



June 1980

DOC—Doctors Ought to Care

While doctors are being portrayed unfavorably by the media and physicians' prestige is declining, a physician-led organization called DOC (Doctors Ought to Care) is showing that doctors *do* care.

Through its programs, DOC is educating the public in an innovative way about the major killer habits of cigarette smoking, alcohol dependence, other drug abuse, and poor nutrition. Offered a closer look at advertising techniques used by the cigarette and alcohol industries, young consumers are turning thumbs down on these real causes of bad health, bad looks, and empty wallets. DOC has presented programs before more than 100 groups, has been featured in more than 50 publications, and has established chapters in 20 states.

One of the cofounders (in 1977) of DOC, Alan Blum, M.D., is a former member of the governing council of the Resident Physicians Section (RPS). Representing the RPS both last year and this year, Dr. Blum won one of the divisions of the national AMA Medical Speakers Award Program. He also wrote "Medicine vs Madison Ave" *JAMA* 243:739-40 (February 22/29, 1980).

DOC's TV commercials, newspaper comic strips, radio shows, sports events, posters, and T-shirts provide a highly visible, positive role model of the health professional. Yes, doctors ought to care about DOC—about what DOC can do for their patients and for medicine—and about what physicians can do for and with DOC. For more information write: Doctors Ought to Care, 924 West Webster Street, Chicago, Illinois 60614.

Delegates Needed for RPS Assembly July 18-20

AMA Resident Physicians Section to Meet in Chicago—Since the RPS was formed less than four years ago, fewer than half of the authorized seats have been filled at assembly meetings. The RPS hopes to expand participation at the next meeting in Chicago, July 18-20.

Each state is entitled to one delegate for each 100 resident AMA members. However, most states have no organized process for selecting delegates, and the majority of states are not represented at each meeting. If you are interested in working for resident interests in the context of organized medicine, there is a place for you. In recent years, the AMA has become increasingly aware that its future lies with today's young physicians and has become correspondingly more open to student and resident participation.

The RPS needs more individuals eager to be involved. Anyone interested should contact: Department of House Staff Affairs, AMA, 535 North Dearborn Street, Chicago, Illinois 60610, or phone (312) 751-6650.

Resident Physicians Section of the American Medical Association

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Letters and ideas for cartoons or articles are welcome and will be used as space permits. All questions, suggestions or requests for additional information should be sent to the editor c/o AMA Department of House Staff Affairs, 535 N. Dearborn St., Chicago, Illinois 60610, (312) 751-6650.

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