explores and questions censorship of expression in any sector of American life." The prize for the winning entry? \$15,000. Runners-up will divide another \$65,000.

Both essay contests are designed to heighten public awareness of the smoking controversy, but DOC's intentions go even deeper.

"Our contention is that there may be criminal violations," Dr. Blum said. He pointed out that essays entered in DOC's competition would be judged on the quality of their legal argument. According to Professor Richard Daynard, co-chairman of the contest and co-founder of the Tobacco Products Liability Project at the Northeastern University School of Law in Boston, their real hope is that the essays will help create a whole new strategy for the war on tobacco manufacturers.

The winning entry in DOC's competition will receive a \$1,000 prize. The essay may be no longer than 3,000 words and must be submitted before May 15, 1987. The Tobacco Products Liability Project and the Northeastern University School of Law will assist DOC in organizing the contest and conduct the judging. The TPLP was started in 1984 by Professor Daynard and Michael Charney, MD, in an effort to bring together health professionals, attorneys, researchers, public policy experts, and government and organization representatives to form the clout necessary to go up against the tobacco industry and win. The TPLP believes that wrongful death and personal injury product liability lawsuits against tobacco manufacturers may prove to be an effective strategy in the public health battle against tobacco manufacturers. The following is a list of several ways cited by the TPLP in which the use and acceptability of tobacco products can be curbed or even eliminated by litigation:

- Awards of massive damages may drive up the price of cigarettes to as much as three or four dollars a pack, which in turn

will reduce tobacco consumption especially among the young.

- Each personal injury case against tobacco producers that is reported in the mass media will further educate the public as to the negative consequences of smoking.
- Increased risk of liability may force tobacco companies and their advertising agencies to place conspicuous and detailed health warnings on packages and advertisements, comparable to medication inserts, and to desist from making misleading statements and using deceptive advertising imagery.
- Legal discovery and interrogatories may expose evidence of criminal negligence by cigarette manufacturers in failing to warn consumers.
- Such individual suits may open the way to large actions by insurers, states, and municipalities to recover damages directly from the tobacco industry for medical and disability costs now paid for by state and local taxes.

TPLP encourages the development and coordination of such lawsuits.

Since its conception, DOC has been involved in the TPLP's efforts. For the third consecutive year Dr. Blum will be a featured speaker at the TPLP's annual conference in January 1987 entitled "Suing the Tobacco Industry: A Product Liability Approach to Public Health." For further information about the TPLP or DOC's essay contest, write: TPLP, Northeastern University School of Law, 400 Huntington Avenue, Boston, MA 02115.

## Conference Planned

A conference on the treatment of tobacco dependence will be held on Wednesday, April 8, 1987, at the Medical Society of New Jersey, in Lawrenceville, NJ. Persons interested in more information should call John Slade, MD, at 201-745-8600, ext. 8180.

Dear \_\_\_\_\_,  
I wish to inform you that one of your constituents, who was a patient of mine has died. The death was due to the following disease:

- \_\_\_\_\_ lung cancer
- \_\_\_\_\_ chronic obstructive lung disease
- \_\_\_\_\_ coronary heart disease
- \_\_\_\_\_ other tobacco-related cancer or vascular disease

This person was a \_\_\_\_\_ smoker. Tobacco smoking is the major avoidable cause of this disease.

From time to time, I know you are approached by representatives of the tobacco industry requesting support for some legislation that would benefit them. I hope you will keep this death in mind as you consider whether or not to support this legislation.

Sincerely,  
signed \_\_\_\_\_  
address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Doc*

Doctors Ought to Care  
HH-101  
Medical College of Georgia  
Augusta, Georgia 30912

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# Deaths Due to Smoking

Many state and national legislators still don't believe the number of people being killed by tobacco industry products as evidenced by their votes on tobacco related issues. In an effort to put them in better touch with reality, DOC has taken a tip from the British Medical Association. Doctors are encouraged to send the black-bordered postcards announcing the death of one of their constituents due to a smoking-related disease to their legislators. DOC members are also encouraged to write the brand name(s) of the cigarettes purchased by the deceased on the

card. If the physician chooses to send a more detailed letter as does John May, MD, of Cooperstown, NY (for a sample of Dr. May's letter see Lane D: The clinician and smoking in Great Britain; *New York State Journal of Medicine*, 1985; 85:391-393), it is suggested that advertisements for the deceased's brand be juxtaposed next to the card.

A sample of the postcard that can be reproduced for about one cent per copy is available upon request to local DOC chapters or medical groups.



— Photo by Arthur Lavine

Alan Blum, MD, confronts the Chairman of the Board of Chase Manhattan at the corporation's annual shareholders meeting.

## DOC Challenges Chase Manhattan Bank

At the 1986 annual shareholders meeting of the Chase Manhattan Corporation, Alan Blum, MD, DOC founder and Chase Manhattan shareholder, questioned the accuracy, ethics and judgement of Chase Econometrics, a subsidiary of Chase Manhattan, which published a study for the Tobacco Institute purporting to show that the tobacco industry makes a positive annual contribution of \$50 billion to the nation's economy. (Dr. Blum pointed out that costs for funerals, hospital expenses, and fire damage were not included in the report.)

Dr. Blum also called it "an extraordinary embarrassment" for the corporation to have two tobacco company officials on its board of directors. These are James L. Ferguson, vice chairman and director of Philip Morris, and John D. Macomber, a board member of R.J. Reynolds. Macomber is also president of Celanese, a world leader in the manufacture of cigarette filters. In November, Celanese merged with Hoescht pharmaceuticals, makers of Lasix and a leading manufacturer of cigarette packaging materials.

Dr. Blum asked Chairman of the Board, William C. Butcher, to examine Chase Manhattan's connections and relationships with the tobacco industry because "one of the next important threats to the image and profit of this and other corporations will be the scrutiny by universities, pension funds, and other groups of their holdings and business dealings with tobacco companies."

Butcher assured Dr. Blum that he would look into the matter and promised a reply. As of December, no reply had been received. In 1987, DOC representatives will appear at annual meetings of other tobacco-related corporations and will introduce shareholder resolutions aimed at ending all ties with tobacco profiteers.

### Smokeless Controls Established

All 50 states have excise taxes on cigarettes, but only 23 states have a similar tax on smokeless tobacco products. With the growing use of smokeless tobacco an excise tax is one measure that could be imposed by states to combat this unhealthy product. DOC supporter Gregory N. Connolly, DDM, MPH, Director, Division of Dental Health, Massachusetts Department of Public Health, has compiled a packet of materials to assist states in developing effective regulatory controls over smokeless tobacco which would make these products subject to the same laws now governing cigarettes.

Another important measure which could be imposed is to require health warnings on outdoor (billboard) advertisements for smokeless tobacco. The Federal Smokeless Tobacco Law requires warning labels only on product packages and print advertisements. Opposition from the outdoor advertising association resulted in Congress exempting billboards.

## National Tithe

Throughout the year National DOC sponsors counter-advertising events, launches new research projects, sends out an enormous amount of printed material, organizes meetings, and covers countless other expenses incurred in the administration of the organization. In order to raise the money necessary for DOC to seed new local chapters and to remain a force to be reckoned with in the eyes of those on Madison Avenue, beginning in January 1987, National DOC will ask all local chapters to contribute 10% of their locally raised dues and grant funds. This measure was approved by the DOC Board of Directors at the National Meeting in Washington, D.C., in September 1986. Chapter representatives at the meeting agreed it was fair and necessary as a means of promoting greater visibility for DOC on a national level.

### Prescribing with Good Advice

Despite the pharmacists' image as an advocate of community health, 25 percent of cigarette purchases in the United States are made in pharmacies. DOC commends the Clark County Medical Society of Vancouver, Washington, for its action against this practice. The group of physicians has begun printing a message on prescriptions which encourages patients not to fill their prescriptions at pharmacies where tobacco products are sold. Not only are patients complying with the request, but the action has also led the Hi-School Drug Store chain to discontinue the sale of tobacco products in all ten of its stores in Washington.

Doc first campaigned for tobacco-free drug stores in 1978. If you are a doctor and would like to have 4,000 prescription blanks imprinted with this special message, send \$30 and a copy of your present prescription to DOC.

Another crucial step is to raise the age to purchase smokeless tobacco to 18 and to prohibit distribution of free samples. Presently only 26 states prohibit sales to minors and only two, Utah and Minnesota, prohibit distribution of free samples of smokeless tobacco.

Copies of Dr. Connolly's model state laws addressing these measures are available from DOC.



— Photo by Cheryn Houston

DOC members at the AAFP meeting proudly show off winning display. TOP ROW: (L-R) Drs. Mark Glassner, Tully Stoudemeyer, Tom Houston, Rick Richards, Alan Blum, and Luke Burchard. BOTTOM ROW: (L-R) Drs. Bob Jaffe and Chris Shank.

## DOC Spreads the Word at AAFP Meeting

At the 1986 meeting of the American Academy of Family Physicians in Washington, DC, DOC was presented with the "Outstanding Scientific Exhibit Award" in the Informational Category by the Committee on Scientific Program.

The exhibit which was visited by more than a thousand family physicians during the four-day assembly, included photographs of DOC's counter-advertising efforts such as the Emphysema Slims Tennis Tournament and samples of some of the DOC's posters, t-shirts, and other innovative health promotion materials.

Receiving the award were DOC National Coordinator Tom Houston, MD, and DOC president Rick Richards, MD, who commented that the award symbolized the growing importance that the Academy is placing on health promotion. Cheryn Houston served as exhibit manager, and Tully Stoudemeyer, MD, helped construct the booth.

A three-hour workshop presented by DOC members entitled "The Family Physician as Health Promotion Specialist" also received excellent reviews. Dr. Richards explained to a group of more than 20 family physicians the importance of using the office as a center for health promotion. Alan Blum, MD, used slides, and audio and video tapes to illustrate how DOC developed its pioneering concepts in counter-advertising for the office and the community at large. Chris Shank, MD, discussed the establishment of DOC's model community-wide and

school-based health promotion program in Cedar Rapids, Iowa. Tom Houston, MD, offered tips and techniques for dealing with the mass media, based on his extensive experience as host of DOC television and radio programs in Mississippi and Ohio. Bob Jaffe, MD, discussed producing commercials for radio and television and reviewed medical activism around the world. Luke Burchard, MD, explained legislative and regulatory alternatives to classic health promotion, drawing on his experience as head of the Illinois Inter-Agency Council on Smoking or Health. In the final segment, Mark Glassner, MD, offered suggestions on how to apply DOC's health promotion techniques in the private practice setting.

## Chapter Activities

### Massachusetts

An effective method of fighting tobacco advertising in magazines is to refuse to subscribe to publications which sell ad space to the industry. The Boston, Massachusetts DOC chapter is sending a very loud message to Madison Avenue in the form of hundreds of subscription cards collected from magazines by concerned students at the medical school at Boston University and dropped in boxes which DOC placed in each classroom. An appropriate message such as "Not until you stop pushing

cigarettes in your ads!" is stamped on the back of each one and then the postage-paid cards are mailed costing the magazines 27 cents in postage for each one received.

Coordinated by Laurie Radovsky, the Boston DOC chapter has become very active this year. Their speakers bureau has already given a number of presentations, and more are planned.

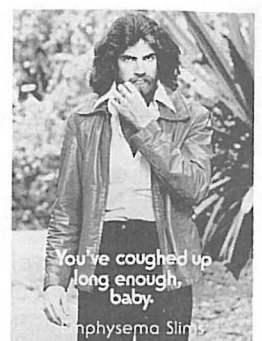
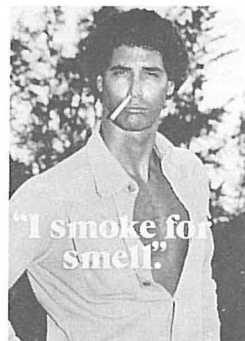
## Missouri

As a national organization DOC can exert political pressure and that is exactly what the members of a newly formed DOC chapter in Kansas City, Missouri are busy doing. The chapter's first newsletter provided residents at the Lee's Summit Family Practice Center with an example of an effective letter addressing a current health legislation issue which they could send to state and national lawmakers. With elections over it is time for politicians to begin fulfilling some of their campaign promises and DOC members want to make sure those decisions are not in favor of the manufacturers and distributors of unhealthy products.

Under the direction of David Govaker, MD, and Ed Ellerbeck, MD, the chapter has organized a speakers bureau which has already begun making presentations to youth organizations and local schools. The chapter plans to create some of their own slides and counter-ads to use in these presentations.

## Virginia

The Peninsula Area Health Education Center in Virginia is making plans to reach even more students than last year through its Superhealth 2000 speakers bureau. In the 1985-86 school term, 55 medical students from the Eastern Virginia Medical School talked with more than 2,500 students. This year according to coordinator Sue Edgette more than 40 classes in the Tidewater area have already scheduled a DOC speaker. AHEC is a unique organization which coordinates, among other things, health education efforts between the medical school and teachers in the public school system. Since forming a DOC chapter at the Eastern Virginia School of Medicine in 1982, AHEC has used DOC materials and slide shows in their work. Among its other activities, the chapter organizes "pro-health" clubs within the school and sponsors counter-advertising messages on park benches.



**DOC Posters**



DOC Bumpersticker (12" x 4")



DOC Bumpersticker (15" x 4")



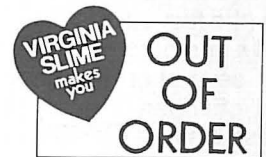
DOC Bumpersticker (12" x 4")



DOC T-shirts



DOC Sticker (2½" x 2½")



DOC Sticker (1½" x 2")

**Please send me:**

- \_\_\_ Out of Order @ .05 ea
- \_\_\_ Smoking Eats @ .25 ea
- \_\_\_ Lung to Live @ 1.00 ea
- \_\_\_ Have a Heart @ 1.00 ea
- \_\_\_ b.b.buckle up! @ 1.00 ea
- \_\_\_ Smoke for Smell posters @ 5.00 ea
- \_\_\_ Emphysema Slims posters @ 5.00 ea
- \_\_\_ Slim and Smokeless posters @ 5.00 ea
- \_\_\_ Up in Smoke posters @ 5.00 ea
- \_\_\_ Spot a Nerd posters @ 5.00 ea

- \_\_\_ Superhealth t-shirts @ 10.00 ea - SM MED LG XLG
- \_\_\_ Smokebusters t-shirts @ 10.00 ea - SM MED LG XLG
- \_\_\_ Emphysema Slims t-shirts @ 10.00 ea - SM MED LG XLG
- \_\_\_ Tobacco presentation @ 80.00 ea
- \_\_\_ Alcohol & Other Drugs presentation @ 80.00 ea
- \_\_\_ Nutrition presentation @ 80.00 ea
- \_\_\_ Family Dynamics presentation @ 80.00 ea
- \_\_\_ Overall Doc Talk @ 250.00 ea

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 and non-physicians);  \$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, HH-101, Medical College of Georgia, Augusta, GA 30912  
 DOC is qualified under the Internal Revenue Service as a 501 C-3 organization, which enables all donations to be tax-deductible.

# DOC Contributes to Efforts in Israel

Israel is a country vastly different from the United States, yet DOC members Adam Goldstein and Beth Goldstein, MD, traveled there in March 1986 to study something the two countries have in common: the primary preventable cause of death is heart disease which in large part is related to cigarette smoking.

The Goldsteins had their first opportunity to provide input on health promotion shortly after arriving in Jerusalem. The Israeli Anti-Smoking Society, the only group in Israel that is actively fighting the tobacco problem (about half of the country's population smokes), had begun airing a series of 12 thirty-second television commercials on the country's only television network. Attorney Amos Hausner, the group's leader, asked for the Goldstein's DOC-oriented input. Although impressed by the overall technical excellence and direction of the commercials (the first effort of its kind), they offered a number of suggestions. A week later, several of the commercials had been changed and some which the Goldsteins had felt were less effective had been taken off the air.

At the Misgav clinic, located in the Galilean region, the Goldsteins presented the DOC concept to a group of health care leaders, medical students, researchers, and clinic staff from the northern part of Israel.

The Goldsteins explained to their audience, "Considering the current state of health promotion activities, any action would be considered radical in Israel. By its nature, DOC challenges those messages handed down to us by society and the media about health, as well as those of the medical establishment itself. This challenge is often necessary for change to occur, as is



easily seen among the groups in the United States which now emulate Doc activities. Five years ago, DOC was called radical by mainstream medicine in the United States and now it is constantly cited as a leader in health promotion."

Adam Goldstein said the reception they received was exciting. "At present there is very little health promotion and education occurring in Israel especially on a national scale. The people we met were truly interested in DOC's ideas and activities."

The Goldsteins' visit had a positive effect. Dr. Blumenthal and Dr. Hermoni are now organizing Israel DOC and launching a campaign to get private physicians involved in fighting Israel's tobacco problem. Medical Students at Haifi University plan to integrate DOC concepts into a speakers bureau which they had just recently started.

EDITORS NOTE: *Hadassah Magazine*, the publication of the women's Zionist organization that raises funds for medical research and health care in Israel, announced in July that it will no longer accept cigarette advertising. The magazine had been under fire by DOC and others for several years for accepting tobacco money. (See Blum A, Fitzgerald K: How tobacco companies have found religion, *New York State Journal of Medicine*, 1985; 85:445-450)

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## Members on the Move

Two of DOC's more active members have made major career moves in the last year. George McClure, MD, started an obstetrics and gynecology residency at the Madigan Medical Center at Ft. Lewis, Washington in July 1986. Dr. McClure had spent a year as commander of the medical company and brigade surgeon for the ninth infantry division. Dr. McClure called Ft. Lewis "fertile ground" for the DOC program and said that although the military's anti-smoking policies are being followed in the hospital they are not widely enforced in other areas on post.

Dale Carroll, MD, left Fort Benning, Georgia to begin a public health residency at Ft. Lewis. Dr. Carroll is currently involved in a research project on the impact of the Army's smoking cessation program. Dr. Carroll is also investigating the correlation of smoking behavior between spouses. Both Drs. McClure and Carroll plan to continue their work with DOC and should be starting a chapter at Ft. Lewis soon.

## Newly Established Chapters

Fremont, CA, Brian Friedman, MD  
Fresno, CA, Cynthia Kapjian, MD  
Los Angeles, CA, Gary Kodel, MD  
Sacramento, CA, Jeff Tanji, MD  
Turlock, CA, Ira Bailie, MD  
Tampa, FL, Daniel Van Durme, MD  
Lexington, KY, Alan David, MD  
Boston, MA, Laurie Radovsky, MD  
Cambridge, MA, Joshua Trujillo, MD  
Baltimore, MD, Cynthia Lipsitz, MD  
Grand Rapids, MI, Mark Fredrickson, MD  
Saginaw, MI, Mark Drogowski, MD  
Kansas City, MO, Ed Ellerbeck, MD  
Kirksville, MO, Elizabeth Applequest, MD  
Charlotte, NC, John Little, MD  
Omaha, NE, Clint Jones, MD  
Phillipsburg, NJ, John Hratko, MD  
Syracuse, NY, Mark D'esposito, MD  
Cincinnati, OH, Eric Pollak, MD  
Cleveland OH, Chris Shank, MD  
Tulsa, OK, Scott Mays, MD  
Wormleysburg, PA, Randolph Merrick, MD  
Georgetown, SC, Alan Sechtin, MD  
Memphis, TN, Franklin Williams, MD,  
Bruce L. Wolfe, MD



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