



## Barbboro Man and Emphysema Slims Double Up Against the Redman and Nosmokanova

Ridiculing the idealized stereotypes that the tobacco industry creates for its advertisements, the Houston, Texas chapter of DOC at Baylor College of Medicine held a Celebrity Look-Alike Emphysema Slims Tennis Tournament in April. The event, held at the Rice University Tennis Stadium, was timed to coincide with the last weekend of play of the Virginia Slims Tennis Tournament in Houston. (It was in Houston in 1970 that the cigarette brand first took over sponsorship of women's tennis.)

Houston-DOC's version of the tobacco-sponsored sporting event featured DOC members dressed as Martina No-Smokanova battling Miss Emphysema Slims, and the Barbboro Man and the Redman. The tournament also featured some serious play between faculty members and medical students. DOC founder Alan Blum, M.D., a faculty member at Baylor, presented awards.

Area school students, inspired by Superhealth 2000 talks given by DOC members who visited their classes, submitted dozens of original artworks mocking tobacco and its promoters.

The tournament was publicized on Houston radio stations and handbills were posted throughout the Texas Medical Center.

Baylor DOC president Mark Price and the more than 20 other DOC members who assisted him were pleased with the turnout and are enthusiastic about planning next year's event. The group's inaugural meeting

for 1988-89 drew more than 110 medical students. School-based lectures and projects in minority communities are currently being developed.

## GASP and DOC Team Up

Members of DOC and GASP of Newport, Rhode Island waged an effective campaign in July against Philip Morris' sponsorship of women's tennis and received extensive media coverage which drew public attention to the issue.

The events began Thursday, July 14, with a half page paid advertisement in the *Newport Daily News* created by Thomson Associates of Providence. The advertisement reads, "Cigarettes

won't keep you slim, Virginia...nor will they improve your tennis" and concludes with the statement, "Cigarettes are the wrong way, baby!"

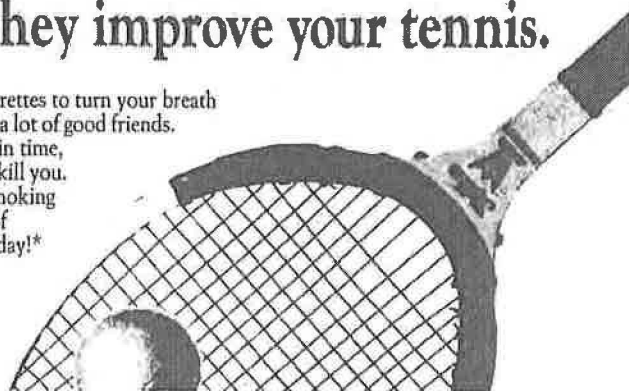
The following day a lengthy letter from the Executive Director of GASP of Massachusetts, Jerry Maldavir, criticizing sponsorship of a tennis tournament by Virginia Slims was published in the *Newport Daily News*. On Saturday, 500 flyers were distributed to fans arriving at the Newport Casino where the tournament was being held. On Sunday a house call was made to the Casino, known as the "International Tennis Hall of Fame." Pictures of the protest appeared both in the *Providence Journal* and the *Newport Daily News*. Tuesday an editorial was published by the *Newport Daily News* slugged, "Smoking link unfortunate." Although the newspaper disagreed with the idea that tobacco sports sponsorship should be prohibited, contending that cigarette smoking was legal ("though foolish"), the editorial did state, "Smoking is a health hazard. Cigarette companies should not try to lure young people to smoke. The tobacco company has shown little concern with the damage done by their products."

Protest organizer Howard Kay admitted their pro-health efforts were "small potatoes" compared to the promotional activities by Philip Morris and its local sponsor, Citizens Bank, prior to and during the tournament. However, Kay said, "I do believe carrying the fight to the sponsor is testimony to the growing opposition at the local level to cigarette companies sponsoring sporting events, and that the public consciousness is being raised and focused more clearly on the issue."

## Cigarettes won't keep you slim, Virginia ...nor will they improve your tennis.

But, you can depend on cigarettes to turn your breath pretty rancid and drive away a lot of good friends. As a matter of fact Virginia, in time, smoking cigarettes may even kill you. On an average, cigarette smoking causes the premature death of three Rhode Islanders every day!\*

*Cigarettes are the  
wrong way, baby!  
Smoke stinks.*



\*Paid advertisement which appeared in the July 14 edition of the *Newport Daily News*.

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to drop Philip Morris' Virginia Slims cigarettes as a sponsor. Advantage, which represents such players as Steffi Graf, told the groups that Proctor and Gamble had come forward as a potential sponsor, and in an informal poll, more than 40 of the 50 players favored making the switch. The obstacle according to Advantage, was Meritt Stirheim, executive director of the players association which holds key votes in the governing body. Many did write or leave telephone messages for Stirheim and also contacted tennis writers at various publications. A flurry of small articles appeared with at least one alluding to Stirheim's negative comments about the prohealth callers' campaign. The burst of adverse publicity for the cigarette sponsor did appear to have some effect: Virginia Slims was pulled as the major sponsor, effective in 1990, but not Philip Morris, which will continue to pay the bills under the name of its General Foods division. Proctor and Gamble reportedly pulled out of the bidding.

Yes, it's a victory, at least in one sense. Philip Morris gets a temporary shiner insofar as its cigarette promotion is concerned, but ultimately is assured that no tennis player concerned about her financial well-being will question the name of the sponsorship, much less appear in an anti-smoking or anti-Virginia Slims advertisement. Philip Morris still remains the party in power and may even utilize imagery in its General Foods advertisements to reinforce Virginia Slims. The company has done this with the use of soccer star, Pele, in its Tang advertisements in comic books late in 1987; when children who joined the Pele-Tang Soccer Team tuned in to the Spanish cable TV station to watch soccer earlier this year, they were greeted by Pele standing in front of Marlboro signs at the Marlboro Soccer Cup matches at Joe Robbie Stadium in Miami, Florida. Both Tang and Marlboro are made by Philip Morris.

And what of Advantage International? It's possible that this company may have been less interested in the health aspects of having a cigarette sponsor for women's tennis than in cutting a better deal with Proctor and Gamble. Either way, the company maintains its lucrative contracts with tennis players. Could well-intentioned pro-health organizations have been used by being enlisted at the eleventh hour by Advantage International?

If not by Advantage, then perhaps by Farmers Insurance. Between January and August, this company waged a battle to resist a takeover by British American Tobacco (BAT), parent of Brown and Williamson (Kool, Viceroy, Raleigh; Saks Fifth Avenue). Along the way, state insurance regulatory hearings were held in Arizona, California, Idaho, Ohio, and Kansas. Featured were speakers, some flown in by Farmers, pointing out the absurdity of an aggressive tobacco company gaining control of a lender in nonsmoker discount insurance policies. BAT is a major corporation in South Africa and an omnipresent promoter of tobacco as a cash crop in developing nations.

Opposition to the BAT action from the prohealth standpoint received little more than passing attention by the mass media, but a Farmers-financed mailing by ANR generated dozens of letters to the California insurance commissioner, who turned down the BAT bid.

Overall, however, the opposition by the Farmers Board and health groups proved more convenient as a rallying cry than as a meaningful attempt to inhibit a giant tobacco pusher. Farmers directors, who had unanimously rejected BAT's \$4.2 billion offer in January, accepted an offer of \$5.2 billion in August. Shareholders, who had narrowly voted in favor of a takeover at a lower price in April would most assuredly have sued Farmers directors had they continued to hold out.

The fact that four insurance regulators--in California, Oregon, Idaho and Washington--rejected the merger was most encouraging, but future efforts to prevent tobacco companies from swallowing up other health-minded corporations will have to concentrate more on large institutional shareholders and less on short-term publicity. Ironically, some of the leading shareholders of tobacco companies are insurance companies. (A detailed report will appear in a future issue of the newsletter.)

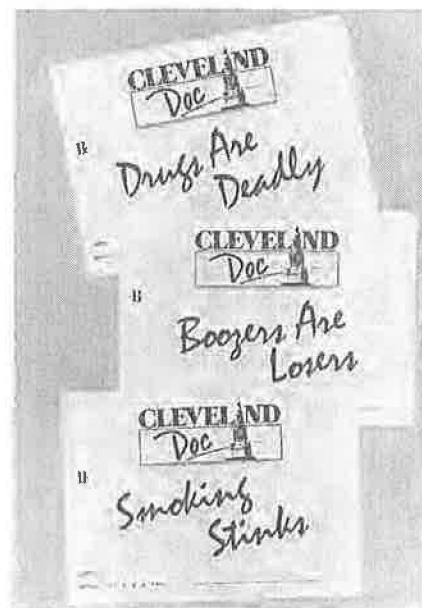
Julia Carol feels the opposition by nonsmokers rights groups to the BAT takeover of Farmers helped attract attention to the importance of strengthening the nonsmokers discount.

True enough, but the fact remains that a tobacco pusher has swallowed up a health-oriented company.

Some health professionals still seem to rationalize such tobacco takeovers as a move to diversify away from de-

pendence on tobacco revenues. Indeed, the BAT takeover of Farmers will put tobacco sales under 50% of total company sales for the first time. But because tobacco is still among the most profitable products in existence diversification should be more accurately described as insulation of tobacco profits. While just over 50% of Philip Morris' sales are tobacco-related, more than 80% of the company's profits are derived from cigarettes.

By buying up more legitimate conglomerates, tobacco companies can shape up their blood-stained image and buy public, journalistic and professional complacency by taking advantage of their increasing advertising clout.



## Cleveland DOC Prescribing Good Health

It was out of the frustration of treating patients whose health had been needlessly destroyed by unhealthy lifestyles such as smoking and alcohol consumption that DOC was founded. Instead of bronchial dilators and giving a stern admonition on the way out the door, DOC members began devoting time and energy to prescribing healthy lifestyles in the office, in schools and in the community at large. Cleveland DOC has taken this concept one step further and designed stickers--"prescriptions for good health." Cleveland DOC member Amy Dillehay suggested the project last January. The stickers, which are slightly larger than a standard prescription, carry such messages as "Drugs Are Deadly," "Smoking Stinks," and "Boozers Are Losers."