

Dr. ANNIS. Everybody is attacked. We are attacked, too, Senator, Senator NELSON (continuing). For regulating too much. But I think, Doctor, in all fairness—we will look through these ads—the fact is that whatever the AMA did, it did not work. That is a fact. Now, what this committee did—

Dr. ANNIS. The facts are, Senator, that Moses brought 10 little messages down from Mount Sinai and that message has not gotten through yet. The fact that the message gets out does not mean that it is received on the other end. It takes two people to absorb a message, those that send it out—and we have put effort after effort to get it out—and those who are to receive it. I have admitted to you that there is a segment of the profession that has not gotten the message and does not understand it. This does not mean that we have failed to send it out. It has failed to fall on receptive ears. We are willing to meet with you, or with the Food and Drug Administrator, or anybody else in an effort to increase the receptivity of these ears that it has not fallen upon.

But do not accuse us of not trying. You can say what we have done has not been enough. We will do more. But this is in keeping with what we have been doing.

Senator NELSON. I look at the ads and we can examine them later. There is not much in them.

Dr. ANNIS. May we have Dr. Hayes give you at least a summary of what we know we have done?

Senator NELSON. Of course. The point I want to make is whatever you have done it is not effective, and then I suppose if you have done all that you think it is feasible to do, you ought to concede that a congressional subcommittee, with no experts on it, has been 100 times more effective in telling the doctors the story than the AMA, because we got it reduced in 1 year from 43 million grams to 18 million.

Dr. ANNIS. This is great. We are happy about it. But may I give you an example of what was even more effective than your drug hearings? That is the conquest of polio. But why? Here is an area of a serious disease.

Senator NELSON. What's the analogy?

Dr. ANNIS. The analogy is the mechanisms, the communications media, the overwhelming use of press, radio, television, civic clubs, everyone, to tell the story. We had everyone telling the story on this. And it was tremendous what we were able to do, not just because we had a drug that could solve the problem, but that the great pharmaceutical industry could manufacture it by the millions of doses. Then the story was told to everybody, come, not just with your doctor and your nurse, but with grandma, grandpa, mother and dad and everybody. Here is an example of an overwhelming approach with every communications media available. And it got to the American people.

In some instances where the education was poor, buses were sent out into the areas and the kids were given lollypops and balloons and physicians joined with volunteers all over the country in a massive effort to tell the story.

Now, these are the two extremes, one that is undoubtedly tremendously effective, and it was quickly so, and an effort through us to use every kind of medical communication, from publications, meetings at hospitals, medical centers, county and State societies. And we still