

...without a taste better without cigarettes."

Other anti-smoking and anti-alcohol advertisements are beginning to spring up throughout Northeast Jackson on bus-benches and billboards.

The advertisements — devised by Doctors Ought to Care, a group of family medicine residents at the University Medical Center — are designed to take the glamour out of smoking and other potentially health-endangering habits such as drinking.

DOC is a nationwide organization that now has chapters in at least 40 states, said Dr. Tom Houston, director of the Mississippi DOC chapter.

"DOC is built around the idea that physicians can become more involved in educating patients about the major preventable causes of disease," said Houston. "The aim of the DOC program is to help stop and prevent bad habits such as smoking, excessive alcohol consumption and poor nutrition.

DOC members intend to take their health messages to the public with the use of billboards, well as going into the schools to talk to students.

Helping teenagers learn about the problems of pregnancy and venereal disease is also a part of the DOC effort, he said. Houston hopes to sponsor DOC programs in local high schools.

The DOC program originated in Miami a couple of years ago, Houston said, when family practitioner Dr. Allen Blum became frustrated with the smoking and drinking habits of his patients and advertisements promoting them.

One of the biggest concerns of DOC is the promotion of cigarette smoking. Houston said millions are spent nationally each day on cigarette advertising that encourages people to damage their health.

"We're promoting the idea of using good health advertising as an alternative to bad health advertising, he said."

Houston got his idea to start a DOC program in Mississippi after attending a convention last year in which

of Family Practice and the State Board of Health, DOC officials have applied for federal grants to help finance future programs.

DOC has spent about \$2,000 it got from the state Board of Health for signs on benches and billboards, Houston said. The organization currently has about \$1,500-\$1,700 from the Mississippi Academy of Family Practice and private contributors.

He said DOC should get word in mid-September about an application for \$67,000 in federal funds. DOC

Policies on sale of cigarettes differ

A survey of Jackson hospitals revealed the following policies about the sale of cigarettes:

— St. Dominic Hospital administration first ordered that cigarettes be sold only in a cafe vending machine in November 1977. By December 1978, the hospital administration curtailed the sale of all cigarettes in the hospital. According to hospital Administrator Sister Josephine Therese, the ban against cigarette sales is now a written policy. "We felt that as a health care facility we should be supporting the nationwide suggestion to stop smoking," she said.

— Hinds General Hospital quit selling cigarettes about 12 years ago, according to hospital Administrator Robert Wilson. "At the time the administration and board felt that we were in the business of good health. With the surgeon general not advocating smoking cigarettes, we decided to take the leadership role" and set a precedent for other medical institutions, he said.

— Veteran's Hospital has been selling cigarettes since its opening in 1962, and policies follow those set by the central headquarters in Washington, D.C., according to George Rodman, assistant to the director. Cigarettes are sold to meet the needs of the veterans and employees, Rodman

said, and giving presentations in Jackson schools this fall.

Houston said 400,000 people die potentially preventable deaths each year, deaths that DOC can help prevent. Of the 40,000 to 50,000 fatal auto accidents every year, 75 percent are alcohol related, he said.

"About 300,000 die of heart attacks, and the majority are cigarette-related deaths," Houston said. "Cigarettes are not just the cause of cancer. Heart attacks are the number one cause of

deaths than many other states. The two are related because teenagers typically have more pregnancy problems. Houston said the DOC program could help by bringing information concerning birth control, for instance, to teenagers.

"We hope to show them alternatives to what adults are doing to get a healthier generation coming up," he said, by talking about the dangers of smoking, drinking and teenage pregnancies.

said, but there are steps being taken to prohibit cigarette sales in the future. "A number of VA Hospitals have already stopped selling cigarettes, and we have initiated steps to follow the trend," Rodman said.

— Mississippi Baptist Medical Center executive director Paul Pryor said the hospital tried prohibiting cigarette sales by removing the cigarette dispenser in the canteen, but the removal brought on so many complaints, officials were forced to replace it within months. "It's a matter of convenience so we put one dispensing machine back in," Pryor said. "We don't advocate smoking one way or another, but some people are going to smoke regardless. It was a surprise to us (the furor it caused) when we took the machine out."

— Doctors Hospital has one cigarette vending machine, according to hospital financial manager George French. He said the hospital has been selling cigarettes for several years since its opening in 1969. French said the administration has never considered written policy banning the prohibition of cigarettes, but only "talked about it in passing. Employees, patients and their families do smoke and we sell cigarettes as a convenience to them," French said.

— Woman's Hospital has main-

tained one cigarette vending machine in the snack bar since the it opened five years ago. According to assistant director Al Stubblefield, most cigarettes are purchased by employees. "We never planned to stop selling cigarettes," he said. "We're not making money off of selling them."

— The Methodist Rehabilitation Center administration talked about prohibiting cigarette sales two years ago, but feared a black market would develop among patients and therefore discounted the idea, said executive vice president Mike Ainsworth. There is one vending machine in the hospital. "Cigarettes are an obvious detriment and a health hazard. There's no question that they are a hazard to those who smoke and even to those that don't. But taking cigarette machines out would have no significant impact on smoking." — University Medical Center allows cigarettes to be sold in the gift shop and out of an employee's vending machine in the basement, according to Barbara Austin, public relations director. She said cigarettes have been sold since the hospital's opening in 1955. "We as an institution recognize that it is a health hazard to sell tobacco products. It's simply for those who chose to smoke."