

Award Winning Documentary Released by DOC

"MEDICINE VS. MADISON AVENUE"

(as previewed on national television)

Dr. Alan Blum, who founded the national medical activist group DOC (Doctors Ought to Care) in 1977, narrates a journey through the world of tobacco advertising and grassroots advocacy.

Rather than a finger-wagging lecture on the well-known hazards of smoking, Dr. Blum provides a humorous, offbeat tour de force which illustrates the political history and social acceptance of the cigarette. The video focuses on how tobacco advertising has fostered complacency, the greatest obstacle in dealing with the tobacco pandemic, and outlines a blueprint for engaging students, teachers, health professionals, civic and business leaders in ending the most costly and devastating of all health problems.

Medicine vs. Madison Avenue ...

- provides a historical perspective on tobacco advertising and exposes the latest promotional tactics of the tobacco companies and their growing ties to sports, cultural and health organizations.
- explores the targeting of women, ethnic minority groups, and teenagers.
- highlights strategies pioneered by DOC for counteracting the tobacco pandemic, including the Emphysema Slims Tennis Tournament and the use of *paid* counter-advertising in the mass media.

We have made some progress. There's no question. But we've got to continue. Now, up to a certain point legislation may be necessary, but you've got to educate the masses first. And that is what DOC has done, probably better than anyone else, by getting the message out in front of the people.

Michael E. Debakey, M.D.
Chancellor
Baylor College of Medicine

**As a special offer to our renewing members, we are offering
Medicine vs. Madison Avenue at a special introductory rate of only \$75.00.
To order, please call today! (713) 798-7729**

Medicine vs. Madison Avenue is a collaborative effort of DOC's national office, California DOC, and the DOC Tobacco Archive and International Resource Center.