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## The North Carolina Health Council, Inc.

c/o Health Services Research Center  
Chase Hall 132-A  
University of North Carolina  
Chapel Hill, North Carolina 27514  
919/966-7106  
January 20, 1985

Alan Blum, M.D.  
Editor  
New York State Journal of Medicine  
420 Lakeville Road  
PO Box 5404  
Lake Success, New York 11042

Dear Dr. Blum:

It was a pleasure to speak with you and learn of your willingness to participate in the Convocation of the North Carolina Health Council to be held May 7 & 8, 1985, at Raleigh's McKimmon Center. We are confident that our topic for the Convocation - Tobacco and Health: A Dilemma for North Carolina Health Workers - will be of interest to our membership and the general public.

The official program and agenda will be printed and circulated near the end of February and we will send a you a copy as soon as they are available. We can report that some of the topics which will be included are:

- A History of Tobacco in North Carolina
- The Health Effects of Tobacco: A History of the Evidence
- Agricultural Issues: Alternatives; Predictions
- Legal Issues and Restrictions: Group Rights vs. Individual Rights
- Social/Cultural Issues
- The Politics and Economics of Tobacco
- Barriers to Smoking Cessation
- Moral and Ethical Issues
- The Challenge to Health Workers

**A planning, study and coordinating council  
for voluntary and government health programs**

We have made an effort to choose topics and presentors who will address the dilemma from a variety of vantage points. We are also attempting to sponsor a program which will avoid polemics and focus on the formulation of an action agenda by a group of health workers who will be better informed as a result of the Convocation.

Thank you for agreeing to make a presentation on "The Advertising and Promotion of Tobacco Products." We are excited to know that such an articulate spokesperson will be discussing this issue with the participants.

We have scheduled your presentation for two separate times on May 8, 1985. By repeating your session, we hope to ensure that a larger number of registrants can be exposed to your ideas and data. The times for your session will be from 9:30 am to 10:15 am and from 10:30 am to 11:15 am. We would request that some time in each session be reserved for questions and discussion. You are, of course, invited to participate in the entire Convocation and we would welcome your presence and continuing contribution. As we discussed on the telephone, the Council will be able to cover your travel expenses per diem. We can also offer an honorarium of \$200. I realize that the figure more accurately reflects the limited treasury of our organization than it reflects our appreciation for your presence. We will make an attempt to augment the amount by contacting colleagues at the University. In any case, we will be in contact with you regarding the particulars of payment.

Please let us know if you will require audio-visual equipment or the reproduction of written material so that we can make arrangements with the McKimmon Center. Also, would you please send us a copy of your curriculum vitae or a brief biographical sketch?

Again, thank you for working with us to make this Convocation of interest and benefit to individuals and organizations in North Carolina. We will be in touch with you over the next few months to keep you informed about the final plans for the Convocation.

Sincerely,



William L. Beery  
President



W. Burns Jones, Jr.  
President-Elect