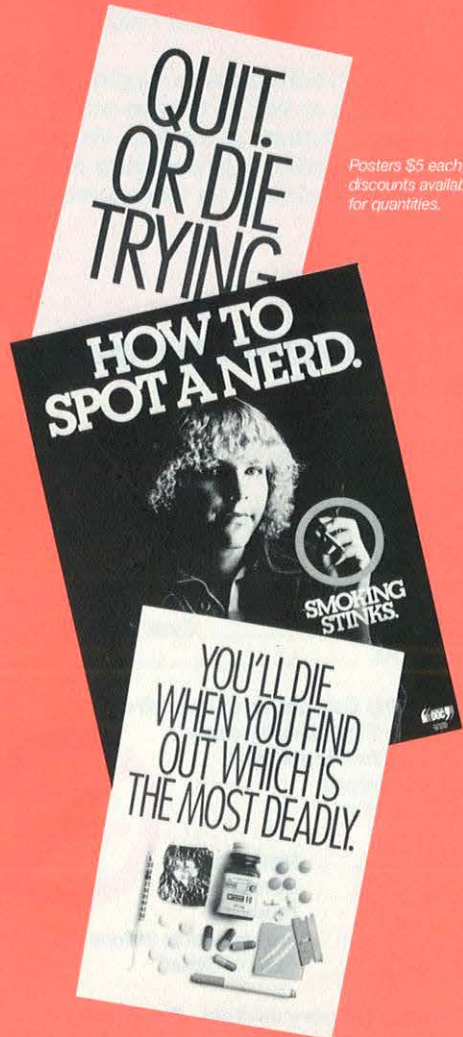


## Washington DOC Awards

Award of Excellence  
Communication Arts, 1990 and 1982

"Ciggy," Best Radio Public Service  
Announcement, Worldwide  
1982 International Broadcasting Award

First Place, Complete Radio Campaign  
1982 International Broadcasting Award



Posters \$5 each;  
discounts available  
for quantities.

### WASHINGTON DOC

P.O. Box 20065  
Seattle, WA 98102  
206-726-WDOC  
FAX: 206-722-3328

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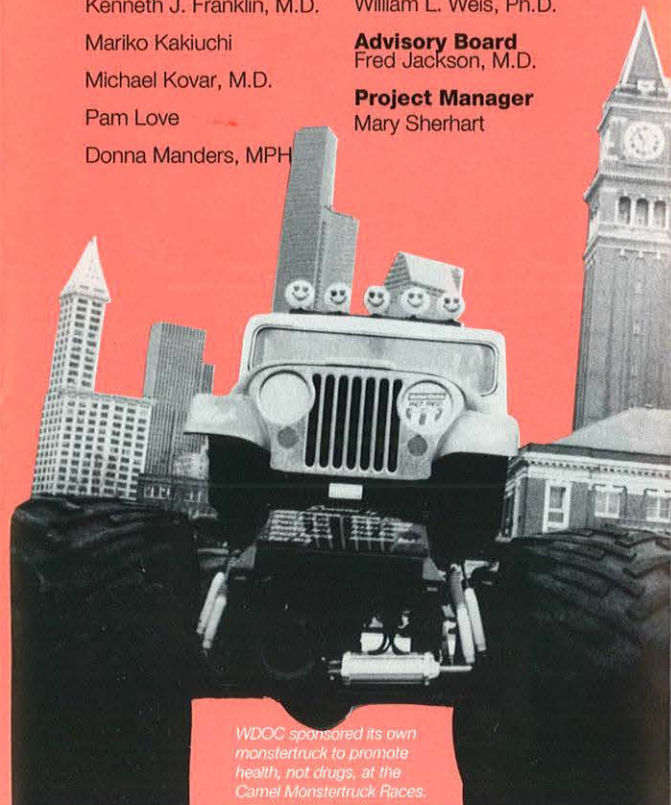
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WDOC sponsored its own  
monstertruck to promote  
health, not drugs, at the  
Camel Monstertruck Races.

# WARNING:

Reading this material  
may prove hazardous  
to the health of  
tobacco and alcohol  
companies.

WASHINGTON  
"DOC"  
STRAIGHT  
TALK ABOUT  
HEALTH



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WASHINGTON  
"DOC"  
STRAIGHT  
TALK ABOUT  
HEALTH



# "One of the most innovative and outstanding health efforts in the U.S."

--American Academy  
of Family Physicians

## What is Washington DOC?

Washington DOC, a coalition of health care and media activists, uses satire and Madison Avenue pizzazz to promote health by countering the deceitful promotion of tobacco and alcohol.

## 'Immunizing' Our Children

**School Talks:** Volunteer physicians, trained by Washington DOC (Doctors Ought to Care), have spoken to thousands of students, "immunizing" them against tobacco and alcohol ads.

**Videos:** Classrooms around the world have seen video programs produced by Washington DOC, which educate children to see through advertising myths.

**Smoking Dolls:** Washington DOC is developing "Smokey Joe," a three-foot, interactive smoking doll that shows how a real Marlboro cowboy looks, inside and out.

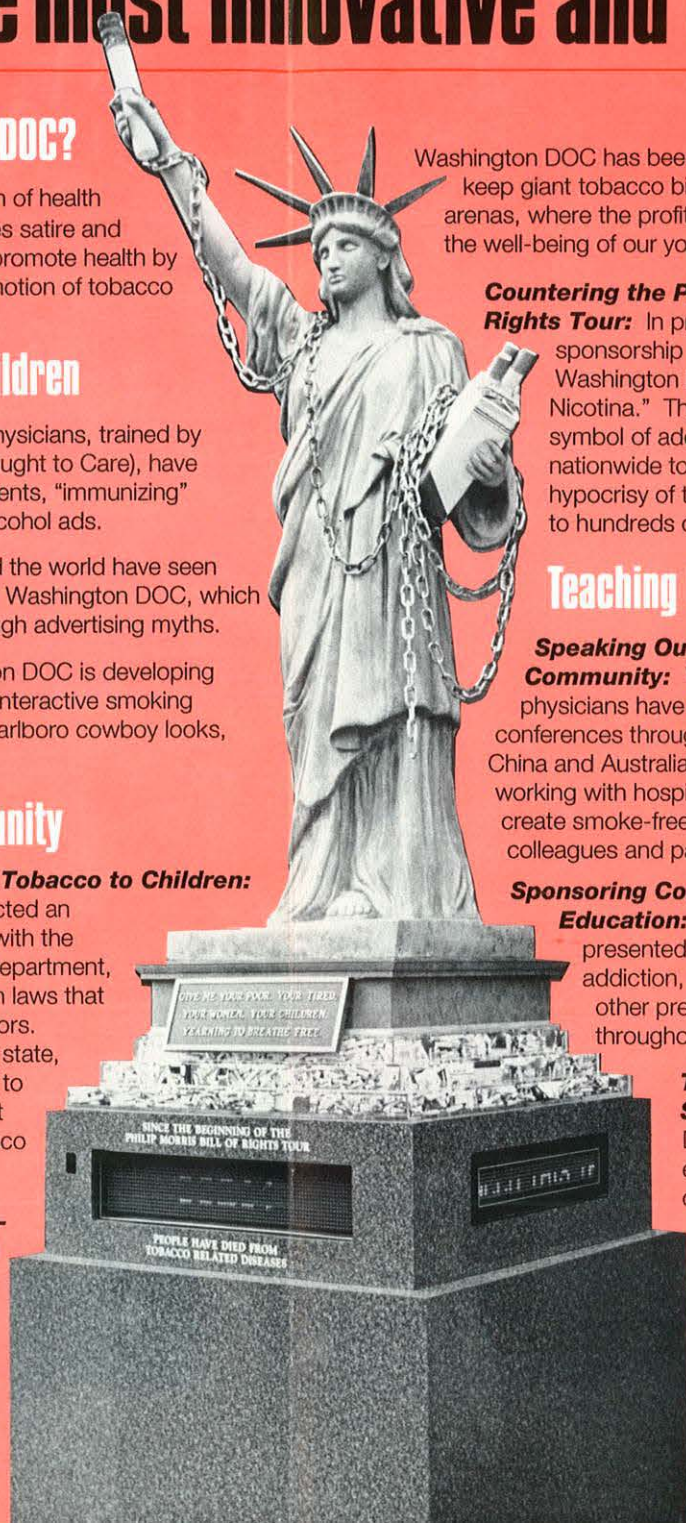
## Reaching Our Community

### Reducing Illegal Sales of Tobacco to Children:

Washington DOC has conducted an investigation, in cooperation with the Seattle/King County Health Department, which is helping to strengthen laws that prohibit tobacco sales to minors. Washington DOC works with state, county and city governments to develop better laws to restrict sales and promotion of tobacco and alcohol.

### Exposing Sports Sponsorships:

Tobacco and alcohol companies have no business in sports business. Washington DOC promoted health, not drugs, by sponsoring the 1989 U.S. Boomerang team and a monster-truck at the 1990 Camel Monstertruck Races.



Washington DOC has been a leader in the fight to keep giant tobacco billboards out of our sports arenas, where the profit motive takes priority over the well-being of our youth.

**Countering the Philip Morris Bill of Rights Tour:** In protest of Philip Morris' sponsorship of the Bill of Rights Tour, Washington DOC built the "Statue of Nicotina." The chain-smoking, 15-foot symbol of addiction has followed the nationwide tour, exposing the hypocrisy of tobacco marketing to hundreds of thousands of citizens.

## Teaching Our Physicians

**Speaking Out to Our Medical Community:** Washington DOC physicians have been featured at medical conferences throughout the U.S. and in China and Australia. Locally, we are working with hospitals and businesses to create smoke-free environments for colleagues and patients.

### Sponsoring Continued Medical Education:

Washington DOC has presented programs about tobacco addiction, alcoholism, nutrition and other prevention issues at hospitals throughout the Pacific Northwest.

### Training Physician Speakers:

Washington DOC trains volunteers who educate school and community groups and work with health groups such as the American Lung Association and the American Cancer Society.

*Nicotina, created by WDOC, stands as a symbol of opposition to deceptive tobacco marketing.*

## Building a Stronger Health Advocacy Network



Washington DOC takes an active role in developing tobacco education and control policies and encourages partnerships among health organizations. Washington DOC is a proud, founding member of the Tobacco Addiction Coordinating Council, a statewide tobacco control coalition.

We have also worked closely with the Washington State Medical Association, Washington Academy of Family Physicians, Project COMMIT, American Lung Association and American Cancer Society. Nationally, Washington DOC is actively involved with Stop Teenage Addiction to Tobacco, national DOC and the Advocacy Institute.

*When WDOC's Smokey Joe puffs away, you see what really happened to the Marlboro cowboy.*



## You Can Help

Your membership and energy will go far to aid WDOC's mission: to counter the promotion of unhealthy lifestyles, particularly to our vulnerable youth. By virtue of WDOC's history of activism and strong leadership, organizations donated over \$10,000 in time and services in 1990.

Members receive discounts on supplies and workshops, updates on WDOC activities and an invitation to our annual membership meeting. WDOC is a nonprofit organization organized under IRS Code 501(c)3. Your donations are tax deductible.

Please join us.

## Washington DOC Membership Application

Name \_\_\_\_\_

Affiliation \_\_\_\_\_

Address \_\_\_\_\_

Phone: Day \_\_\_\_\_ Eves \_\_\_\_\_

FAX \_\_\_\_\_

### Membership Categories (please circle):

\$ 25 Non-Physicians/students

\$ 50 Resident Physicians

\$100 Physicians

\$500 Institution

\$ \_\_\_\_\_ Membership

\$ \_\_\_\_\_ Donation

\$ \_\_\_\_\_ Products

\$ \_\_\_\_\_ (WA residents include 8% state tax)

\$ \_\_\_\_\_ Total enclosed

I want to get more involved. Please call me.

Enclosed is a donation, beyond membership, as extra support for WDOC projects.

Please make checks payable to:  
Washington DOC, PO Box 20065, Seattle, WA 98102

