



**EDITORIAL**

**WSPA-TV Greenville·Spartanburg·Asheville**  **CBS Affiliat**

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DOC PROGRAM

A group of young doctors in residency programs at Spartanburg General Hospital has developed a highly worthwhile organization called "Doctors Ought to Care" or DOC for short. Their purpose is to speak to high school students about the dangers of drug and alcohol abuse, venereal disease, and teenage pregnancy. The strategy is to counter negative peer group pressures at a critically formative age so as to prevent medical problems rather than try to cure them later. The program has started in cooperation with faculty and parents in the Spartanburg area and will soon be started in Greenville.

Not only is DOC an effort to emphasize prevention now instead of treatment later, but the image of doctors may be reshaped. The image of doctors in America was once that of an old-fashioned family doctor who made the rounds among his patients as family friend as much as a healer. Now doctors are more likely to be seen by the public as highly educated, technically oriented specialists. The educational program these young physicians have organized represents a new dimension of social responsibility. Rather than responding to individual patients as individual doctors, they are responding to a general social need as a profession. WSPA hopes this organization is the cutting edge of much more to come from the medical community.

*Reasonable opportunity to respond will be offered by this station*