

# AMWA American Medical Women's Association Inc.

465 GRAND STREET • NEW YORK, N.Y. 10002 • TELEPHONES: (212) 477-3788, (212) 533-5104  
REPRESENTING WOMEN IN MEDICINE SINCE 1915

CONSTANCE U. BATTLE, MD, *President*  
CAROL DAVIS-GROSSMAN, *Executive Director*

November 10, 1986

Dear :

**Do you have a teenage daughter at home?**

**Is she a cigarette smoker?**

The same responsibility you feel for protecting your daughter against the dangers of cigarette smoking should be extended to your readers.

You could have some impact on the future of young girls in America by taking the responsibility of writing some articles on smoking and women. This is a critical issue which needs to be addressed by today's society.

Your publication has run articles on women's health - but nothing on the fact that **29,000 women died last year because of their tobacco habit.**

**WILL YOU WRITE SOMETHING ON THIS ISSUE?** We have a constituency of 10,000 women physicians -- any number of whom would be delighted to help you put together an article which addresses the smoking among our teenagers.

The American Medical Women's Association needs your assistance to help insure that women of tomorrow have a chance to enjoy the opportunities which await them. The world is theirs if they reach out for it.

Teenage years for a young girl are confused because of the growing process and the bodily changes which are taking place ever so quickly. Many times, teenage girls want to experience womanhood by looking older than their years. Because of the many advertisements of sophisticated women smoking cigarettes, teenagers often take this route.

The teenage years is the time to instill a healthy attitude toward one's body. **Your magazine can help to instill that healthy attitude.**

Page 2  
November 10, 1986

We at the American Medical Women's Association understand that you have a business to run -- and because of this, you must take advertising placement. "Cigarette smoking is hazardous to your health" is placed at the bottom of each of these ads. Is a teenage girl adult enough to understand what that means to her future? I don't think so; and I am sure you don't.

HELP US TO INFORM THE WOMEN OF TOMORROW WHAT THE FUTURE CAN  
HOLD FOR THEM!

Sincerely,

AMERICAN MEDICAL WOMEN'S  
ASSOCIATION INC.

Constance U. Battle, M.D.  
President

CUB:mjw