

# Tireless crusader fights smoking dragon

By Corinne Duerkop

Dr. *Alan Blum*, Chi '69, is not exactly what you'd call a shrinking violet. He's a man who is consumed by his beliefs and dedicated to carrying them out.

He is also the founder and president of an organization called "Doctors Ought to Care," or "DOC." The fitting acronym brings to mind the image of a Marcus Welby-type physician — one who genuinely cares about the health and well-being of his flock, rather than the more realistically harried professional running from the anonymous patient in examination room A to the vaguely familiar one in room B.

DOC is a national organization of more than 3,500 physicians, medical students, health professionals and other concerned people allied for the purpose of educating the public — especially young people — as to the major preventable causes of poor health and high medical costs. DOC's primary focus is on what it calls the "killer habits": the use and promotion of tobacco and alcohol products.

With health promotion its sole concern, DOC is unique among health organizations. Its professional aim, says Brother Blum, is to tap the highest level of commitment and involvement from physicians, other health professionals, medical students, business leaders and interested citizens to improve the health of their communities.

"Tobacco is the number one preventable cause of death and disease in our society," says Brother Blum. "Since 1981, about three million Americans have died due to smoking. That's a lot more than the 18,000 to 25,000 deaths due to AIDS in the same period."

DOC came into existence in Miami in 1977 after a presentation made by Brother Blum, a prolific public speaker, at a drug-treatment home where he noticed most of the teenagers smoking cigarettes.

During his presentation, Brother Blum made fun of the cigarette ads in the teenagers' magazines. This humorous, non-threatening approach turned out to be refreshing and effective. By the end of his talk, virtually every cigarette had been extinguished.

Today, mixing humor with fear and anger, DOC regularly spoofs specific brand names of unhealthy products, especially those most used by children,

to promote "unbuying behavior" and encourage a better understanding of the causes of bad health.

"You've come a long way, baby," the catchy slogan for Virginia Slims (or "Virginia Slime," as Brother Blum has been known to call the cigarettes), becomes: "You've coughed up a long time, baby."

Brother Blum also publicly refers to the Virginia Slims' tennis tournament as the "Emphysema Slims" competition. DOC portrays not a Marlboro Man, but a "Barfboro Man," and Benson & Hedges is "Benson and heart attack" in DOC lingo.

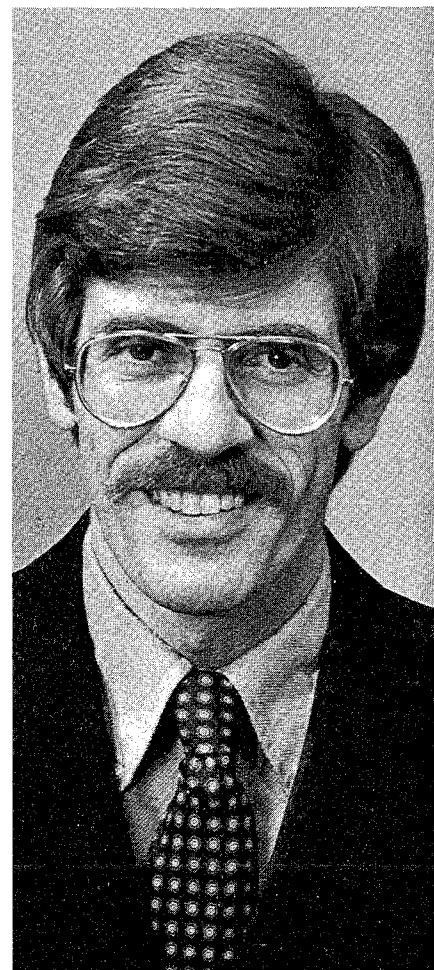
Blum carries a supply of stickers, which he liberally applies to airline magazines. "Many of the ads in this magazine are misleading, deceptive and a ripoff," his stickers proclaim. "Smoking does not make one glamorous, macho, successful or athletic. It does make one sick, poor and dead."

According to Brother Blum, the tobacco industry has invaded nearly every aspect of American society. "For years, advertisers successfully have connected smoking with 'the good life' — money, power, youth and fame," he said. "Looks, sex, and money matter far more than health. Advertisers know that."

The most ludicrous association, he feels, has come from tobacco company sponsorship of athletic events, Brother Blum adds, pointing out the extent of this common practice. The Virginia Slims tennis tournaments, Vantage golf tournaments, Marlboro and Camel auto and motorcycle racing contests are but a few examples.

"Check out the Skoal insignia on the backs of the pit crew as they furiously labor over an auto repair," he says. "And it's hard to miss the huge Marlboro logo displayed during baseball games at Shea Stadium in New York, even if you're only watching on television." ESPN and TNN, the national sports networks, he says, show almost continuous tobacco-sponsored sporting events every weekend.

In retaliation, DOC has pioneered the concept of paid counter-advertising and recently claimed a major victory by wresting sponsorship of a national sports team away from a tobacco company. The United States Boomerang Team is one that won't be associated with tobacco.



*Alan Blum, Chi '69*

Competing in the first World Cup of Boomerang competition in Australia on May 1 against teams from France, Germany, Holland, Japan, Switzerland and Australia, the American team was offered \$15,000 in sponsorship money from the Philip Morris Company in exchange for publicity and exclusive publication rights.

Despite the fact that it desperately needed the funding to be able to compete, the team said "no thanks" and turned instead to DOC for sponsorship to "help stem the tide of the tobacco industry's insidious promotion of tobacco products through sports sponsorship and advertisement."

According to team captain Chet Snouffer, "The members of the team had serious reservations from the beginning about being associated with a tobacco company. We don't see any connection between smoking and sports. When the opportunity to be associated with DOC came up, it seemed the logical choice to all of us."

During competition, team members wore non-smoking logos, a slash mark through a cigarette in a circle. The team took first place in this first international competition, and brought the World Cup to the United States.

After graduating from Amherst in 1969, Brother Blum received his M.D. degree from Emory University in Atlanta in 1975. He is presently an assistant professor and coordinator of patient education and health promotion in the Department of Family Medicine at Baylor College of Medicine in Houston.

A tireless writer, he has a book and numerous chapters in medical and encyclopedic textbooks to his credit. He also can claim more than 65 articles in "peer-reviewed" journals. He was editor of The Medical Journal of Australia from 1981 to 1983 and the New York State Journal of Medicine from 1983 to 1986, and he has been affiliated with such institutions as The State University of New York, the University of Sydney in Australia and the Abraham Lincoln School of Medicine of the University of Illinois.

He received the Morris Fishbein Fellowship in Medical Journalism in 1979, and has garnered numerous awards from the public and his colleagues, including first place in the category of television news commentary from the American Medical Association (AMA) in 1980, and first place in the area of radio news commentary from the AMA in 1979 for "The Doctor Show" in Miami.

Brother Blum invites and welcomes members of Chi Psi to join his fight for the health of the children of this country. Brothers who wish to join DOC's fight for a healthy lifestyle can send tax-deductible contributions to: DOC, 1423 Harper Street, Augusta, Georgia 30912.

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(Continued from page 15)

industry, with total capital funds of \$950 million supplemented by a \$1 billion bridge fund formed in 1987 to provide interim financing for client transaction.

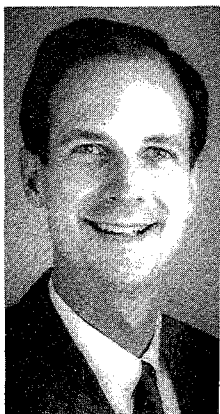
Jon Anderson, a columnist for *The Chicago Tribune*, characterized the Chicago Historical Society reception as "one of those evenings in which young people in dark suits talked in soft whispers about bridge financing, creative structuring and strategic advisory services — and the men did much the same."

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# DELPHOI

## Gamma alumni keep us informed

Thanks to **Stephen M. Barber**, president of the Alpha Gamma Corporation and the Mid-South Chi Psi



Association, we start this segment of alumni notes with a host of news items about Gamma alumni. In appreciation to Brother Barber (left), we'll give him top billing and follow with the others chronologically.

**Stephen M. Barber**, Gamma '77, has been named manager of marketing and public relations for the Brotherhood Commission, a Memphis-based agency of the Southern Baptist Convention.

**James W. Underwood**, '43, lives in Jackson with his wife, Martha. He is chairman of the board of the J. W. Underwood Company.

**Spencer J. Nauman Jr.**, '55, lives in Harrisburg, Pennsylvania, with his wife, Helen. He is managing partner of Nauman, Smith, Shessler & Hall.

**Russ M. Johnson**, '70, is retired and living in Jackson.

**Lake Speed**, '70, took his first stock car racing victory in nine years of trying with a win at the TranSouth 500 NASCAR race in Darlington, South Carolina in March. He claims Jackson as his hometown.

**Donald R. Latham**, '72, is now chairman of the department of management and marketing at the University of North Carolina at Wilmington.

**Charles L. "Biz" Sullivan**, '72, continues as manager of contract administration for Beech Aerospace Services Inc. He and his wife, Jayme, live in Brandon.

**Thomas J. Cowell**, '73, reports that he and his wife, Fawn, have a year-old girl, Erin Marie. He is a chiropractic physician in Fort Lauderdale, Florida.

**Harold Price Charest**, '74, is a pharmacist. He and his wife, Virginia, live in Brandon.

**John A. Hall**, '74, is now vice president and branch manager for Cowger and Miller Mortgage Co. in

Raleigh, North Carolina.

**Edward S. Lewis IV**, '74, reports that he is now executive vice president of The Arnott Group, consultants to the construction industry. He lives in Maplewood, New Jersey.

**Harry M. Paslay**, '74, is awaiting the results of the Texas bar examination and looking for employment in Dallas.

**Jonathan A. Colmer**, '75, is a pharmacist in Jackson. He and his wife, Marian, live in Brandon.

**Shelby "Matt" Isch**, '75, of Baton Rouge was recently named treasurer of the Louisiana Republican Party.

**Mike Waters**, '75, and his wife, Jayme, report the birth of their first son, Michael Graham, in March. Brother Waters continues as manager of national accounts for the Hobart Corporation, based in Dallas.

**Harry E. Neblett Jr.**, '76, continues as a partner in the Jackson law firm of Copeland, Cook, Taylor & Bush. He serves on the Chi Psi Executive Council.

**Cary D. Smith**, '76, and wife, Carol Ann, report the birth of their second child, Tara Elizabeth, on February 16. He continues as regional sales manager for Western Reserve Plastics and lives in Lebanon, Tennessee.

**Stanley Q. Smith**, '76, is a partner in the law firm of Stennett, Wilkinson & Ward in Jackson.

**John B. Weatherly**, '76, continues as director of personnel for Hardin's Sysco Food Systems in Memphis. He is a new member of the Alumni Association Board.

**David E. "Bo" Jackson Jr.**, '77, has been named controller for the Miami-based Divi International chain of hotel/resorts in the Caribbean.

**Jonathan C. Horton**, '77, lives in Canton, Mississippi, with his new wife, Martha. He is executive project administrator for the C-12/U-21 aviation program.

**Williams G. Lewis**, '77, an attorney in Maplewood, New Jersey, was recently elected an associate trustee of the Chi Psi Educational Trust.

**Wilson A. Windham**, '77, and wife, Beth, are in Laurel, Mississippi, where he is general partner with International Energy Corporation and



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## Upsilon Delta wins Goodbody for scholarship

*Chi Psi Educational Trust  
Chairman O. Neill  
Emmons, Epsilon Delta '42,  
presents the Goodbody Trophy  
to Bud Fairey, Upsilon  
Delta '89. The Goodbody  
Trophy is presented to the  
Alpha with highest scholastic  
excellence and best use of Chi  
Psi educational programs.  
Alpha Upsilon Delta ranked  
first on the Wake Forest  
University campus with a  
2.79 grade-point average,  
above both the all-men's and  
all-fraternity averages. The  
award was presented during  
the banquet at the 147th Chi  
Psi Convention, held August  
10 to 14 in Portland, Maine.  
See pages 2 through 11 for  
more about the convention.*



*Oliver Reagan Rowe,  
Sigma '25, president of Chi  
Psi Fraternity from 1976 to  
1984, died August 26, 1988.  
See pages 12 and 13.*

