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Augusta, Georgia 30912-6500
Department of Family Medicine

June 24, 1988

Charles A. Dana Awards in Health
Institute of Medicine
National Academy of Sciences
2101 Constitution Avenue NW
Washington, DC 20418

Ladies and Gentlemen:

It is a great honor for me to nominate DOC (Doctors Ought to Care) for the Charles A. Dana Award in Health. I have enclosed for your review a nomination statement, a list of three references and a brief list of references which document DOC's many activities.

Please let me know if I can provide any further documentation to support this nomination.

Sincerely yours,

Paul Fischer, M.D.
Associate Professor

PF:vt

Enclosures



NOMINATION STATEMENT

During the past ten years there has been a fundamental shift in the way that our society views tobacco. The image of smoking has changed from glamorous to embarrassing. The smoker has moved from being viewed as a protector of "personal choice" to an individual trying to reject addiction. Most importantly, the perceptions of the tobacco industry have shifted from "patron of the arts" and "backbone of the economy" to socially irresponsible drug pushers. These changes in public perceptions have not been the result of any new body of scientific knowledge relating smoking with disease. Instead, it has been brought about by the imaginative and at times unorthodox work of a small number of dedicated groups, exemplified by DOC (Doctors Ought to Care).

DOC was founded in 1977 by Alan Blum, M.D. The organization's founding principals were (1) that the major illnesses now facing society were best "treated" by prevention; (2) that physicians should assume active leadership roles in public health; (3) that effective prevention activities were more likely to be image-based rather than factual; (4) and that the level of effort should be proportional to the specific burden of a health problem. With these principles established, DOC set out to recruit and train physicians for public health activism.

A historical perspective is essential to understand DOC's development. In 1977 there were no other physician led organizations involved in the anti-smoking movement. Local chapters of the American Cancer Society were still involved in co-sponsoring Virginia Slims Tennis Tournaments. This was also the year during which Kenneth Wells, M.D., first collected data on physician health promotion practices and found that less than half of all physicians counsel patients against smoking.

DOC targeted tobacco and has for the past eleven years, used innovative methods to accomplish its goals. These methods have included:

- * A call for a ban on tobacco advertising, promotion and sampling. Since 1977 DOC has been one of the primary groups to articulate the important role of tobacco advertising in promoting tobacco use. In 1986 the AMA finally adopted a policy (based on a DOC generated AMA resolution) supporting a tobacco advertising ban. Legislation to this effect is currently under consideration by Congress.
- * Image-based counter advertising. DOC has been one of the leaders in using humor to spoof the tobacco industry's advertising. Its widely recognized "I Smoke for Smell" poster was made publicly available in 1978 and has served as a model for many other public health campaigns by the ALA, ACS, AHA and federal agencies.
- * Paid counter advertising. DOC bought the first pro health paid counter advertising in Miami in 1978. Since then, DOC has purchased paid advertising on bus benches, billboards, bus placards, radio, television, and newspaper. These advertisements have spoofed the image makers (i.e., "Country Fresh Arsenic" from "Country Fresh Salem"), raised the issue of health professional ethics (i.e., calling for smoke free health care facilities), and have called for community action (i.e., the New York Clean Indoor Air Act).



- * Sports counter sponsorship. DOC is the first and only health organization to sponsor an international sports team. In 1988 the US Boomerang team rejected the support of the Philip Morris Company and was sponsored by DOC. This team went on to win the international championship, The World Cup, in Australia in May of 1988.
- * Medical school curricula. DOC chapters have been established in 24 medical schools and 43 residency programs. The principal aim of these chapters has been to socialize physicians into the activist role and to provide them with specific skills for more effective patient interaction and more productive community involvement.
- * School speaker's bureaus. The DOC Superhealth 2000 Speaker's Bureau was established in 1978. In this program, physicians talk to elementary, junior and high school classes about pro health topics such as tobacco, alcohol and other substance abuse, nutrition, exercise and sexuality. Since its inception, over a million young people in the United States have been taught by DOC members.
- * Counter promotions. DOC organized the annual Emphysema Slims Tennis Tournament, the No Tar Fun Run, the Disadvantage Golf Tournament, the Uncool Jazz Festival, the Benson and Heart Attack Film Festival, the Barfboro Country Music Show and the Dead Man Chew Softball Tournament. These serve as energizing activities to encourage health professionals to become more involved in community health issues.
- * Call for a ban on tobacco industry support for medical research. The tobacco industry has greatly profited from its claim that there is a continued controversy on the health risks of smoking. As indicated in documents from the tobacco companies that were released in the Cippilone trial, the support for medical research has played a fundamental role in generating this so-called "controversy". DOC remains the only health organization which has gone on record as condemning the support of medical research by tobacco companies.

DOC has grown by "getting the word out" to other health professionals by presenting over 1,000 lectures to medical societies, medical schools, hospital grand rounds, professional societies, and international, national and regional meetings. The organization's founder Alan Blum, M.D., was recently selected to deliver the U.S. Public Health Service's Annual Luther Terry Address. The organization's members have also been extremely active in publishing in professional journals. Some of these publications are recognized as seminal contributions in the field.

At this time, DOC has grown to an organization that includes nearly 1,000 members, most of whom are physicians. It remains largely a grass roots organization. A national office at the Medical College of Georgia serves as a coordinating unit. The breath of efforts have expanded over time and now include programs on AIDS, alcohol use and teenage sexuality. Although the issues may change, the organization continues to be committed to its founding principals and to its creative methods.

In selecting DOC to be a recipient of the Charles A. Dana Award in Health, the awards jury could help to legitimize the role that physicians can play as public health activists. This is surprisingly, and unfortunately, an idea which needs legitimization.



THE NOMINATION OF DOC (DOCTORS OUGHT TO CARE)
FOR THE
CHARLES A. DANA AWARD IN HEALTH

DOC Founder, Alan Blum, M.D., Assistant Professor, Department of
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Nomination is submitted by:

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References for the nomination:

Joseph Cullen, M.D., Deputy Director, Cancer Prevention, National
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C. Everett Koop, M.D., United States Surgeon General, 200
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Ron Davis, M.D., Director, Office of Smoking and Health, 5600
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301-443-1575



Documentation of DOC's impact:

Blum A: Medicine versus Madison Avenue, fighting smoke with smoke. JAMA 1980; 243:739-740.

This article is one of the first articles to call upon physicians to assume an activist role in regard to the tobacco problem. It outlines several DOC approaches including the Superhealth 2000 Speaker's Bureau and counter advertising.

Blum A: If smoking killed baby seals ... NY State J Med 1985; 85:282-285.

This editorial addresses the methods used by the tobacco industry to promote smoking. Its title and content demonstrate the power of irony in health promotion.

- A. Medical Journal of Australia, July 9, 1982
- B. Medical Journal of Australia, March 5, 1983
- C. New York State Journal of Medicine, December 1983
- D. New York State Journal of Medicine, July 1985

These four journal issues were edited by Alan Blum, M.D., and contain articles by many DOC members. Each is a theme issue devoted to the world tobacco pandemic.

Goldstein B, Fischer PM, Richards JW, Shank JC: Smoking counseling practices of recently trained family physicians. J Fam Pract 1987; 24:195-197.

This article by four DOC members demonstrates that the training of physicians can impact on their health promotion activities. It was cited in the June 3, 1988, Morbidity and Mortality Weekly Report from the CDC as being the first evidence that physicians are beginning to adopt prevention activities as legitimate concerns.

Goldstein AO, Fischer PM, Richards JW: Relationship between high school student smoking and recognition of cigarette advertisement. J Peds 1987; 110:488-491.

This research by three DOC members is the first in the scientific literature to demonstrate a dose response relationship between smoking behaviors and the recognition of cigarette advertisements. It has been widely cited as some of the best evidence that tobacco advertising promotes smoking.



Fischer PM, Blum A, Richards JW: The pathogenesis of atherosclerosis and an exchange on research funding by the tobacco industry. NEJM 1986; 315:644-645.

Fischer PM, Blum A, Richards: The epidemiologic necropsy. JAMA 1987; 258:3253-3257.

These two letters by three DOC members raised the issue of the conflict of interest between conducting medical research and accepting money from tobacco companies for research.

Burchard LL, et al: Cigarette advertising and media coverage of smoking and health. NEJM 1985; 312:1710-1713.

This series of letters by DOC members was published in response to an article by Kenneth Warner, Ph.D. The letters outlined a variety of DOC activities. In reply, Dr. Warner acknowledges the important contributions of DOC but then added "I remain convinced that the most visible and influential medical organizations have not dedicated the effort to this problem."