

# Doctors Ought to Care

Dear DOC supporter:

Thank you for your help during a year in which Doctors Ought to Care achieved greater recognition as a national leader in health promotion. In 1988, several goals were accomplished, some set more than ten years ago when DOC was founded.

- DOC received a \$60,000 grant from the American Academy of Family Physicians (AAFP) to support an administrative specialist for two years. This marks the first significant show of support from organized medicine. Our administrative specialist will coordinate national projects, update the award winning DOC display for conferences and schools, pursue further funding, and be able to respond in a timely and efficient manner to the dozens of inquiries, requests for materials and telephone calls received daily.
- DOC paved the way for the U.S. Boomerang Team to participate in the world championship competition at Barooga, New South Wales, Australia, marking the first time an American health organization has sponsored a professional sports team. DOC received widespread praise from the media when the team passed up a contract from tobacco giant Philip Morris and instead accepted DOC's sponsorship and sported uniforms with the international no smoking logo.
- DOC's counter promotion events continued to expand with the Emphysema Slims Tennis Tournaments held in Augusta, GA, and Houston, TX and ESTT housecalls made to the Virginia Slims Tournaments in Newport, RI, Houston, TX, Wichita, KS, and New Orleans, LA. Some new events like the Smoke Free is Cool Jazz Festival (Cincinnati DOC), Dead Man Chew Softball Tournament (Nebraska DOC), and Tar Wars poster contest (Denver DOC) also attracted enthusiastic support from young and old alike.
- DOC paid a housecall on the Marlboro Country Music Show (Augusta, GA). Some forty members wore white coats and stethoscopes and led a horse with a skeleton rider. Health promotion literature was distributed to more than 3,000 people. In Cleveland, OH, DOC members wearing handpainted t-shirts with satirical sayings put a damper on a Philip Morris sponsored night club party to debut its new brand "Blues." In Delaware, South Dakota, Oregon, Georgia and several other states, DOC members convinced officials of state and county fairs to consider turning down tobacco company sponsorship.
- DOC founder and Chairman, Alan Blum, MD, President Rick Richards, MD, National Coordinator Tom Houston, MD, and member Greg Connolly, DDS, all received the Surgeon General's Medallion of Honor, an award that has been presented to only a handful of individuals by Dr. C. Everett Koop. Also, Board member Luke Burchard, MD, was designated Doctor of the Year by the Illinois State Medical Society, largely in recognition of his health promotion activities.

In spite of great strides in the past year on reducing the toll taken by tobacco and alcohol in this country, the single biggest obstacle is still complacency. Counteracting tobacco, alcohol and other unhealthy lifestyles requires the creative and resolute input of DOC in the national effort. Uninhibited by political or other restraints, DOC will continue to offer refreshing, humorous and attention-getting outlandish approaches to motivate entire communities to action. We will continue to strive to captivate the public's imagination. The following presents a partial list

of our goals and major projects.

- Hold a national DOC meeting to share ideas, and establish objectives.
- Continue to develop audio visual materials for use by members in their communities. Several new DOC talks are being developed including "Tobacco and Minorities," "Tobacco, Alcohol and Sports" and "AIDS."
- Produce an orientation brochure for new and prospective DOC members that explains how they can lead health promotion activities in their communities as well as get involved in DOC activities on a national level.
- Establish a monitoring system for tobacco and alcohol sponsorship of cultural and sports events and state fairs.
- Establish the DOC Tobacco Archive as an international resource center.
- Purchase health promotion and membership solicitation advertisements in medical publications.
- Actively pursue additional funding through grant writing.

In order for DOC to continue the momentum, we need your support again in 1989. Please, take time now to submit your membership contribution and ideas to DOC. You won't want to miss being part of an organization that continues to set standards in innovative, effective health promotion. Please fill out the enclosed membership form now and mail it along with a check for your membership dues and additional contributions in the postage-paid envelope provided. We appreciate your support. *Indeed, we can not continue to function without it.*

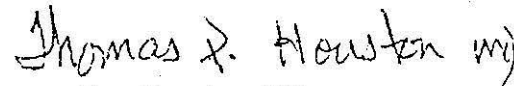
Thank you,



Alan Blum, MD  
Founder and Chairman



Rick Richards, MD  
President



Tom Houston, MD  
National Coordinator

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please detach the membership form below and mail it along with your check  
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\*Yes, I want to be an important part of the accomplishments DOC is making in health promotion. Enclosed are my membership dues for 1989: ( ) \$500 institutional; ( ) \$50, physicians; ( ) \$25, physicians in training; ( ) \$10, students and others who care.

\*Yes, I would like to support DOC's activities for 1989. Enclosed is my additional contribution of \$ \_\_\_\_\_.

Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Bus. Phone ( ) \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Occupation \_\_\_\_\_ if MD/DO, specialty \_\_\_\_\_

Area of interest \_\_\_\_\_

Name of local chapter NYC Coordinator Ed Anselm

DOC, 1423 Harper St., Augusta, GA 30912

DOC is qualified under the Internal Revenue Service as a 501 C-3 organization.