

Abstracts of
Programs and Individuals
Honored by the

1990

AMA

**National Congress on
Adolescent Health
Awards Program**

May 11, 1990

Third Annual National Congress on Adolescent Health

Grand Hyatt Hotel

Washington, DC

**AWARD WINNER
FOR
DISTINGUISHED SERVICE ON BEHALF OF AMERICA'S YOUTH
WITHIN THE NON-PROFIT SECTOR**

**Doctors Ought to Care (DOC, Inc.)
1423 Harper St.
Augusta, GA 30912**

**Alan Blum, M.D., Chairman and Founder
Thomas P. Houston, M.D., National Coordinator
John W. Richards, M.D., National President**

Since its beginning in 1977 Doctors Ought to Care, Inc. (DOC), has been active in medical activities involving adolescents. DOC is a national organization with international outreach founded ten years ago by a group of residents and family physicians. Central to DOC's philosophy is the belief that peer pressure, often blamed for many adolescent health problems, is created and packaged by advertising agencies, and marketed inappropriately to children and youth. DOC's primary emphasis has been on providing health information to the public and "beating Madison Avenue at its own game" by providing innovative, humorous advertisements on the dangers and socially negative factors related to smoking and other health behaviors.

DOC's primary audience is youth who: (1) have yet to develop habits which may cause future health problems; and/or (2) lack the information, maturity, or self assurance necessary to make and maintain responsible decisions. DOC emphasizes the comprehensive aspects of healthier lifestyles. Its programs are aimed at educating youth about the major health hazards of tobacco, alcohol, substance abuse and poor nutrition. DOC members include over 100 chapters, 20 medical schools, and 40 residencies in the U.S. and several foreign countries.

Samples of activities by DOC members include: a group of family practice residents educating 7-11th graders on contraception and sexuality as well as tobacco issues resulting in a drop of teen pregnancies in targeted areas in South Carolina and developing speakers bureaus -- the Madison, Wisconsin DOC chapter has involved over 40% of first and second year medical students in the area in giving public school children talks on obesity, sexuality, contraception and substance abuse.

DOC works to educate not only the at-risk adolescent, but also the medical community which deals with them. DOC speakers have presented health information to over 800 medical audiences on five continents. This has resulted in bringing physicians and medical students together with over a million youth.