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**BAYLOR
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MEDICINE**

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Address correspondence to:
5510 Greenbriar
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John Cannell, M.D.
Cannell Clinic
Box 550
Beckley, West Virginia 25813

Dear John,

It was good speaking to you. I think your position is commendable. Clearly, you believe in action, not lectures, and you practice what all too many people only preach.

I am particularly impressed by your comment that active treatment of patients with emphysema who continue to smoke may really have harmed them through a false belief in their medications rather than smoking cessation. Similarly, I have taught medical students, residents, and physicians that telling a patient who smokes that the chest x-ray is normal is giving the patient the kiss of death.

Enclosed is a potpourri of materials on DOC. As you develop your messages to the community, I hope you will keep in mind that creativity is not as important as frequency, that brand-name imagery (or the spoofing of it) is more memorable than generic "anti-smoking" messages, that placement of the advertisement before your target audience is of paramount importance, and teenagers should be involved in the planning and taping (as you intend to do), and (most important) that paid advertising is much more effective than free public service advertising.

I look forward to seeing your tapes, as well as receiving a copy of the newspaper in which your advertisement appeared. The DOC News and Views would like to "break" a feature story on you in its next issue, and I would appreciate receiving any illustrated material you think would be helpful, as well as a letter in which you discuss your views.

Sincerely,

A handwritten signature in cursive script, appearing to read "Alan Blum".

Alan Blum, M.D.
Assistant Professor

AB/teh

Enclosure