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C. Everett Koop, M.D.
Surgeon General of the United States
Hubert Humphrey Building
200 Independence Ave SW
Washington DC 20201

Dear Chick,

It was great speaking to you again. You have inspired people far and wide to have the faith that the tobacco pandemic can be ended.

As we discussed, I believe communication of anti-smoking activities and strategies needs to be greatly improved. For instance, I would like to learn more about your presentations in China and to disseminate your remarks more widely both in the US and around the world. Similarly, I think DOC's breakthrough of sorts in sponsoring a world championship boomerang sports team with the international no-smoking logo is another sign of progress that could inspire other health groups and businesses to do this. (I've already been approached by two other sporting groups.) There are so many state and local hearings, court battles, and other events that most of those who work in this field, let alone the public at large, are simply unable to keep up with the latest developments. I receive no fewer than 25 different world anti-smoking newsletters, each with different material but also with overlapping material.

Hence I would like to express my enthusiasm for producing a definitive international publication that would aspire to be the "journal of record" for reporting on governmental, voluntary health agency, and activist efforts, as well as on the activities of the tobacco industry.

I would envision the publication as the principal product of a privately held but publicly available clearinghouse counterpart of the Office on Smoking and Health. I am writing to Mickey LeMaistre to see if he has ideas about potential housing or funding, and I know DOC could kick in the first \$5,000 or \$10,000. Clearly such a venture--which would be a kind of Wall Street Journal of the smoking subject (as opposed to a polemical publication)--would need private financing. As you know, my tobacco archive is

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growing apace, and comprises nearly 300 boxes of material--enough ideas to fill quite a few issues of a publication--and fascinating items come in daily. (Yesterday a patient gave me a pack of Marlboro cigarettes manufactured in the USSR--apparently from an ill-fated venture of Philip Morris in the early 1980s.)

You indicated the possibility of convening a Surgeon General's Committee meeting on enhancing communication in the effort to curtail tobacco use. In the same vein, I would like to reiterate my suggestion for such a meeting on the subject of tobacco and sports. This is the coming battleground in my opinion, as the industry all but ends conventional tobacco advertising and shifts into sports and special events marketing. Last Sunday, in one 30-minute span on a cable TV station, I counted clearly displayed advertisements for Marlboro, Camel, Winston, Kodiak, Skoal Bandits, Copenhagen, Levi Garrett and Lucky Strike during a single sports event. On any weekend there are no fewer than half a dozen tobacco sponsored events. There is virtually no counter activity at present to end this growing practice.

As you can gather from the enclosed articles, our boomerang team is receiving favorable attention. I do hope you will consider serving as an honorary member of the team--and our team captain.

Thank you for writing in my behalf to the American Academy of Family Physicians.

I look forward to seeing you at Baylor on May 27.

Sincerely,

Alan Blum, M.D.
Assistant Professor

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