

# BARFBORO

The Tobacco Industry spends over \$3 billion each year using role models for our kids like the Marlboro Man to glamorize a product that kills 12,000 Los Angelenos and costs the County \$2.3 billion in health care and lost productivity every year (more than the cost of our riots). We have good evidence in our medical literature that tobacco advertising influences teenagers to begin smoking. Marlboro, the leading tobacco product, is the number one preventable cause of death and disease in this country, yet; according to Julia Carol, Associate Director of Americans for Nonsmoker's Rights, "kids under age 18 make up 90% of the 3,000 new smokers the tobacco industry needs every day to replace those that become smokefree or die. The hypocrisy of Tobacco's advertising is that it promotes a product to our children that is as addicting as crack cocaine and kills more people than Alcohol, AIDS, Suicide, Car Accidents, Heroin, Cocaine and Murder combined.

WHO: But hope is not lost, we have an antidote to counter the Tobacco Industry's poison. According to former Surgeon General, C. Everett Koop, MD, Doctors Ought to Care (DOC) is an international organization of health professionals that offers our nation's leaders the most effective strategy for counteracting the promotion of unhealthy lifestyles (tobacco & alcohol) aimed at our most vulnerable and important resources - our children.

HOW: Come join our housecall for the festivities as we hand out Barfboro Bags to patrons of the Marlboro van, offer shoppers a chance to use bean bags to "throw the Marlboro Man off his horse" and earn Barfboro toy racing cars & Counter-Ad Commando Certificates.

For more information contact Gary Kodel, MD; North Los Angeles DOC Chapter at (805)-286-5987

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