California Medical Association records MSS.2001.26

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Title: California Medical Association records
Identifier/Call Number: MSS.2001.26
Physical Description: .42 Linear Feet (1 box)
Date (inclusive): 1999-2001
Scope and Contents
The collection contains materials regarding The Pharmacy Partnership (later called Prescription for Change), an effort to promote pharmacies that do not sell tobacco products and to convince pharmacies that do sell them to stop. The collection contains media and direct marketing campaign materials, reports, and a website printout.
Access
Collection is open for research.
Publication Rights
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Organizational History
The California Medical Association is a professional organization representing California physicians, advocating for a wide range of health care issues through media campaigns, lobbying and political action as well as supporting the professional development of physicians. This collection focuses primarily on a collaborative program begun in 1996 called The Pharmacy Partnership. The Pharmacy Partnership was a direct marketing and media campaign encouraging independent pharmacies to stop selling tobacco products. The name changed to Prescription for Change in 2000, as the program sought to convince chain pharmacies such as CVS and Rite-Aid to cease tobacco sales as well.
Preferred Citation
[Identification of item], MSS 2001-26 California Medical Association records, Archives & Special Collections, UCSF Library & CKM.
Subjects and Indexing Terms
Smoking -- Prevention and control
tobacco related health concerns

box 1, folder 1  Pharmacy Partnership cover letter 1996
box 1, folder 2  Prescription for Change, CMA grant 2000-2003
box 1, folder 3  Pharmacy Partnership reports on tobacco sales in pharmacies and drugstores 2000
box 1, folder 4  Prescription for Change website printout 2001
box 1, folder 5  Warning: Tobacco Industry Profits May Be Hazardous To Your Patients: A Manual For Pharmacists by The Pharmacy Partnership 1996
box 1, folder 6  Pharmacy Partnership media campaign 1999-2000
box 1, folder 7  California Smokers’ helpline card and stand kit for health care providers and pharmacists 2001