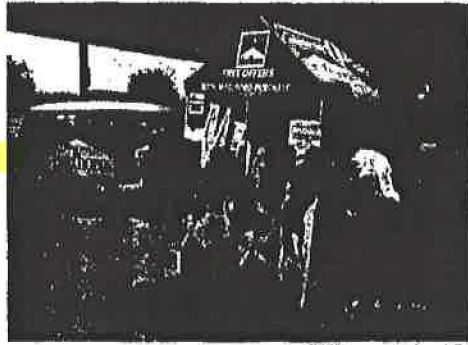


# COUNTER-TACTICS

## Barfboro Team Gives Marlboro A Real Adventure

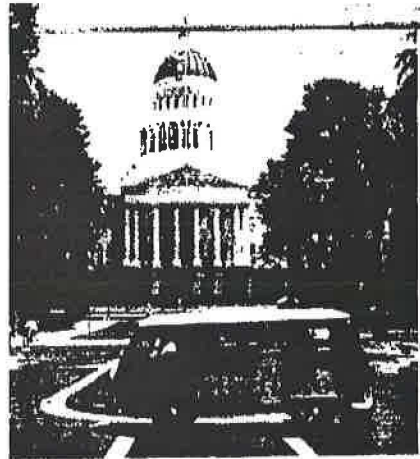
The Barfmobile, a van carrying the Barfboro Barfing team, spent most of the summer shadowing Marlboro Adventure Team vans around the country. Barfboro is a creation of DOC (Doctors Ought to Care), and is "most definitely intended to mock Marlboro — this country's number one cause of death," said DOC founder Dr. Alan Blum. The Barfboro van spoofed Marlboro's campaign by tracking the Adventure Team van from California to Colorado.



The Barfboro Van has "an encounter" with Marlboro's van in Denver, Colorado, 8/21/93. The Marlboro crew invariably left the scene once the Barfboro team arrived. photo courtesy of DOC

"They (Philip Morris) are trying to reach young people, who like brand names and get addicted," said Erik Vidstrand, the van's driver, who clocked more than 10,000 miles this summer through California, Arizona, New Mexico, Utah and Colorado. "What we're doing is making kids laugh at the brand name — when they think of Marlboro they think about sickness and being nauseous."

"Kids don't really respond to lectures on the dangers of smoking," said Dr. Eric Solberg, DOC's Executive Director. Solberg has traveled around the country for the past three years, visiting area schools to spread an anti-smoking message to children through humor. According to Susan Smith, Director of the San Francisco area DOC group, Barfboro's mission is "to laugh the pushers out of town."



The van was available as a "legislator shuttle" in Sacramento photo courtesy of DOC

In Sacramento, the Barfmobile stopped to offer its services as "the official bus for the California State Legislature," a overt reminder to legislators discouraging them from accepting tobacco money.

Colorado DOC members made sure that the Barfmobile was positioned along the pilgrimages of more than 100,000 young people from 60 countries who attended the Pope's International Youth Summit in Denver.

"The Barfboro campaign has been such a hit with young people that it will probably be an annual campaign for us," DOC Colorado coordinator Dr. Jeff Cain said.

In October, the van made a guest appearance at the American Academy of Family Physicians' annual meeting in Orlando, Florida, where

Dr. Blum was awarded the AAFP Second Public Health Award. The Fall '93 Tour is traveling through Colorado, New Mexico and Texas, culminating in a January '94 trip to the Texas State Capitol.

A commemorative book is being prepared, and a brand new line of Official Barfing Team's Gear will be available in time for holiday gift-giving. Call DOC at (713) 798-7729 for more info.

### Ronald Johnson: A REAL Achiever

A former middle school teacher and security official now working in gang prevention recently let the tobacco industry know that some people will not be silenced — nor bought out.

Ronald Johnson was one of 14 activists nationwide to be chosen as "Kool Achievers" by Brown and Williamson Tobacco, and invited to an awards ceremony to receive \$5,000 each for their favorite charity. Unfortunately for the tobacco pushers, Johnson wasn't biting.

Before a stunned crowd of 150, Johnson

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## STAT Wins Banner Wars

Beachgoers basking in the warm sunshine on Long Island one Sunday in August were witness to two airplanes overhead engaging in verbal warfare.

While the first plane (sponsored by Loews Corporation), sped along towing a bright green Newport cigarette banner reading, *Alive with Pleasure*, a second plane (sponsored by STAT), followed just a few hundred yards behind with its own banner — *Larry Tisch Sells Cancer Sticks*. The dogfight lasted several hours, eliciting laughter and applause from Jones Beach to the Hamptons.

"We're personalizing this because Larry Tisch makes an awful lot of money from illegal sales of tobacco to minors," said STAT Executive Director Jim Bergman. "Tisch's company is the only one that flies cigarette banners up and down the beach," Bergman added. "It's a blatant effort to reach kids." Newport ads almost always portray young people having fun — but there's nothing fun about cancer.

"People like Tisch pretend to be pillars of society," said Joe Cherner, President of New York's Smoke-Free Educational Services. "But they're not. They destroy millions of lives for the sake of greed."

The jousting lasted several weekends, however, garnering public approval and media attention from the *New York Post* and *New York Newsday*. In a letter sent to Tisch, Bergman wrote, "Please stop encouraging teenagers to smoke — so we can ground our plane."

STAT never received any response from Mr. Tisch. "My guess is that Tisch didn't even know his company was flying these banners," said Bergman, "but now that he does, I hope he'll tell them to stop. I'll bet he doesn't encourage his own grandchildren to smoke." (Tisch, like most tobacco company owners and board members, does not smoke himself.)

At Loews' annual shareholders' meeting this year, Joe Cherner exposed the irony of Tisch's philanthropy and his owning insurance and tobacco companies. "Everyone knows you gave \$50 million to New York University Hospital," Cherner told Tisch. "It even changed its name to Tisch Hospital. This is the first time in the history of philanthropy that one man has been responsible for providing the patients, the insurance, and the hospital," Cherner concluded. And getting a very nice slice of all the action, we suppose.