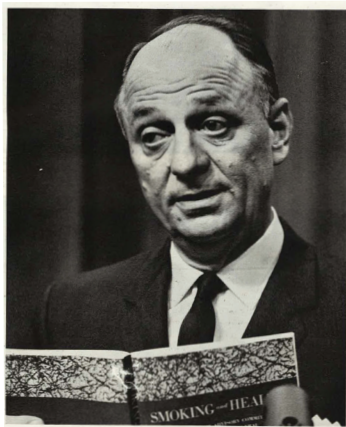


# FIGHTING SMOKE

## *with* FIRE



Former U.S. Surgeon General Dr. Luther Terry

*An exhibition, documentary film screening, and commentaries by guest speakers to commemorate the 50th anniversary of the publication by Alabamian Dr. Luther Terry of the landmark 1964 U.S. Surgeon General's Report on Smoking and Health*

MODERATED BY

**ALAN BLUM, MD**

Director, Center for the Study of Tobacco and Society  
Gerald Leon Wallace, MD, Endowed Chair in Family Medicine,  
College of Community Health Sciences, The University of Alabama

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WEDNESDAY, NOVEMBER 20 • 4:30 PM

*Amelia Gayle Gorgas Library, Room 205*

# PROGRAM

Welcome and Introduction by Alan Blum, MD

Remarks by Celia Ann Harmon Wallace

Recorded remarks by Charles LeMaistre, MD

Distinguished Alumnus of The University of Alabama and Member of the Surgeon General's Advisory Committee on Smoking and Health (1962-1964)

Remarks by Donald R. Shopland

Recorded remarks by Emanuel Farber, MD

Member of the Surgeon General's Advisory Committee on Smoking and Health (1962-1964)

Premier screening of documentary film

*Blowing Smoke: The Lost Legacy of the Surgeon General's Report*

Open discussion on present and future efforts to counter smoking and its promotion:

Richard Streiffer, MD

Dean, College of Community Health Sciences  
The University of Alabama

Robert Robinson, MSW, DrPH

Former Associate Director for Health Equity, Office on Smoking and Health  
U.S. Centers for Disease Control and Prevention

Rebecca Kelly, PhD

Director, Office of Health Promotion and Wellness  
The University of Alabama

Fayetta Royal

Tri-County Tobacco Control Officer  
Alabama Department of Public Health

Zac McMillian

Pre-Medical Student  
The University of Alabama

Special Presentation by James Lutschg, MD

Exhibition Tour by Alan Blum, MD

# DISTINGUISHED GUESTS

## CELIA ANN HARMON WALLACE



Celia Ann Harmon Wallace serves as chairman of the board of Spring Hill Memorial Hospital in Mobile and also as chairman of the board for Chunchula Energy Corporation.

Mrs. Wallace was born in Brighton, Alabama, and now resides in Mobile. She received her education at The University of Alabama, earning a certificate in radiological technology. She is board certified in Radiological Technologies.

She married Dr. Gerald Leon Wallace, who founded Spring Hill Memorial Hospital in 1972. Gerald Wallace passed away in 1986, and in his memory, Mrs. Wallace established The Gerald Leon Wallace, MD, Endowed Chair of Family Medicine at The University of Alabama College of Community Health Sciences.

Mrs. Wallace has held numerous civic positions, including serving on the Board of Directors for the University of Mobile and the National Advisory Board to the President of The University of Alabama. She has also served on the Board of Directors for United Way of Mobile, the American Red Cross, the Business Council of Alabama, and the Mobile Opera.

She is a Board of Visitors member for the University of Alabama at Birmingham School of Nursing, and she serves on the Board of Trustees for Springhill College in Mobile.

In 1995, Mrs. Wallace received the American Society of Preventive Oncology's Joseph W. Cullen Memorial Award for national leadership in smoking and health.

## DONALD R. SHOPLAND, U.S. PUBLIC HEALTH SERVICE (RETIRED)



Donald R. Shopland has been actively involved in tobacco control for more than 50 years, having worked on the original report of the Surgeon General's Advisory Committee on Smoking and Health (1962-1964). Mr. Shopland is the only individual whose name is listed as a contributor to each of the 34 reports of the Surgeon General on the health consequences of smoking published since 1967, including the next report to be released in January 2014.

In 1965, Mr. Shopland joined the staff of the National Clearinghouse for Smoking and Health, the predecessor agency to the U.S. Office on Smoking and Health (OSH), serving in various capacities, including Technical Information Officer and OSH Director (1984 - 1987). While at OSH, Mr. Shopland had major responsibilities for the Surgeon General's report, functioning as the managing and executive editor for eight reports, including the five issued by former Surgeon General C. Everett Koop.

In July 1987, he joined the Smoking and Tobacco Control Program of the National Cancer Institute, serving as overall coordinator of that program, overseeing annual funding of over \$120 million in smoking intervention research, and serving as chief architect of the ASSIST project, which provided funding to 17 state health departments for smoking control. He also served as editor of the NCI's Smoking and Tobacco Control monograph series (15 volumes).

During his 50-year career in public health, Mr. Shopland authored more than 100 peer reviewed journal articles and other original scientific contributions on various topics related to smoking and health, including the first articles to clearly show which U.S. workers were covered by smoke-free work place policies and which were still at risk from second-hand smoke.

## ROBERT ROBINSON, MSW, DRPH



Robert Robinson, MSW, DrPH, is a former associate director for Health Equity for the U.S. Centers for Disease Control and Prevention's Office on Smoking and Health. He served in the position from 1993 to 2006 and developed national programs that targeted the needs of minorities, women, blue collar and agricultural workers, and low-income youth.

Before joining the CDC, Dr. Robinson was a researcher with the Fox Chase Cancer Center in Philadelphia, where he developed the Pathways to Freedom program, which remains the state-of-the-art tobacco control program for the African-American Community. The program received the National Health Information Silver Award and the Special Award in 1994.

Dr. Robinson chaired the nation's first National Black Leadership Initiative on Cancer chapter in Philadelphia. In addition, he spearheaded the coalition of multiple community leaders and organizations that halted the introduction of UPTOWN cigarette, the first tobacco product produced and marketed specially for the African-American community. For his efforts, Dr. Robinson was honored with and received the Robert G. Robinson Nguzo Saba Award in 2005 by the National African American Tobacco Prevention Network.

Today, Dr. Robinson's work focuses on population disparities in public health.

# MODERATOR

## ALAN BLUM, MD



Alan Blum, MD, Professor and Gerald Leon Wallace M.D. Endowed Chair in Family Medicine at The University of Alabama College of Community Health Sciences, is one of the nation's foremost authorities on the history of smoking and cigarette marketing. Since 1998, he has directed the University's Center for the Study of Tobacco and Society, which comprises one of the world's largest collections on the tobacco industry and the anti-smoking movement.

From 1977 to 2002, Dr. Blum served as chair of DOC (Doctors Ought to Care), a national, nonprofit health promotion organization that was a pioneer in the purchase of advertising space in the mass media for satirical anti-smoking campaigns aimed at counteracting adolescent-onset tobacco use. Local chapters of DOC have been established at more than 80 medical schools.

Dr. Blum's early research identified trends in tobacco industry marketing strategies, including the targeting of women and minorities and the circumvention of advertising restrictions through the sponsorship of sports and the arts. He has given more than 1,800 invited lectures on tobacco in all 50 states, authored more than 100 articles in peer-reviewed journals and created 10 museum exhibitions, including "When More Doctors Smoked Camels: A Century of Health Claims in Tobacco Advertising" and "Cartoonists Take Up Smoking" at the National Museum of Health and Medicine. As editor of the New York State Journal of Medicine and the Medical Journal of Australia, he published the first-ever theme issues on tobacco at any medical journal.

Dr. Blum is a recipient of the U.S. Surgeon General's Medallion, presented by Dr. C. Everett Koop (1988), the first National Public Health Award from the American Academy of Family Physicians (1992), the American Medical Association's first Award for Distinguished Service on Behalf of America's Youth (1990), the Gleitsman Award (1998) for medical activism, and an honorary Doctor of Science degree from Amherst College (2006) for a career dedicated to ending the tobacco pandemic.