

The Journal of Medical Activism

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Funding for tobacco control efforts in the U.S. will exceed \$2 billion between 1990 and the year 2000. These calculations are based on the annual budgets of the following organizations and government agencies:

- Robert Wood Johnson Foundation
- National Cancer Institute
- CDC's Office on Smoking and Health
- National Heart, Lung, and Blood Institute
- Coalition on Smoking OR Health
- California Department of Health Services
- Massachusetts Tobacco Control Program
- Arizona Department of Health Services

On April 2, 1993, known today as "Marlboro Friday," Philip Morris announced a surprising strategy. It was cutting prices on its premium brand.

Wall Street's reaction was swift. Seeing the move as a precipitous bow to pressures from "generic" cigarettes, it stripped \$13 billion off PM's market value in a single day.

DOC took a different view.

We predicted that Philip Morris's aggressive pricing plan was part of a bold, long-term strategy. Not a panicky tactical response.

The result, Philip Morris profits jumped 26% for the year ending December, 1995.

It's this kind of in-depth analysis that DOC members have come to expect—people who prefer valuable insights over simple speculation.

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DOC's "Deck-O-Butts" Trading Cards

Hit Retail Market with Positive Health Strategies



In 1993, with the support of the Thraasher Research Fund (Utah) and artist Doug Minkler, DOC created a series of trading cards with the offbeat, anti-authoritarian humor of adolescents as a means of encouraging ridicule of the tobacco industry and its most popular cigarette brands. "DOC's Deck-O-Butts: Fakes, Facts, and Farts—Trading Cards to Save Your Ash" consists of 21 cards that aim at undermining brand names and changing attitudes of young people. Behind the gross humor (the titles of two of the most well received cards are "Phlegm Hackers" and "The Sound of Mucus") is the strategy designed by DOC in the 1970's: brand-name ridicule.

"Unlike traditional health education interventions, which are designed to impart information about the health hazards of smoking, DOC's Deck-O-Butts explores the gamut of tobacco issues through the use of humor," commented Dr. Alan Blum, founder of DOC. "The technique addresses tobacco use among young people as a consumer issue as well as a health issue."

These concepts have long been incorporated into DOC's counter-advertising campaigns, and are based on market research showing that children are "branded" through advertising and promotion at a very young age. Despite such research (the initial research was conducted by DOC) showing that tobacco product logotypes and mascots are readily recognized by children, traditional health education efforts have all but avoided using brand names.

DOC's Executive Director, Eric Solberg added, "Young people do not go into a store and ask for a pack of 'nicotine,' 'tobacco,' or a six-pack of 'alcohol.' Rather, they buy a specific brand that they identify with in a positive way. DOC seeks to break that positive brand-name association through humor and ridicule."

The Deck-O-Butts were part of a marketing survey that tested not only the cards themselves, but also other more traditional anti-smoking efforts aimed at young people. The results of the survey of middle school students (aged 11-14) suggest that this uninhibited approach appealing to the irreverent, often scatological sense of

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humor of adolescents, can give young people permission to laugh at the real authority figures in their lives, namely the promoters of tobacco products and their brand names. Indeed, the two most popular cards by far are those that satirize the two best selling brands among teenagers: Marlboro and Camel.

"Tapping into the \$2 billion trading card industry, DOC's Deck-O-Butts will be available in trading card stores and comic book shops nation-wide through an agreement with Capital City Distributors," added Solberg. "We're in the process of developing a marketing plan, including point-of-sale promotions. T-shirts are already available."

For DOC members, it's easier (and less expensive) to buy the cards and t-shirts directly from DOC's national office. The cards are available in packets of seven or full collector sets. For more information or to order materials, call (713) 528-1487.

The Journal of Medical Activism is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals helping to educate the public, especially young people, about the major preventable causes of poor health and high medical costs. Our focus is the "killer habits" with a particular emphasis on counteracting the promotion of tobacco and alcohol. DOC's professional aim is to tap the highest possible level of commitment and involvement in their communities from physicians, medical students, other health professionals, business leaders and all other citizens. DOC is unique among health organizations in being solely concerned with health promotion, and has pioneered the concept of paid advertising aimed at reducing lethal lifestyles. For more information write:

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A History of Tobacco Trading Cards

In the mid-nineteenth century, colorful paper trading cards were given away for the first time by French tradesmen to customers or potential clients as a means of advertising. Aristide Boucicault, founder of the Parisian department store Au Bon Marche, is credited with having introduced the first collectible set of picture cards in 1853. Manufacturers of chocolate, coffee, soap, and patent medicines began issuing trading cards, and by 1880 several American tobacco companies were including cards in cigarette packs, the most popular of which depicted buxom women in bathing attire. It was hoped that such sensuous images would build brand loyalty as people who smoked collected the entire series. (An additional purpose of the cards was to keep the pack "stiff" and thus protect the cigarettes.)

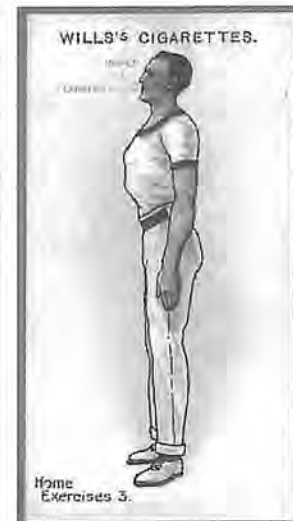
By the turn of the century, tobacco trading cards bearing the pictures of sports heroes were collected by young and old alike. The most celebrated of these cards is that of baseball star Honus Wagner of the Pittsburgh Pirates. Wagner abhorred smoking and succeeded in having his card withdrawn. Each of the handful of his cards that slipped into general circulation has an estimated value of \$500,000.

The British were by far the largest producers and collectors of tobacco trading cards. In the first half of the twentieth century, thousands of series were issued on subjects ranging from orchids to chess problems, and Shakespearean characters to military battles. Schoolchildren became avid collectors of tobacco trading cards, and a tradition arose of waiting outside tobacco shops to ask the adult customers for their cigarette cards.

The heyday of tobacco-sponsored trading cards ended after World War II, as bubble-gum manufacturers entered the field.

Today the hobby of card-collecting is more popular than ever (a \$2 billion a year industry).

Tobacco has maintained a pernicious presence even in cards clearly aimed at young collectors. Baseball cards have featured players with cheeks full of chewing tobacco, and others have displayed stadium billboards advertising Winston and Marlboro. Numerous auto racing card series abound with tobacco logos and billboards. In 1994, RJ Reynolds Tobacco Company issued its own set of Winston auto racing cards. Since the 1980s, another tobacco company, Liggett, has produced the official National Football League (NFL) trading cards.



Editorial

Supply vs. Demand

One of DOC's objectives (since 1977) is to purchase advertising space in the mass media to counteract tobacco use and promotion. DOC is well-known for its criticism of generic public service campaigns (PSA's) engaged in by health organizations, mainly because the objectives of such campaigns are more often geared toward fund-raising and self-promotion than anything else.

With successful efforts in California, Massachusetts, and most recently Arizona to increase cigarette taxes with a portion earmarked for paid media campaigns, there has been an enormous influx of funding for paid counter-advertising. Add to these efforts the announcement of the Robert Wood Johnson Foundation, American Cancer Society, and others to provide funding for a National Center for Tobacco-Free Kids, which has already paid for several quarter-page advertisements in the *New York Times* and other recognized publications.

One might expect DOC to see these efforts as the fruits of its pioneering work in the 1970s when the first *paid* counterads appeared in the U.S. The problem is that the bulk of these campaigns focus on regulatory and legislative outcomes, and are included in what has been termed "media and policy advocacy." In plain English, these campaigns have been designed largely to influence public opinion, with the proposed objective to influence policy makers and the political process (eg, enact laws at all levels of government). One could argue on behalf of such campaigns, as the tobacco issue is now in the middle of political debate from city councils to the President's support of the Food and Drug Administration's proposal to regulate tobacco products.

What is required is an analysis of a campaign's strategy. One common component of these campaigns is their focus on the tobacco industry, which has been shamed for their marketing practices and use of cartoon characters, berated for their keeping "secrets" about the addictive nature of nicotine (as if we didn't already know, based on more than 50,000 studies published in the biomedical literature), and depicted as, well, "evil." Sad to say, these campaigns have missed the boat in engaging the public in even a basic

to not only get them to save their money and *not buy* specific brand-name products (DOC's consumer approach) but to get them to laugh at the product, its promotion, and its pusher through humor and satire. To do so would require competing for the minds of children in refreshing and creative ways, and clearly not a single effort in this country, with the exception of a handful of small activist organizations, has focused on *reducing demand* in such a way.

Marketing experts working for the Centers for Disease Control's Office on Smoking and Health agree that the many messages aimed at "limiting youth access" may not be that effective. According to one advertising agency, formerly contracted by the Office on Smoking and Health, such messages "create age-defined prohibitions, hence enhancing the 'illicit' nature of the product for the excluded age group (therefore making it more desirable)."



understanding of the tobacco industry, its brand-name products, and its hypocritical allies.

But that's the difference between supply and demand. Keep in mind that the current trends in anti-smoking campaigns subscribe to a formula, which represents only part of the picture, based entirely on the supply side. What does this mean? It means that the outcomes of these campaigns (as proposed by the agencies and organizations that sponsor them) are new laws to limit youth access to tobacco (the supply), restrict or ban advertising of the supply, tax the supply, put new warning labels on the supply, etc.

What about reducing demand? For example, to reach young people *directly* through paid counter-advertising designed

In all fairness, some effort is now being made within these campaigns to reach young people directly. Unfortunately, they lack any real appeal among young people, mainly due to their generic nature. Most recently, the advertising agency awarded the \$5 million account by the Arizona Department of Health Services contacted DOC for assistance in their efforts. Not surprisingly, the agency is restricted by the terms of their contract from using certain words in their campaign, including brand names.

No matter what laws are enacted (even if enforced), there will always be considerable demand for the most advertised tobacco brand names until a major mass media effort is undertaken to balance out the supply and demand sides of the issue.--ES

The presence of DOC in Michigan dates back to 1981, when Dr. Scott Frank, then a resident physician in family practice at the University of Michigan Medical School (Ann Arbor, MI), helped to establish a state chapter called DOC'OM (Doctors Ought to Care Of Michigan). Dr. Frank, who was a member of the Board of Directors for DOC's national office during the 1980s, along with Dr. Mike Klinkman, set the chapters primary objective: counter-advertising.

In an interview with *Michigan Medicine* in July, 1982 Dr. Frank said, "The first time I heard about DOC, I resented it a little bit. To me DOC implied that doctors didn't care and that's not true."

"Doctors have never really had a way of expressing how they care, in an organized fashion," Dr. Frank continued. "And I think that's what DOC is all about."

In the same spirit of Dr. Frank's enthusiasm in 1981, DOC in Michigan has received recent energy by the Michigan Academy of Family Physicians (MAFP). The MAFP, which has formally established itself as a DOC Chapter, will serve as a focal point for other DOC chapters and members throughout the state in terms of strategizing and acting on the promotion of unhealthy products. Their primary objectives are to monitor and counteract tobacco promotions in Michigan.

Since DOC's formation in Michigan in 1981, the chapter's strategies and activities have been carried out mainly by medical students and residents at the University of Michigan and Michigan State University. Despite the intense sports rivalry between the two schools, the medical students and residents have cooperated in efforts to counteract tobacco use and its promotion.

Chapter Spotlight: Michigan DOC



DOC Coordinator for Michigan State University, Jeff Van Wingen, is interviewed by local television while promoting DOC at the state-wide Student Day for medical students in Michigan.

In 1995 and 1996, several medical students and residents became active in DOC on both campuses. Jeff Van Wingen (at MSU) and Todd Shepherd (at the U of M) coordinated much of the effort to reach young people through DOC's school-based program (a version of the original program—SUPERHEALTH 2000—implemented in the state by Dr. Frank way back in 1981).

On the state level, Dr. Tim Tobolic (DOC Board Member and officer of MAFP Board of Directors) has been the main thrust behind boosting DOC's activities in Michigan. Dr. Tobolic has been an active DOC member since the early 1980s, and was elected to DOC's Board of Directors in 1995.

"I'd like to thank the MAFP for its commitment to DOC, its philosophy, and its strategies," said Dr. Tobolic at a recent state-wide reception for DOC. "And I'd like to specially thank MAFP Executive Director Janice Klos and coordinator Karen Anderson for their work and input."

To join or for more information about DOC in Michigan, call Karen Anderson at the Michigan Academy of Family Physicians at (800) 833-5151.

DOC TALK: Chapter Updates and Activities

Chapters have been an integral component of DOC since its inception in 1977. Over 175 chapters have been started and while not all chapters are still active, their influence has been felt in the communities they have resided in. Currently, there are over forty active chapters with ten pending activation. Here's a brief review of some of the chapter's activities:

Nebraska DOC and Dental DOC Omaha

A joint venture this year finds these two chapters holding a Throw Tobacco Out of Sports Carnival on May 15th. Games of all sorts, prizes and plenty of counteradvertising messages will be on hand in Omaha at this annual event. New stickers have been produced such as Drive, Kick, Pitch, Slam, and Spike Tobacco Out of Sports and Dental DOC's Choke and Gaggin' bumper stickers. Nebraska DOC teamed up with United Health Care of the Midlands for funding.

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DOC Health Promotion Materials

(10% discount for members)



Posters (\$5.00 each)

- Smoke for Smell
- They'll Really Know You're Smoking
- Barboro Chunks
- Virginia Slime
- NewCorpse

T-Shirts (\$15.00 each) PLEASE CIRCLE SIZE

- Barboro LG XL
- Emphysema Slims LG XL
- NEW! Deck-O-Butts M LG XL

Stickers

- Zoo Breath (2 1/4" circle) .05 each
- Love, DOC (5/8 by 5/8 ") .01 each
- Out of Order (1 1/2 by 2") .02 each
- Smoking Eats (2 1/2 by 2 1/2") .10 each
- Magazine Sticker (4 by 2") .10 each
- Barboro Chunks bumpersticker 2.00 each
- Don't Drink and Barf bumpersticker 2.00 each
- Dead Man Chew bumpersticker 2.00 each

Slide Presentations, Videos and Educational Programs

- Video: Medicine vs. Madison Avenue (award winner)** 100.00
- Video: Sui-Genocide: The Killing of Minority Groups by the Tobacco Industry 100.00
- Video: Cigarettes and Sports: Striking Out Against Tobacco 100.00
- Video: Mc Smoke the Tobacco King and Nikki Teen 100.00
- Video: Smoke That Cigarette 100.00
- Tobacco slide presentation and script 80.00
- Alcohol slide presentation and script 80.00
- Nutrition slide presentation and script 80.00
- Family Dynamics slide presentation and script 80.00

Other Items

- Obituary Cards from physicians or victims 4.00 per 100
- Throw Tobacco Out of Sports Cardboard Boomerang .25 each
- Throw Tobacco Out of Sports bookcover .25 each
- Barboro barf bags (lunch bags) .25 each
- Barboro lapel pin 6.00 each
- Barboro Barfing Team Magnetic Signs (set of two) 100.00/set (Fits most vehicles)
- Deck-O-Butts Trading Cards** 2.50/set of 7 7.50/collector set

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Postage & Handling	
Up to \$50	\$3.00
\$50 - \$100	\$5.00
\$100.01 - \$200	\$10.00
\$200.01 - \$400	\$15.00
\$400.01 - \$500	\$20.00
\$500.01 - \$1000	\$25.00
Over \$1000	\$30.00



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Signature _____ Expiration _____

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Organization _____ Address _____

City/State _____ Zip _____

Mail this form along with your check, credit card number, or purchase order to: **DOC, P.O. Box 540267, Houston, Texas 77254-0267 FAX Orders to: (713) 528.2146.**

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Oklahoma City DOC

OKC DOC (medical school) had its kick-off in late February by a visit from Founder Alan Blum. The main thrust of the chapter is to educate the community of the harmful effects of the tobacco industry and its placement of advertising. As this community continues the healing process, the med students have their work cut out for them addressing these issues.

Tulane DOC

Tulane gets the award for having the most paid members at any one chapter in the country. Over fifty medical students have signed up and have been speaking on tobacco at elementary schools throughout New Orleans. Having reached over 2,000 students already, the chapter's success comes from Coordinator Wendy Wong and the help and assistance from faculty advisor Peggy Chehardy.

North Dakota DOC

Coordinator Shaun Lehmann has a difficult task ahead of him: to coordinate a new medical school chapter in a very rural area. Headquartered in Bismarck, Shaun has been successful in generating enthusiasm in three other cities - Minot, Grand Forks, and Fargo. They are planning a membership drive, and to integrate DOC talks as part of third year medical student rotations.

Albany DOC

Dr. Jeffrey Arp-Sandel has organized DOC's newest community chapter in the Albany, New York area and is working with Community Health Plan which has helped with funding and organizational support. Dr. Arp-Sandel will be implementing "DOC Talks" throughout the region, monitoring activities at the capitol, and tracking promotional events such as the Saratoga Performing Arts Festival "Kool Jazz Festival".

NOTE: At the upcoming NCFPR and AAFP meetings, DOC will be featuring chapter activities throughout the country. For more information on these and other chapter events, please contact Erik Vidstrand at (713) 528.1487 ext. 13.



Residents involved with Modesto DOC (Stanislaus Medical Center, Family Practice Residency, Modesto, CA) sporting their "What's Up DOC?" t-shirts.



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Address Correction Requested

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