

THE SCOPE

UNIVERSITY OF MIAMI · AFFILIATED HOSPITALS · HOUSESTAFF PHYSICIANS ASSOCIATION

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THE UNSMOKE

(Try it!)

Gary Cowen, M.D. , President, Housestaff Physicians Association
Jackson Memorial Hospital, Miami, Florida 33136

Dear Gary:

I deeply appreciate the faith and confidence which you and the Steering Committee have shown in DOC - Doctors Ought to Care. The recognition by the housestaff of DOC - and its potential for showing the public that doctors do care about lowering medical costs and preventing needless bad health - is probably the single most important factor we need in order to gain continued acceptance on an increasingly national level.

Too often physicians are portrayed as cynical and even unconcerned about making known their views on the fact that patients, too, need to be working partners in the maintenance of their own health, DOC is the first physician-led group in the country which is putting its money where its mouth is to engage the public in an understanding of who's on their side and who isn't. Our theme,

"You've Coughed Up Long Enough, Baby!" applies not only to the major preventable cause of disease, immoderate cigarette smoking, but also to the problem of high health costs.

More than 300 physicians from across the country have responded to the DOC concept and have asked to have materials similar to ones we have developed in Miami. The HPA's grant of \$2,000 will go a long way toward starting the distribution of these materials to other communities. In addition, it will help kick off our "Super-Health '79" campaign on December 9. More than 250 junior high school students from throughout Dade County will join with physicians, civic leaders, teachers, and other health professionals to "leap tall buildings at a single bound" - the buildings, that is, on Madison Avenue, from which comes the mass media manipulation of adolescents toward less healthy lifestyles.

On the very day the HPA Steering Committee voted its grant to DOC, I received a very encouraging letter from the AMA - which noted the support DOC has previously received from the HPA and the Dade County Medical Association - which urged me to submit a major request for funding to the AMA ! Thank you again.

Sincerely
Alan Blum, M.D. - D.O.C.