



MJA

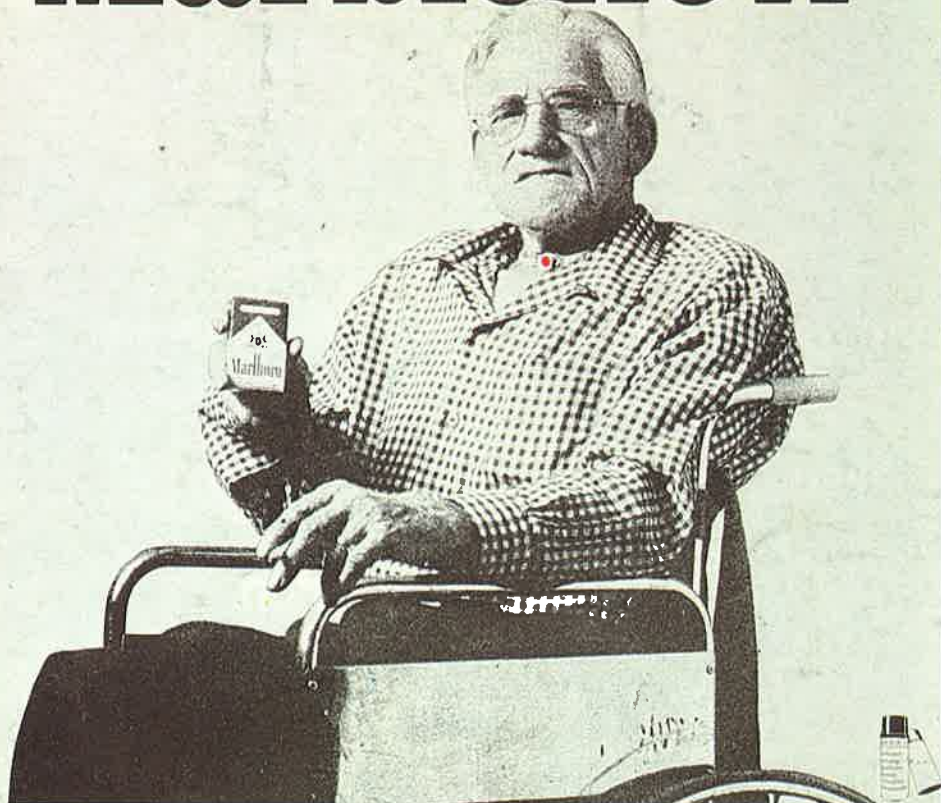
THE MEDICAL JOURNAL OF AUSTRALIA

Registered by Australia Post Publication No. NBG 0038. \$4.25

SEWER SIZE

\$25,000 REWARD For the MarbleRow Man.

MarbleRow



Mr. Frank C. of Darlinghurst in Sydney is a lifetime smoker. Due to an operation (tracheotomy) he now smokes through a hole in his neck. Frank is B.U.G.A. U.P.'s entrant in the \$25,000 Philip Morris' Marlboro Man Competition, someone they describe as having "a strong and distinctly individual masculinity — that unique difference that personifies the flavour of Marlboro".

DO YOU THINK FRANK WILL WIN?

If you want to help B.U.G.A. U.P.'s fight against the tobacco companies write to: B.U.G.A. U.P., BOX 78, WENTWORTH BLDG., UNIVERSITY OF SYDNEY, 2006 N.S.W. AUSTRALIA.

Also in this issue:

■ **Brain abscess:**
some observations

■ **Intravenous
cannulas:**
use in
elective surgery



THE MEDICAL JOURNAL OF AUSTRALIA

July 24, 1982

69th Year Vol 2, No 2, 57-104

The MJA is Australia's national medical journal. It publishes original and commissioned articles on all aspects of medicine. It exists both to educate its readers and to provide an open forum for informed debate on medical issues.

EDITORIAL

The subject of advertising 61

LEADING ARTICLE

WMA and WHO part company. Ronald Winton 62

SHORT PAPER

A tracheostomy for the Marlboro man. Renee Bittoun 69

ORIGINAL ARTICLES

Effective use of blood in elective surgical procedures. 2. The role of preoperative autologous blood transfusion. Ram S. Seshadri, William R. Odell, William B. Runciman, Alexander A. Morley 71

Toxic shock syndrome. Incidence and survival of *Staphylococcus aureus* in unused tampons. Anna Skopek 74

Systemic *Haemophilus influenzae* infection in childhood. Winston Koo, Christine Oley, Rosemary Munro, Peter Tomlinson 77

Observations on brain abscess. Review of 28 cases. Peter J. Dohrmann, William L. Elrick 81

DRUG TRIALS

Comparison of ranitidine and cimetidine in duodenal ulcer healing. Gavin D. Barr, Charles H. Paris, William R. J. Middleton, Douglas W. Piper 83

OCCASIONAL SURVEY

Intravenous cannulas. Survey of their use in patients undergoing elective surgery. Ross B. Holland, Michael W. D. Levitt, Christina M. Steffen, Peter S. Lipski 86

MEDICO-LEGAL TOPICS

Third-party consent to medical procedures. Susan Hayes, Robert Hayes 90

PERSONAL VIEWPOINT

Doctors and drug companies. Kathleen King 63

LETTERS TO THE EDITOR

| | |
|--|----|
| Can isoprenaline prevent central apnoea? Gisela Kocsard-Varo | 64 |
| Advertising for immorality. Anne M. S. Glew | 64 |
| Bernard Canavan | 64 |
| Parathyroid adenomas associated with carcinoma of the thyroid. Richard Pestell.. | 64 |
| First aid in snake bite; comment on mock venom. J. H. Pearn, J. J. Morrison, N. T. Charles | 65 |
| Uptake of "mock-venom". Henry Smith | 66 |
| R. L. Anker, W. G. Straffon | 66 |
| Trekking holidays in the Himalayas. William S. Rowe | 66 |
| Aarskog's syndrome. George M. Maxwell | 66 |
| Co-trimoxazole and "fish fanciers' finger". Larry Light | 67 |
| Conjunctival photosensitivity to co-trimoxazole. K. Madhav Adiga | 67 |
| A 13-year follow-up of social drinkers. Peter Forsythe | 67 |
| O. B. Tofler | 67 |
| The referral process. Ronald Parker | 67 |
| Neil E. Carson | 68 |
| Child abuse and neglect. Michael Ryan | 68 |

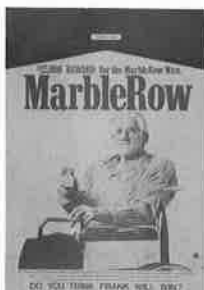
DEPARTMENTS

| | |
|---|-----|
| MJA News Features | 95 |
| Feature on Royal Prince Alfred Hospital centenary | 98 |
| Notice Board | 100 |
| Meetings | 101 |
| Books | 102 |
| Obituaries | 104 |
| Classifieds follow page | 80 |

Editor: Alan Blum, MD, FAAFP
Assistant Editor: Kathleen King, BSc (Hons), MB, ChB, MRCPATH, MASM
Copy Editor: Olga Zimoch
Correspondent: Calvin Miller, PhD
Editorial Assistant: Elizabeth Keenan
Administrative Assistants: Frances Lyle, Gretina Norton
Editorial Advisory Panel:
 Julian Gold, MB, BS
 Vincent Higgins, MB, BS
 Harold Kramer, MB, ChB, DPhil(Oxon), FRCPA, FRCPath, FRACMA, FRACP
 John Watson, BEc, BA, MB, BS, FRACGP, FRACMA
Secretary-Manager, Publishing Company: James Astles, AASA
Group Production Manager: Kenneth Wyatt
Advertising Manager: William Barker

**NEXT
ISSUE**

Australian doctors and nuclear war
 A dialogue on disarmament
Amplified music
 What does it do to young people's hearing?
Tobramycin and gentamicin
 Relative nephrotoxicity assessed



COVER: A poster designed and funded by BUGA-UP, with the willing aid of the patient, to mobilise public ridicule of a Philip Morris poster competition to find the "Marlboro Man" of Australia.

ISSN 0025-729X

The Medical Journal of Australia is published fortnightly by the Australasian Medical Publishing Co Ltd, 71-79 Arundel St, Glebe, NSW 2037. Telephone: 660-6055. It is printed by Ambassador Press Pty Ltd, 51 Good St, Granville, NSW 2142.

*Short Paper***A tracheostomy for the Marlboro man**

Renee Bittoun

IN RECENT YEARS, attempts at banning billboard advertising of cigarettes have proven so unsuccessful that for at least one group, BUGA-UP (Billboard Utilizing Graffitiists Against Unhealthy Promotions), defacing or re-facing them was the only alternative recourse (see below). I report here on a highly successful and entirely legal sabotage of cigarette promotion.

In Great Britain, although attempts have been made to legislate against all forms of cigarette advertising, the tobacco lobby succeeded last year in blocking a bill before the House of Commons that would have substantially

reduced overt and covert tobacco advertising.¹ In Australia, recommendations have been made to State and Federal governments in the form of a report of the Senate Standing Committee on Social Welfare of 1977, "Drug Problems in Australia—an Intoxicated Society?"² One of the 17 recommendations is that "State governments and local government authorities be encouraged to ban the advertising of tobacco products". Failure to implement these recommendations may stem less from a lack of concern on the part of individual State governments than from aggressive lobbying on the part of tobacco producers and manufacturers (as well as the mass media, since cigarette advertising represents a major source of revenue).

In September 1981 a nationwide advertising campaign was commenced by Philip Morris (a multinational organisation

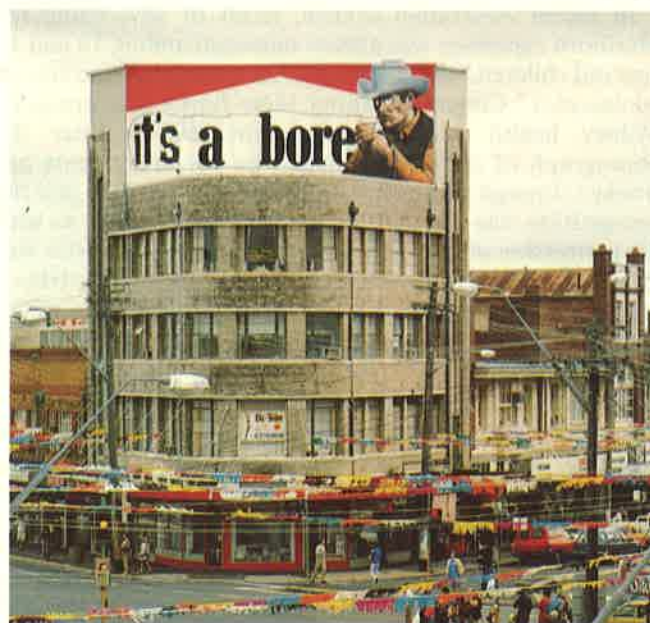
Department of Thoracic Medicine, St Vincent's Hospital, Darlinghurst, N.S.W. 2010.

Renee Bittoun, MSCT, Respiratory Physiologist.

Reprints: Ms R. Bittoun.



BEFORE SURGERY



POST OP.

FIGURE 1: On Christmas Eve, 1981, "It's a bore" greeted Sydney drivers, unaccustomed to seeing such a candid pronouncement from Big Brother Marlboro man. BUGA-UP's Fred Cole says, "We are in the business of changing the public consciousness. The automatic reaction is that property is sacred. More so than people's lives. When you think about it and realise the harm they're doing, where does the morality lie? You have to change community attitudes and they are changing because they've been made to think about it. A lady recently thanked me because she said that it helped her so much when she was giving up cigarettes. She'd go past the billboards at White Bay every day and it reinforced her determination to give it up. In turn that reinforced my determination to keep on doing it."

(From an interview with Berwyn Lewis, *Adgauge*, January, 1982.)



FIGURE 2: Philip Morris promotional material. "Reward" poster for a new breed of adolescent outlaw?

with a net profit in Australia of \$18.4 million in 1978-1979³) to find the "Marlboro man" of Australia. Posters of their current model were distributed to shops and other tobacco outlets with the relevant details and entry forms. The competition sought someone with "a strong and distinctly individual masculinity" who would win \$25 000 in prize money (Figure 2). State winners were also to be chosen. Each would receive \$2500.

In recent Australian studies, recall of advertising for Marlboro cigarettes was almost universal among 10 and 11 year old children,⁴ and the brand was a preferred one among adolescents.⁵ Concerned about these findings, a group of Sydney health workers was motivated to enter the photograph of a willing patient who for many years has smoked through his tracheostomy tube. Mere entry into the competition was felt to be an inadequate response, so with the permission of the entrant, a large look-alike poster was designed and printed. This was funded by BUGA-UP.

The objective was to mobilise public ridicule of the Philip Morris competition rather than just to produce an educational "anti-smoking" poster. Within a few days of the circulation of the first printing of this counterposter, articles appeared in several Sydney newspapers on the subject of cigarette advertising and the counteradvertisement in particular. Notable was the *Sydney Morning Herald* issue of October 31, which reproduced the MarbleRow poster in an article entitled "How to keep your pack in the picture." In an interview, Mr Frank Hunt, head of advertising for the Philip Morris account, stated that the BUGA-UP creation was "a bit annoying". He expressed his hope that "laws would be passed to counteract them".

The cost of this competition to Philip Morris was at least \$50 000 in prize money and untold thousands of dollars for its promotion. Costs to BUGA-UP were \$1000 for the printing of 10 000 posters. This expenditure was quickly recouped by subsequent sales of many of the posters, which were particularly popular among schoolchildren and teenagers.

The success of the counterposter can be measured not only by the feed-back to BUGA-UP and the public embarrass-

ment to Philip Morris, but also in the failure of the cigarette company's campaign to capitalise on the Marlboro brand's "masculine" image.

On November 26, a small article appeared in the *Daily Telegraph* (Sydney) called "Shhh! It's a Smoke Puff" which published the name of the winner(?) of the contest and described the presentations of the awards held in "secret" to a "crowd" of 50 people. To my knowledge, this was the only intentional item of publicity achieved by Philip Morris for its promotion.

If the scientific community at large were to take a more active role in mobilising ridicule of cigarette advertising in general (and public relations gimmicks addressed to young people by individual companies in particular), then efforts to reduce cigarette sales may meet with greater success than the finger-wagging campaigns of the past.

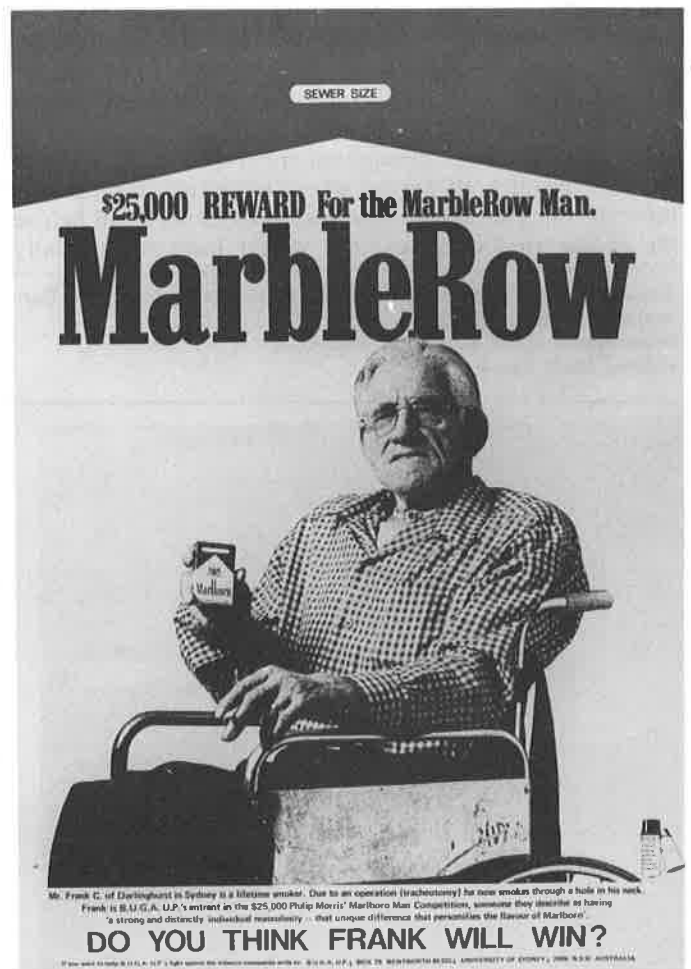


FIGURE 3: The MarbleRow spoof. Truth in jest.

References

1. Deitch R, Commentary from Westminster: blocking of bill on tobacco advertising. *Lancet* 1981; 1: 1377-1378.
2. *Drug problems in Australia—an intoxicated society?* Report from the Senate Standing Committee on Social Welfare. Canberra: Australian Government Publishing Service, 1977.
3. Jones, Grice and Co. Sydney Stock Exchange clients and correspondence newsletter, Feb 1980.
4. Fisher DA, Magnus P. "Out of the mouths of babes...": the opinions of 10 and 11 year old children regarding the advertising of cigarettes. *Community Health Studies*. Vol 1, 1981.
5. Chapman S, Fitzgerald B. Brand preference and advertising recall in adolescent smokers: some implications for health promotion. *Am J Pub Health* 1982 (in press).