

AMA NEWSLETTER

By Janice Perrone
AMN STAFF

In the two months since the AMA's Health Access America program was unveiled:

■ AMA officers and trustees have acted as spokesmen for the plan on a 27-city media tour, which will continue until mid-June. The Association's officers, trustees, and key staff also have been using Health Access America as a major plank in all speaking engagements to physicians and the public.

■ The AMA produced a half-hour television program on the plan, which

has run three times on the AMA's television program for physicians on the Discovery Channel. Nearly 400,000 viewers have seen it.

■ Using footage from the program, the AMA created a video presentation to be used by MDs in showcasing the proposal across the country. Other collateral materials are being created, including posters, brochures, speeches, and advertising that other medical societies can use.

■ The AMA distributed a video news release by satellite to every U.S. television station, as well as a radio spot to radio stations. More than 140 TV stations, with an estimated viewing audience of nearly 12 million, ran the video release or a story based on it.

■ Nearly 130 newspapers and almost 600 radio stations have carried a story about the plan.

■ Almost a dozen newspapers have



Adolescent health award

Alan Blum, MD (from left), Thomas P. Houston, MD, and John W. Richards, MD, of Doctors Ought to Care.

editorialized about the proposal, the majority favorably.

■ Approximately 60 AMA component societies have run articles in their own publications about the proposal.

■ The Wall Street Journal ran an op-ed piece about the plan, saying the effort shows the AMA as a new organization willing to contribute to solving the nation's health care problems.

■ Advertisements for the plan have appeared in *The Washington Post*, *The New York Times*, *The Wall Street Journal*, *USA Today*, *National Journal*, and *Rollcall*.

■ The proposal has been used as the basis of two major pieces of testimony before Congress.

■ The AMA has distributed more than 700 copies of the proposal to those who wrote in as a result of advertising. Overall, 13,000 copies have been put in circulation.

The AMA is now embarking on long-term strategies to keep the proposal before its key audiences — including policy makers, academicians, the media, and the public. These strategies include media activities, including television, advertising, and research.

The 1990 AMA Adolescent Health Congress Awards were presented in Washington, D.C., May 11. The awards recognize and encourage excellence by programs, individuals, and volunteer efforts dealing with adolescent health. This year four individuals and 13 programs received awards, including these Distinguished Award winners:

■ **Practicing Physician Award** — Richard H. Schwartz, MD, and Elizabeth R. McAnarney, MD. Dr. Schwartz practices primary care pediatrics and serves on the editorial board of *Clinical Pediatrics and Patient Care*. He has written more than 50 articles on adolescent drug abuse topics. Dr. McAnarney is founder and director of the Rochester (N.Y.) Adolescent Maternity Project, which has become a model for the health care of pregnant adolescents.

■ **Non-profit Sector Award** — *Doctors Ought to Care*. Since it began in 1977, DOC has been on the forefront of activist medical activity involving adolescents. It currently has more than 100 U.S. chapters.

■ **Public Service Sector Award** — M. Joycelyn Elders, MD. As Arkansas' health director, Dr. Elders crosses the state talking to civic leaders and teens about the need to prevent adolescent pregnancy and provide prenatal and infant health care. Her work has prompted the state legislature to mandate a kindergarten-through-high-school family life education pilot program.

■ **Youth Award Winner** — Kevin Freeman. An 18-year-old high school student in Columbus, Ohio, Freeman has worked in local and national drug abuse prevention efforts. For the past three years, he has focused on peer counseling for local elementary and junior high school students.

Abstracts of all the award winners are available through the Dept. of Adolescent Health, (312) 645-5570.

The AMA Auxiliary Nominating Committee has proposed the following slate of candidates for elective office in the 1990-91 auxiliary year:

President-elect: Sherry Strebel, Oklahoma. Regional vice presidents: Eastern, Alice Edwards, West Virginia; North Central, Dorothy Carpenter, Iowa; Southern, Priscilla Gerber, Florida; Western, Nancy Evans, Nevada. Secretary: Ann Rempel, Kansas. Treasurer: Mary Hanson, Colorado. Directors: Eastern, Helen Snyder, Pennsylvania, and Marie Gorman, New York; North Central, Colleen Adam, Nebraska, and Cathie Martin, Michigan; Southern, Mary Lynn Smith, Texas, and Barbara Tippins, Georgia. Western, Sharon Cunningham, Colorado, and Eliza Young, Arizona.

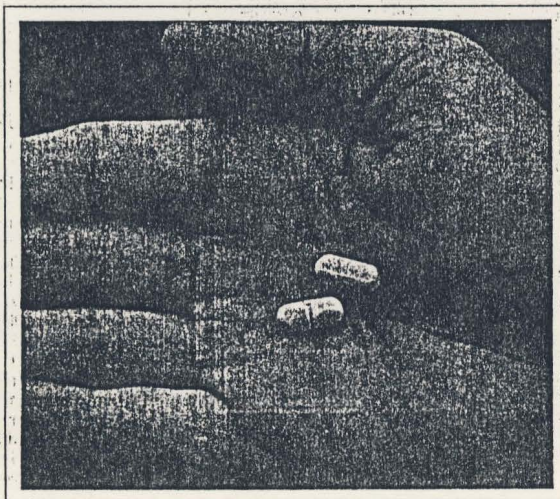
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