

# Doc News and Views

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## DOC Efforts Spark Major Universities to Divest Tobacco Holdings

The tobacco divestment movement represents a dramatic new initiative to promote a smoke-free society. This effort originated in 1981 when DOC Founder Alan Blum, MD, was instrumental in persuading the American Medical Association (AMA) to eliminate several million dollars worth of tobacco stocks from its retirement fund. By 1986, the AMA was officially encouraging universities with medical schools to divest their tobacco holdings. In 1984, DOC created Project SNUFF (Stop Noxious University Funding Forever) which targeted Illinois universities with medical schools and succeeded in convincing the University of Illinois to drop its tobacco stocks.

In 1990, the Tobacco Divestment Project (TDP) was formally launched as

a new national campaign championing the proposition that it is unethical to profit from tobacco addiction. The TDP receives guidance from an advisory board of individuals who have distinguished

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***Harvard's reason for divestment of its tobacco holdings was "a desire not to be associated as a shareholder with companies engaged in significant sales of products that create a substantial and unjustified risk of harm to other human beings."***

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themselves in the struggle to bring tobacco use under control. Much of the work of the TDP is performed by pro-health advocates throughout the country, for whom TDP provides support ser-

vices and materials to further the cause of divestment.

Last year while a student at the Harvard School of Public Health, DOC member Phil Huang, MD, MPH, created a radio advertisement in a course taught by media expert Tony Schwartz. The advertisement pointed out the hypocrisy of Harvard President Derek Bok's call for university leadership in demonstrating strong moral and civic values, while Harvard continued to invest in the tobacco industry. The advertisement was aired on the Harvard radio station and generated local media atten-

tion. At the same time, Dr. Huang began working with a student representative to the University's Advisory Committee on Shareholder Responsibility (ACSR). The

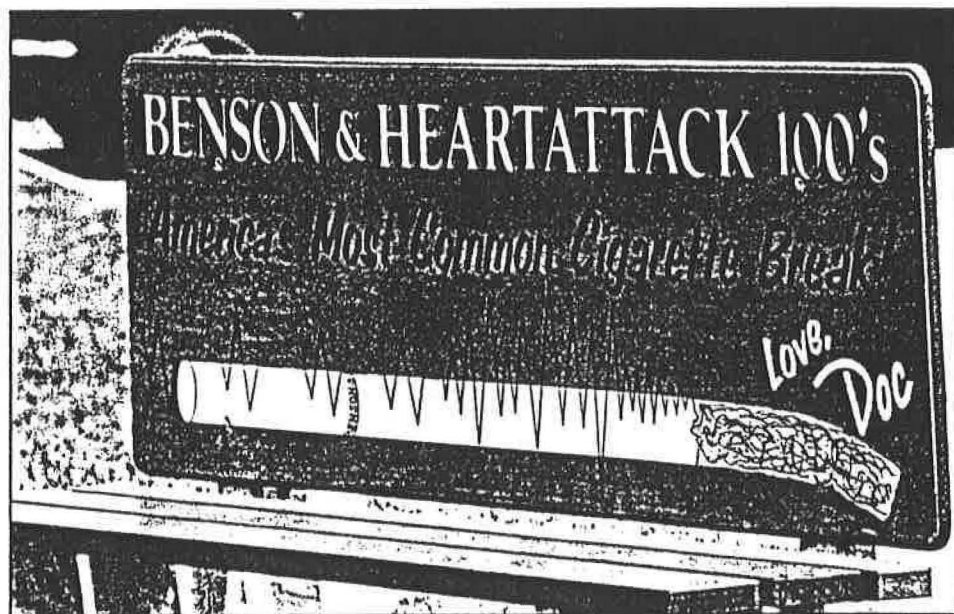
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## Philip Morris Promotes Bill of Rights, Discourages Free Speech

Philip Morris' Benson and Hedges Blues Festival began its five-city tour around the nation in Houston, and DOC created a print counter-advertising campaign to draw attention to the cigarette-sponsored blues festival.

DOC Founder and Chairman Alan Blum, MD, and Eric Solberg, DOC executive director, submitted the counter advertisements to the *Houston Chronicle*, the *Houston Post* and *Public News*, a Houston weekly newspaper. *Public News* printed DOC's advertisement, which featured the slogan "Don't them cancer pushers give ya The Blues?" on June 5. The same advertisement also appeared in the *Houston Post* on June 9. A different advertisement featuring the slogan "Benson and Stenches gives Houston The Blues" appeared in the *Hous-*

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*This bench was part of DOC's counter-advertising campaign against the Benson and Hedges Blues Festival in Houston.*