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## Doctors Ought to Care

### PRESS RELEASE

#### DOCTORS PRODUCE ANTI-SMOKING RAP MUSIC VIDEO FOR CHILDREN

New York, New York, June 5, 1990.

Doctors Ought to Care announced today the release of McSMOKE THE TOBACCO KING AND NIKKI TEEN, a rap music video and educational packet designed to combat targeting of youth by tobacco advertising.

Marketing practices of tobacco companies are coming under increasing scrutiny. Uptown (for blacks) and Dakota (for working class women) are the most recent examples of attempts to recruit new smokers.

There is now overwhelming evidence that tobacco companies are actively marketing cigarettes to children as well. Children are bombarded with tobacco promotions in magazines, by billboards, at the corner store (where candy and cigarettes are sold together) and at sporting events (and when those events are televised). Poor inner city children are especially vulnerable.

To immunize children against tobacco promotion DOC has assembled a talented and striking teenage cast to perform a rap music song with a compelling rhythm and catchy lyrics.

To assist teachers and health educators in bringing home the message an educational packet is included with the video. The video will be distributed nationally by DOC to schools, hospitals, television, and other interested institutions. The cost for both video and educational package is \$100.

DOC-Doctors Ought to care is a national coalition of health professionals helping to counteract the the promotion of tobacco by educating young people.

The video and educational packet can be ordered from  
Edward Anselm, MD 212-420-2885  
200 East 16 Street Apt 9L Please make checks payable to  
New York, NY 10003 NYC DOC