



Battle of the billboards

An anti-smoking campaign, sponsored by the Delaware chapter of Doctors Ought to Care (DOC), a national physicians' network of anti-smoking advocates, led to a contest to promote health issues and lobby against smoking.

The 1986 Superhealth 2000 contest, open to New Castle County-area sixth graders, elicited posters from four schools. The winner (above) was produced by Kevin Fongemie, a student at the H.B. DuPont School in Wilmington. Businesses have sponsored seven billboards of the winning poster, in-

cluding this one that now appears above a cigaret advertisement.

The poster contest was the culmination of a special yearlong anti-smoking curriculum Delaware DOC developed for sixth graders. The curriculum stresses "not so much what will happen to the kids in 30 years if they smoke, but instead how the tobacco industry tries to brainwash you into thinking that if you'll smoke, you'll look great, feel sexy, get rich, and have lots of friends, like the people in the ads," says Mark Glassner, MD, president of Delaware DOC.