

THE CLEVELAND CLINIC FOUNDATION

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Alan Blum, M.D.
Editor
NY State Journal of Medicine
Medical Society of State of New York
420 Lakeville Road
Lake Success, NY 11042

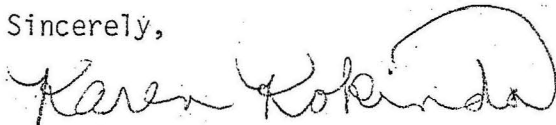
Dear Dr. Blum:

I recently attended the Health Sciences Communication Association annual meeting in Columbus, Ohio, where you spoke about, "Health Promotion and Health Demotion in the Mass Media."

Although you offered few suggestions for how hospitals might implement a health promotion campaign, I found definite applications of your ideas beyond commercial mass media. The upbeat "anti-smoking commercial," seemed an appropriate message to show our patient population. We have considered producing health promotion spots for our patient TV channel and are interested in existing programs of this nature. Would any of the messages you shared at HeSCA be available for purchase by an institution?

The Cleveland Clinic Foundation is a not-for-profit institution. Our patient TV channel is a free service to patients. The programs are for internal use only and would not be reproduced, distributed, or revised. I would appreciate information regarding the availability of such "commercials" for review and purchase by the Cleveland Clinic.

Sincerely,



Karen Kokinda
Media Specialist

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