

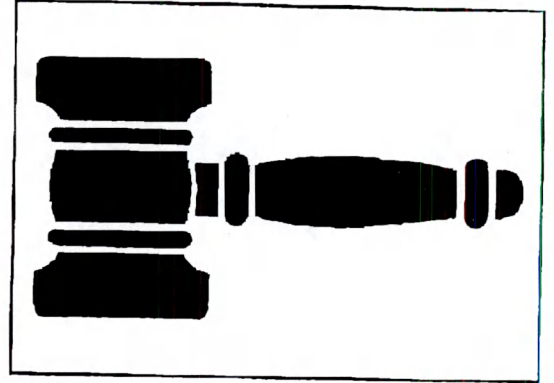
DEPARTMENT OF HEALTH & HUMAN SERVICES  
OFFICE OF THE GENERAL COUNSEL

tobacco  
soccer

PHONE: (202) 690-6318  
FAX: (202) 690-7998

DATE: February 16, 1996

TO: JEN O'CONNOR



FROM: ANDREW D. HYMAN  
Special Assistant to the General Counsel  
Office of the General Counsel, Room 707F  
Department of Health and Human Services  
200 Independence Ave., SW  
Washington D.C. 20201

COMMENTS: Did this come through okay?

Please get a  
readable hard  
copy of this  
from Andy Hyman  
will send to you 2/21

No. of Pages (including cover): 6



T E L E V I S I O N   C O P Y

Client: Mass Dept. of Public Health

Title: Anthem 3

Job #: 754-V0098

Description: Stamina TV

Length: :30

Version: 1

Cigarette advertising might lead you to believe that smoking is sophisticated.

That cigarettes make you attractive.

That they make you popular.

That you can, somehow, express yourself by smoking.

But we've done all those things without cigarettes.

Along with some things cigarettes could never claim to do.

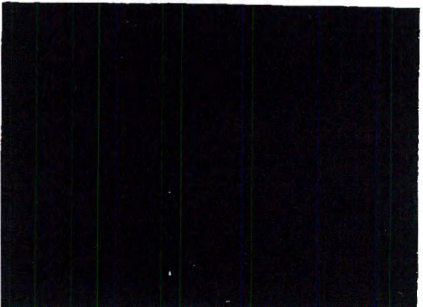
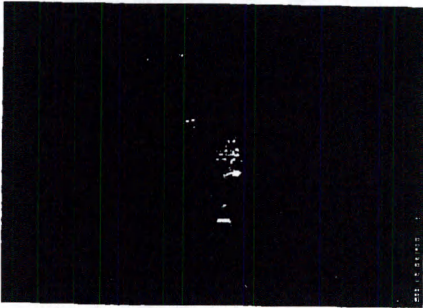
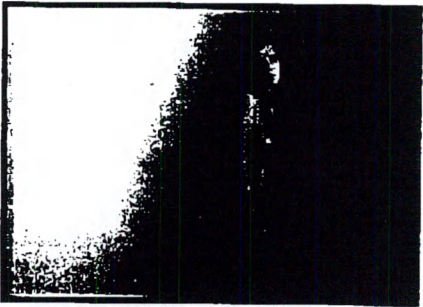
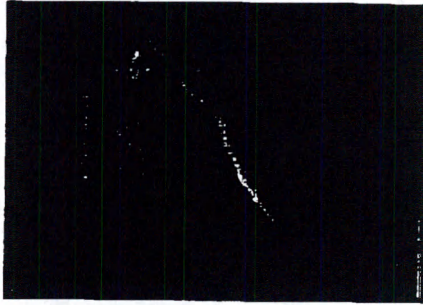
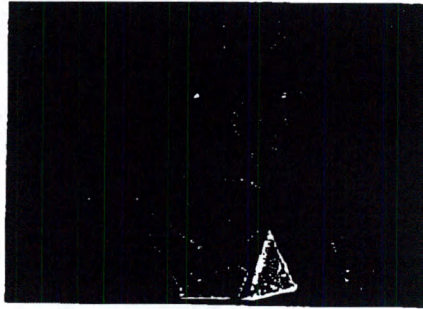
CUT TO INTENSE GAME AND/OR TRAINING FOOTAGE OF NAT'L TEAM

CUT TO TEAM SHOT IN STUDIO

"Having the Strength to do what you want. Thats beautiful!"

VIDEO

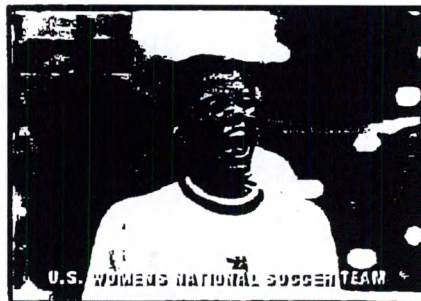
AUDIO





VIDEO

AUDIO





U.S. WOMEN'S NATIONAL SOCCER TEAM

**fast**

**strong**

**and  
smoke  
free!**

**SMART**

**SMOKING: WHO NEEDS IT!**

CDC

U.S. SOCCER

U.S. SOCCER

U.S. SOCCER

↑  
NCI  
LOGO  
HERE

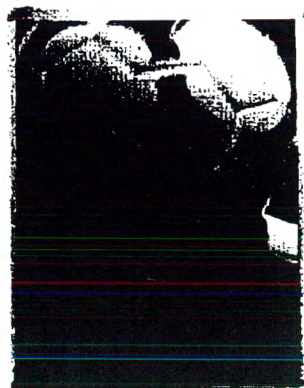
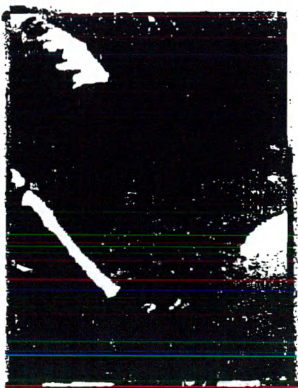
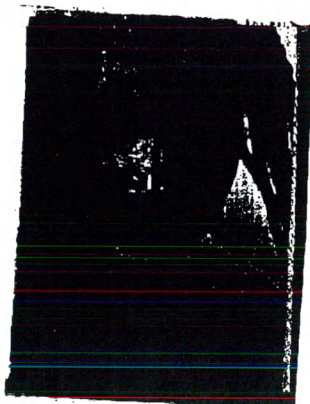
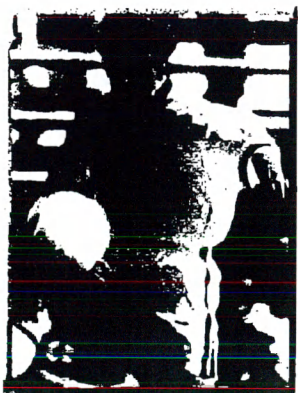




you don't get to be a champion



by taking cigarette breaks





THE WHITE HOUSE  
WASHINGTON

**Official Photo with U.S. Women's National Soccer Team and Local Youth Girl Soccer Teams Representative's**

Driveway Outside West Wing Reception Entrance  
4:45 pm - 4:50 pm, Friday, May 17, 1996

Photo Op requested by Alexis Herman and Harold Ickes.  
Briefing prepared by Barbara Woolley.

**EVENT**

You will be having an Official Photo with 5 members of the U.S. Women's National Soccer Team and 5 members of Local Youth Girl Soccer Teams.

**LOGISTICS**

- You should proceed from your office in the West Wing to the main reception area in the West Wing, to the driveway outside of the West Wing. Upon arriving outside you will be met by the Co-Captains, Julie Foudy and Carla Overbeck, U.S. Women's National Soccer Team.
- The participants will be assembled outside on the grassy area in a semi-circle with the U.S. National Soccer Team players and local youth girl soccer team players.
- YOU will greet each player, parents and team managers.
- The team captains, Julie Foudy and Carla Overbeck will briefly highlight the purpose of their trip, the match and the "Smoke-Free Kids and Soccer" campaign.
- YOU will pose for group photo with the players.
- Depart.

**YOUR ROLE AND CONTRIBUTION**

- Your role is to thank the U.S. Women's National Soccer Team for their leadership in the "Smoke-Free Kids and Soccer" campaign aimed at preventing adolescent girls from smoking and to acknowledge to the local youth girls soccer team members that the campaign not only communicates the negative



effects of tobacco use on health and athletic performance, but also promotes participation in sports as a positive alternative to smoking. Your participation highlights the Administration's commitment to preventing cigarette use among youth.

### PROGRAM NOTES

- On March 14, 1996, the U.S. Department of Health and Human Service and the U.S. Soccer Federation launched "Smoke-Free Kids & Soccer," a health promotion initiative aimed at preventing cigarette use among girls aged 12-17. As part of this initiative, members of the U.S. Women's National Soccer Team will appear in television spots and posters as positive role models for teenage girls.
- The team will be in Washington, D.C. for an international match on Saturday, May 18, against the National Team of China at RFK stadium. Approximately 10,000 folks are expected to attend the match. The game and the smoke-free message will be carried on ESPN--the first time a women's soccer game will be broadcast live in the U.S. Both teams are contenders for the gold in Atlanta. Advertisements featuring the players and their coach will appear on TV and radio this week in the Washington area.
- You may know, soccer is fast becoming the nation's most popular team sport for young girls. Smoking among adolescent girls has been rising with the death rate from lung cancer surpassing breast cancer for women in this country.
- Your daughters may be invited by the team to participate in a "kick off" at half time (the game begins at noon with half time approximately 1:00 pm) of the match on Saturday. The "kick off" will be with local youth girl soccer team players from across the area.
- This photo op was requested by the Department of Health and Human Services and the U.S. Soccer Federation.

### ATTACHMENTS

- List of Participants.
- Press Release on U.S. Women's National Soccer Team Takes on China and Smoking.
- Women's Soccer TV Spot.

## **LIST OF PARTICIPANTS**

### **U.S. Women's National Soccer Team**

Julie Fouty, Co-Captain, Midfielder, California  
Carla Overbeck, Co-Captain, Defender, North Carolina  
Michelle Akers, Forward, Florida  
Mia Hamm, Forward, North Carolina  
Briana Scurry, Goalkeeper, Minnesota  
Pam Perkins, Team Director  
Thomas Lange, Director of Communications

### **Local Youth Girl Soccer Team Representatives**

Pheven Kahasay, Forward, Alexandria, VA  
Ana Rodriguez, Midfield, Alexandria, VA  
Meredith Forbes, Forward, Alexandria, VA  
Lauren Shannon, Defender, Alexandria, VA  
Angela Carrato, Springfield, VA  
Louise Kraft, Parent  
Diane Tabler  
Patty Shannon, Parent  
Rick Shannon, Parent  
Thomas Carrato, Parent

### **Department of Health and Human Services Staff**

Andy Hyman  
Ripley Forbes  
William R. Lynn  
Marc Manley, M.D.



## U.S. WOMEN'S SOCCER TEAM TAKES ON CHINA, AND SMOKING, AT R.F.K.

WASHINGTON, D.C.—Two top-ranked women's soccer teams, U.S. and China, will meet head on in an Olympic preview Saturday, May 18, at 12 p.m. in RFK Stadium. But soccer is not the only thing on the minds of the U.S. players and coaches.

The U.S. team has been touring the country promoting a smoke-free lifestyle as part of the "Smoke-free Kids & Soccer" campaign. Smoke-free Kids and Soccer was started by the Clinton Administration to address rising smoking rates among young girls. At a White House photo session Friday Vice President Al Gore told members of the team and a group of young players from Virginia, "Our Smoke-free Kids & Soccer program puts health promotion and tobacco control on our playgrounds and soccer fields -- where the kids are. As a parent of two daughters I know how important soccer can be in promoting fitness, building self-esteem and helping young girls resist the pressure to smoke. The sport of soccer and the women of the U. S. National Team are powerful allies in our fight to protect our children from tobacco."

International soccer star and former Washington-area resident Mia Hamm and her teammates hope to prevent smoking among girls ages 12-17 and to expose the truth about tobacco and athletic performance. Hamm, an All-American from Lake Braddock High School, told the Vice President "I challenge girls in the D.C. area to take the lead in the fight against teen smoking. Tell your friends, 'You can't be a champion if you take cigarette breaks.'" Team co-captain Julie Foudy, who plans to enter Stanford University Medical School this fall said: "Soccer players would rather smoke a defender than a cigarette. In soccer, we play 90 minutes without a timeout. We would never let something as unhealthy and artificial as smoking interfere with our performance."

The "Smoke-Free Kids and Soccer" campaign is a collaboration between the U.S. Department of Health and Human Services (HHS) and U.S. Soccer, the governing body of American soccer. HHS participating agencies include the National Cancer Institute (NCI), the President's Council on Physical Fitness and Sports, and the Centers for Disease Control and Prevention (CDC).

**Women's Soccer TV Spot  
:30**

**(VISUAL: CLOSE-UPS OF WOMEN SOCCER PLAYERS IN  
WARM-UP GEAR)**

**Cigarette advertising might lead you to believe that  
smoking is sophisticated.**

**That cigarettes make you attractive.**

**That they make you popular.**

**That, somehow, you can express yourself by smoking.**

**But we've done all those things without cigarettes --  
along with some things that cigarettes could never claim  
to do.**

**(VISUAL AND MUSIC: ACTION SHOTS OF SOCCER  
PLAYERS)**

**(SUPERScript: U.S. WOMEN'S NATIONAL TEAM)**

**VO: You don't get to be a champion by taking cigarette  
breaks.**

**(HHS LOGO)**



Scheduling Proposal

Jennifer -  
Mrs Gore is  
in Atlanta on  
May for opening  
of Olympic  
Stadium -  
maybe on  
another date  
they are in DC?  
4/25/96

Peg  
69027  
Tobacco

\_\_\_ Accept

X Regret

\_\_\_ Pending

TO: Peg Cusack  
Director of Scheduling

FROM: Harold Ickes  
Jennifer O'Connor

women's  
soccer

PURPOSE: For Mrs. Gore to attend the U.S. Women's  
National Soccer Team game at RFK Stadium and  
participate in a photo-op with the team  
members and young women from across the area.

BACKGROUND: The U.S. Women's National Soccer Team is  
working in partnership with HHS to help  
promote a "Smoke-Free" message to adolescent  
girls 8-17. The team will be in Washington  
for an international match against the  
National Team of China. Mrs. Gore's  
attendance at this game will enhance our  
message that smoking is incompatible with  
athletic performances.

Mrs. Gore would visit with U.S. National Team  
players and coaches before or after the game  
with several girls from local soccer leagues  
to highlight the issue of the increase in  
tobacco use among young women.

DATE AND TIME: May 18, time TBD

DURATION: TBD

LOCATION: RFK Stadium

PARTICIPANTS: The U.S. National Soccer Team  
Virginia, Maryland and D.C. girls soccer  
teams

REMARKS REQUIRED: Yes

PRESS: Open press

CONTACT: Jennifer O'Connor - 6-6350

ORIGIN OF PROPOSAL: Ripley Forbes, HHS

## FACSIMILE TRANSMISSION

TO: *Jennifer O'Connor*  
*456-7929*

FROM:

*Andy Hyman*  
General Counsel Office  
Department of Health &  
Human Services

Facsimile Phone Number - 202-690-7998

Telephone Number -

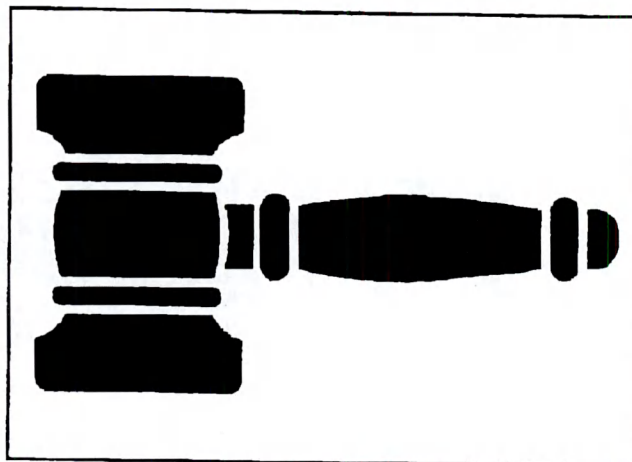
Address:

722A H.H. Humphrey Building  
200 Independence Ave., S.W.  
Washington, D.C. 20201

*bill tobacco*

pages

7



*Women's Soccer Ads*

*Ask  
Andy for  
client  
copy*

*- Mar 14  
game in  
atlanta*

*- COE is funding the  
posters*

*- Posters go to state  
health officials  
& soccer team  
disburs*



U.S. WOMEN'S NATIONAL TEAM. PLAY TO WIN!



**STRENGTH**

**courage**

**speed**

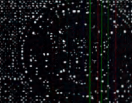


**POWER**

**and  
smoke  
free!**

CDC

\$

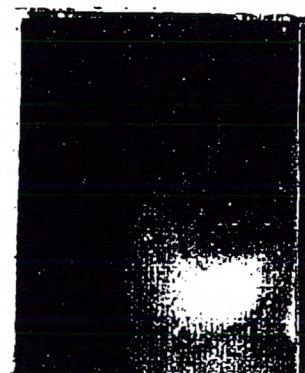
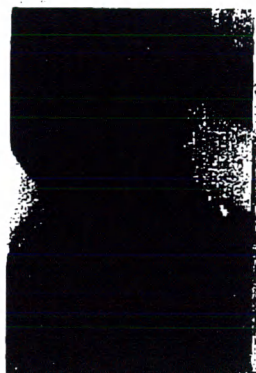


**TOBACCO: WHO NEEDS IT?**

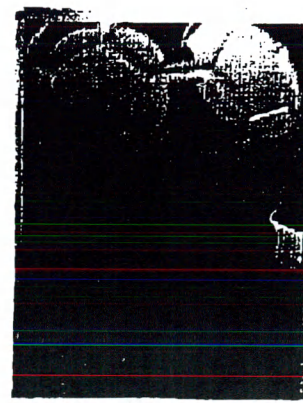
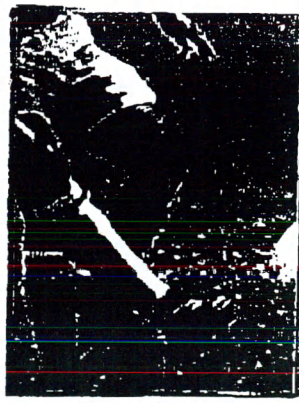
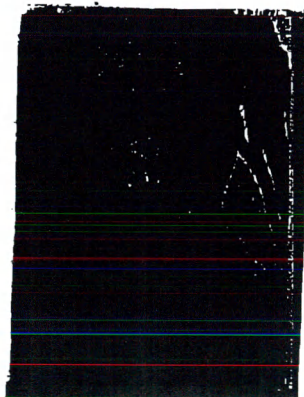




YOU DON'T GET TO BE WORLD CHAMPIONS



Y TAKING CIGARETTE BREAKS.





2-15-96 14-15-96 were going for Gold in '96



They bike 30 miles a day. Run 20 kilometers a week.

Kick soccer ball a hundred yards.

Kick soccer players even farther. And never, ever smoke.



HOUSTON  
EFFLER  
HERSTEK  
FAVAT

T E L E V I S I O N C O P Y

Client: Mass Dept. of Public Health

Title: Anthem 3

Job #: 754-V0098

Description: Stamina TV

Length: :30

Version: 1

Cigarette advertising might lead you to believe that smoking is sophisticated.

That cigarettes make you attractive.

That they make you popular.

That you can, somehow, express yourself by smoking.

But we've done all those things without cigarettes.

Along with some things cigarettes could never claim to do.

CUT TO INTENSE GAME AND/OR TRAINING FOOTAGE OF NAT'L TEAM

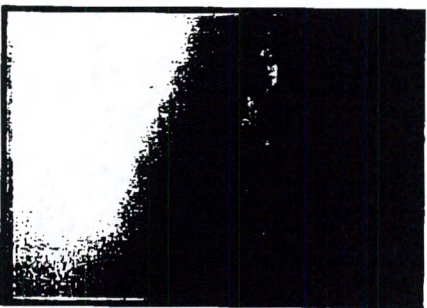
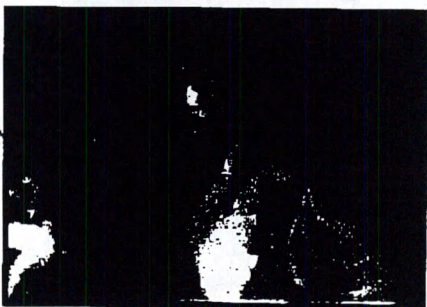
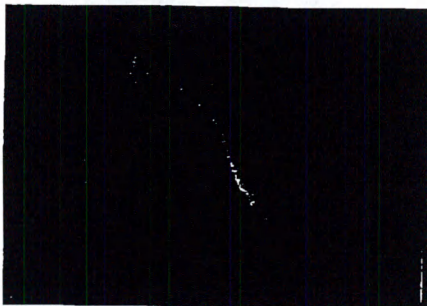
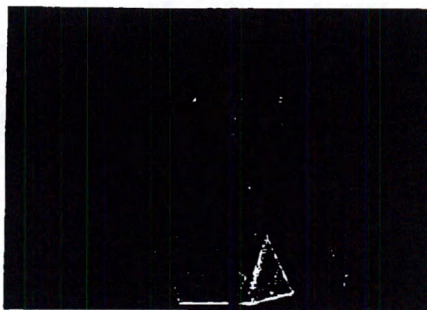
CUT TO TEAM SHOT IN STUDIO

*"Smoking: It's just plain easy."*



VIDEO

AUDIO



VIDEO

AUDIO

