

ARE YOU  
a pill-popper?

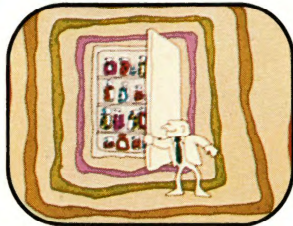
**UNFORTUNATELY MOST AMERICANS ARE...  
AND THAT MAY LEAD TO HEALTH PROBLEMS.**

Bulk Rate  
THIRD CLASS  
U. S. Postage  
PAID  
Des Moines, Iowa  
Permit No. 3295

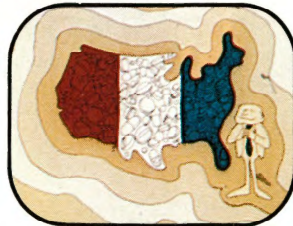
ATTENTION:  
**PUBLIC SERVICE  
DIRECTOR**

# Your Audience should beware of the OVERUSE of medications.

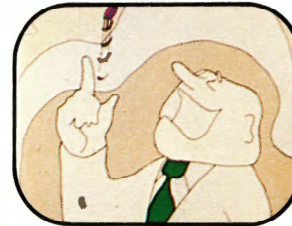
## 20 SECOND VERSION OF TV SPOT



ANNCR: Look at your medicine cabinet and judge...



Are we becoming a land of strong pills and weak people?



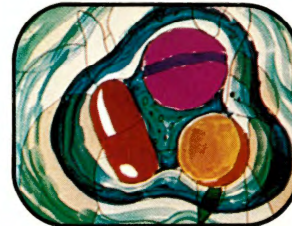
Stop being a pill-popper and think!



Drugging your pains and your problems is not your answer.



Maintaining good health through natural methods is!



ANNCR: A public service message from the American Chiropractic Association.

**FREE** PUBLIC SERVICE RADIO & TV SPOTS

**ORDER CARD INSIDE**

Many stations throughout the U.S. have received this **Public Service Award** for their cooperation.



Each year the American Chiropractic Association and local chiropractic societies recognize radio and television stations which indicate sincere interest in the health and welfare of their community through education and information. Stations and individuals honored are presented with the ACA Public Service Award.


# Has America become a Land of strong pills and weak people?

When most people think of drugs, they think of the "hard stuff"—and most everyone would agree that this is a health hazard. But what most people overlook is the danger of "ordinary medications."

From birth, we are subjected to pills, pills and more pills. We even have our own stockpile of them in our medicine cabinets. And we take them, many times without consultation, oftentimes without knowing how various medications will interact with each other.

The result: overmedication; side effects; iatrogenic diseases; yes, even death. More than 100,000 people die each year from drug-induced illnesses.

There is no doubt about it, we are a drug-oriented society. And the biggest health threat in frequency and numbers are the pills found in everyone's medicine cabinet.




**HELP STOP  
DRUG MIS-USE  
AND HEALTH  
ABUSE BY  
RUNNING THIS  
PRIZE-WINNING  
SERIES OF  
PUBLIC SERVICE  
RADIO & TV  
SPOTS**

It is essential to health that we neither overuse, misuse or become dependent on medicines. The risk is far too great and the positive results are far too few.



**FREE!**

**60 SECOND AND  
30 SECOND SPOTS**



**To order  
use card  
inside**

# This Public Service Campaign is aimed at making your audience more aware of this Health Hazard.

## THINGS PEOPLE DON'T KNOW ABOUT DRUGS AND MEDICATION.

- An estimated one million patients are admitted to U.S. hospitals each year because of drug-induced illnesses.
- An estimated 100,000 Americans die each year from drug-contributing illnesses.
- 90% of drugs are used unnecessarily.
- Many drugs have not been adequately tested on human beings prior to release.
- Pain-killing drugs eliminate or dull the symptom, but do nothing to eliminate the cause of the pain.
- Many drugs are habit forming, thereby requiring greater and greater dosages for effectiveness.
- Many drugs give harmful side effects and can be fatal, especially when used in combination with others.

## FREE TELEVISION SPOTS

Not only are these excellent messages, the production is outstanding. A whimsical animated approach to a serious problem. This prize-winning campaign is available to you on 16mm film with optical sound track. 60-second and 20-second versions come to you on a single reel for easy auditioning.

### FULL COLOR ANIMATION ON FILM



ANNCR: Look at your medicine cabinet...There are round pills, square pills, long pills and fat pills... Big pills, little pills...



Human pills and cat pills...Pink pills, yellow pills, green pills, and white pills...



Go pills...Stop pills...Sleep pills...and Flight pills...



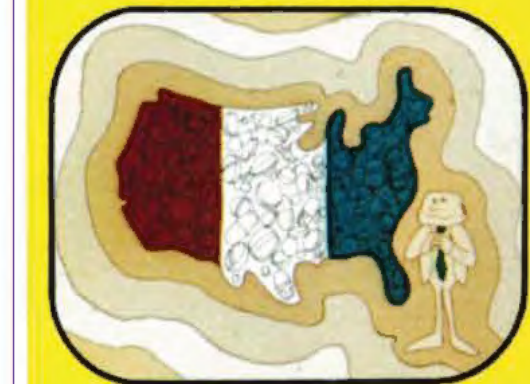
Morning pills, afternoon pills, evening pills and night pills...



Pain pills, sex pills, emotion pills, and fright pills...Up pills...down pills...Old pills and new pills...



Eat pills, starve pills...yes red, white and blue pills...



Has America become a land of strong pills and weak people? Aw come on! Stop being a pill-popper and think!



Drugging your pains and your problems is not your answer. Maintaining good health through natural methods is!



TAG: A public service message in behalf of better health from the American Chiropractic Association.

All conscientious health authorities, whatever their specialty, are concerned with the consumer's lack of understanding of the use of medications. They are concerned with the desire to try to cover the symptomatic pain of a health problem with a drug, rather than seeking professional help that can cure the cause. They are concerned with the consumer's tendency to try to find an easy way—without regard to dangerous dosages, detrimental side effects and hazardous combinations of medications. There is only one way to remedy the situation—with sound public information. You can help.



## FREE RADIO SPOTS

A campaign with a flair. A message with a purpose. Unlike most public service spots, these are certainly not dull or unimaginative. No doubt that's one of the reasons this campaign has won numerous national awards. Campaign contains three 60-second and four 30-second spots which come to you on 7 1/2 i.p.s. reel-to-reel tape.

### PRODUCED SPOTS ON TAPE

**Continuity** 60 Second Spot  
 ANNCR: Let's listen to the pill-poppers.  
 MUSIC: (POPPING-TYPE)  
 MOTHER: (BABY TALK) Aw... baby's got the sniffles. Well, mommy will take care of that—let me see—if I give you half of the adult portion of a cold pill, I guess that will be alright. Maybe if I give you a full dose, it'll work twice as fast.  
 MUSIC: (POPPING-TYPE)  
 MALE: (OLDER) Let's see now, Martha. If according to the directions you're supposed to take this blue pill before meals and the red pill after meals... and the white pill in-between meals... then when are you supposed to take the red, white and blue pill?  
 MUSIC: (UP & OUT)  
 ANNCR: Yes, listen to the pill-poppers trying to drug away their pains and problems. Too bad they don't realize that an estimated one million people are admitted to U.S. hospitals each year because of drug-induced illnesses, and an estimated 100,000 die each year from drug-contributing illnesses. Too bad they don't look for good health through natural methods, instead of trying to drug their problems away.  
 TAG: A public service message in behalf of better health from the American Chiropractic Association.

**Continuity** 60 Second Spot  
 ANNCR: Let's listen to what the teenagers have to say about drugs!  
 MUSIC: (POPPING-TYPE)  
 MALE TEENAGER: They call us the drug generation. Yet, it's the adults, not most of the kids, that are all hung-up on pills. Did you ever look at the medicine cabinets in most homes?  
 MUSIC: (POPPING-TYPE)  
 MALE TEENAGER: I don't think my mom can start or end a day without some kind of pill. On one hand, she condemns the "hopped-up hippies"—while on the other, she's doing the same thing... and doesn't even know it!  
 MUSIC: (UP & OUT)  
 ANNCR: Yes, listen—and you realize that the teenagers have no monopoly on pill-popping. Too bad their parents don't realize that 90% of all drugs and medications are used unnecessarily... Many are habit-forming, requiring greater and greater dosages for effectiveness... Many drugs give harmful side effects and can be fatal. Too bad they don't look for good health through natural methods, instead of drugging away their problems.  
 TAG: A public service message in behalf of better health from the American Chiropractic Association.

**Continuity** 60 Second Spot  
 ANNCR: Let's listen to the pill-poppers!  
 MUSIC: (POPPING-TYPE)  
 MOTHER: Oh... you've got an upset stomach. Isn't that too bad. Now, let me just go see what I've got in my medicine cabinet. With all the pills, surely, I must have something.  
 MUSIC: (POPPING-TYPE)  
 MALE: Wow! Have I got a cold! Maybe if I take one of those time capsules. Now let me see... were those the red ones, or the yellow ones or the white ones with the blue polka-dots.  
 MUSIC: (UP & OUT)  
 ANNCR: Yes, listen to the pill-poppers trying to drug away their pains and problems. Too bad so many people are so careless about their health. Too bad they don't realize 90% of all drugs and medications are used unnecessarily. That they don't realize the serious consequences that come from abusive use of drugs and medications... including harmful side effects. Too bad they don't look for good health through natural methods, instead of drugging away their problems.  
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**Continuity** 30 Second Spot  
 ANNCR: Let's listen to the pill-poppers.  
 MUSIC: (POPPING-TYPE)  
 MALE: I'm confused. There are up pills, down pills, go pills, and stop pills... Morning pills, afternoon pills, evening pills and night pills. Pain pills, sex pills, emotion pills... even flight pills... (UNDER)... Tension pills... diet pills.  
 MUSIC: (UP AND OUT)  
 ANNCR: There are pills for everything, and 90% are used unnecessarily... even worse recklessly. Too bad pill-poppers don't realize that serious consequences come from abusive use of drugs and medications... Like illness. Like death!  
 TAG: A public service message from the American Chiropractic Association.

**Continuity** 30 Second Spot  
 ANNCR: Let's listen to the pill-poppers.  
 MUSIC: (POPPING-TYPE)  
 MALE: Every salesman's under pressure—that's part of our business. But you oughta see my boss. He's got a pill to pep him up when business is down, and pills to slow him down when business is up. I don't know what he'll do when the economy levels off.  
 MUSIC: (UP & OUT)  
 ANNCR: Next time you get ready to pop a pill in your mouth, remember that an estimated one million patients are admitted to hospitals each year because of drug-induced illnesses. Drugs can be habit-forming... and fatal.  
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**Continuity** 30 Second Spot  
 ANNCR: Let's listen to the pill-poppers.  
 MUSIC: (POPPING-TYPE)  
 FEMALE: Frank, I just thought of a perfect gift for Mother's birthday—an over-size pill-box—you know, one that's compartmentalized and really big enough to hold a full day's supply of pills.  
 MUSIC: (UP & OUT)  
 ANNCR: Pill-poppers are not necessarily thrill-seekers. They're ordinary people trying to drug away their pains and problems. Most don't realize the serious consequences that come from abusive use of medications... Like drug-induced illness... Like death!  
 TAG: A public service message from the American Chiropractic Association.

### ORDER FREE SPOTS NOW

TO: American Chiropractic Association  
 2200 Grand Avenue  
 Des Moines, Iowa 50312

Please send me copies of "DON'T BE A PILLPOPPER" public service spots for:

Television (One 60-sec. & one 20-sec. Filmed Spots)  
 Radio (Three 60-sec. & four 30-sec. Taped Spots)

I understand the spots will be sent without cost or obligation.

Public Service Director  
 Station  
 Street Address  
 City  
 State  
 Zip



# **Continuity**

60 Second Spot

**ANNCR:** Let's listen to the pill-poppers.

**MUSIC:** (POPPING-TYPE)

**MOTHER:** (BABY TALK) Aw . . . baby's got the sniffles. Well, mommy will take care of that — let me see — if I give you half of the adult portion of a cold pill, I guess that will be alright. Maybe if I give you a full dose, it'll work twice as fast.

**MUSIC:** (POPPING-TYPE)

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60 Second Spot

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**MUSIC: (POPPING-TYPE)**

**MALE TEENAGER:** They call us the drug generation. Yet, it's the adults, not most of the kids, that are all hung-up on pills. Did you ever look at the medicine cabinets in most homes?

**MUSIC: (POPPING-TYPE)**

**MALE TEENAGER:** I don't think my mom can start or end a day without some kind of pill. On one hand, she condemns the "hopped-up hippies" – while on the other, she's doing the same thing . . . and doesn't even know it!

**MUSIC: (UP & OUT)**

**ANNCR:** Yes, listen – and you realize that the teenagers have no monopoly on pill-popping. Too bad their parents don't realize that 90% of all drugs and medications are used unnecessarily . . . Many are habit-forming, requiring greater and greater dosages for effectiveness . . . Many drugs give harmful side effects and can be fatal. Too bad they don't look for good health through natural methods, instead of drugging away their problems.

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# Continuity

60 Second Spot

**ANNCR:** Let's listen to the pill-poppers!

**MUSIC:** (POPPING-TYPE)

**MOTHER:** Oh . . . you've got an upset stomach. Isn't that too bad. Now, let me just go see what I've got in my medicine cabinet. With all the pills, surely, I must have something.

**MUSIC:** (POPPING-TYPE)

**MALE:** Wow! Have I got a cold! Maybe if I take one of those time capsules. Now let me see . . . were those the red ones, or the yellow ones or the white ones with the blue polka-dots.

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# **Continuity**

30 Second Spot

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**MUSIC: (POPPING-TYPE)**

**MALE:** I'm confused. There are up pills, down pills, go pills, and stop pills . . . Morning pills, afternoon pills, evening pills and night pills. Pain pills, sex pills, emotion pills . . . even flight pills . . . (UNDER) . . . Tension pills . . . diet pills.

**MUSIC: (UP AND OUT)**

**ANNCR:** There are pills for everything, and 90% are used unnecessarily . . . even worse recklessly. Too bad pill-poppers don't realize that serious consequences come from abusive use of drugs and medications . . . Like illness. Like death!

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# **Continuity**

30 Second Spot

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**MUSIC:** (POPPING-TYPE)

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**MUSIC:** (UP & OUT)

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A PUBLIC SERVICE MESSAGE

**animated  
tv spot**

IN COLOR...

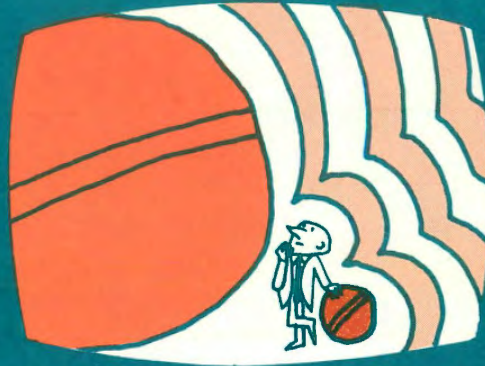
**Don't Be A  
Pill Popper**

**available**

**FREE**



Look at your medicine cabinet . . . There are round pills, square pills,



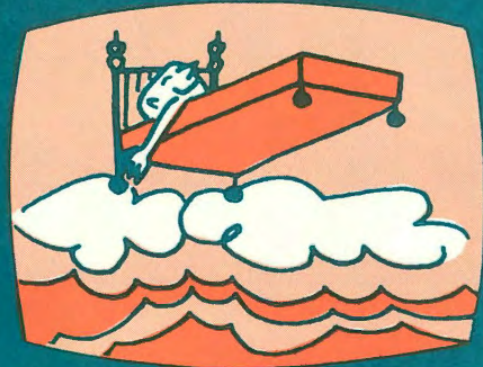
long pills and fat pills . . . Big pills, little pills . . .



human pills and cat pills . . .



Pink pills, yellow pills, green pills, and white pills . . . Go pills . . . Stop pills . . .



Sleep pills . . . Flight pills . . .



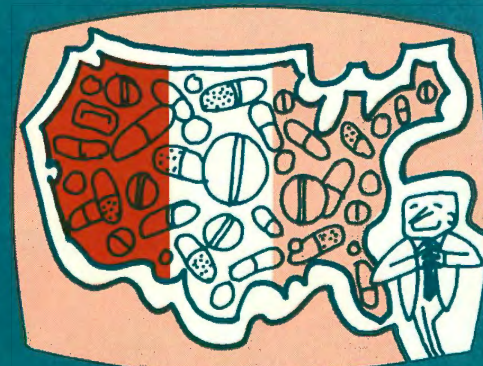
Morning pills, afternoon pills, evening pills and night pills . . . Pain pills, sex pills . . .



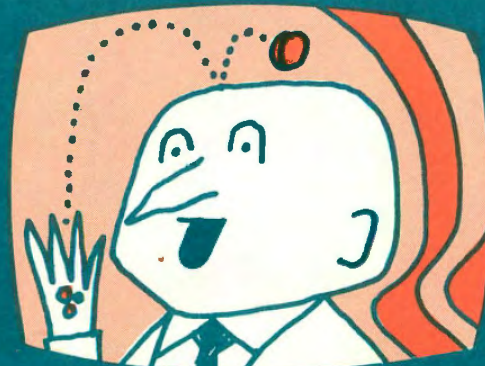
emotion pills and fright pills . . . Up pills . . . down pills . . . Old pills and new pills . . .



Eat pills, starve pills . . . Yes - red, white and blue pills . . .



Has America become a land of strong pills and . . . weak people? Aw, come on!



Stop being a pill popper and think! Drugging your pains and your problems is NOT your answer.



Maintaining good health through natural methods is! (Sound of glass breaking)



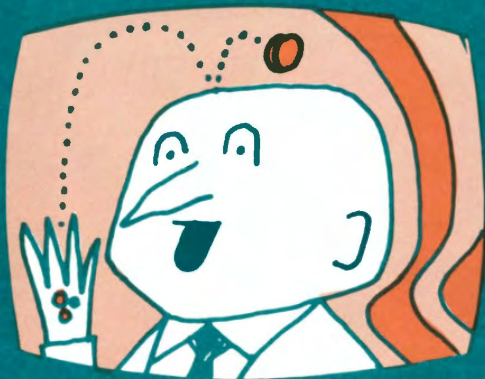
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**AMERICAN CHIROPRACTIC ASSOCIATION**  
2200 GRAND AVE. • DES MOINES, IOWA 50312