

# Study, Inform, Advocate, Protect

## The C. Everett Koop Institute

Geisel School of Medicine at Dartmouth  
Norris Cotton Cancer Center

*A strategic vision for philanthropic support*



Dartmouth  
GEISEL SCHOOL OF  
MEDICINE

interaction

THE CAMPAIGN FOR DARTMOUTH MEDICINE

## The Challenge

The dangers to health posed by tobacco, alcohol, and highly processed foods are well known. Yet overconsumption of these products in the U.S. abounds and contributes to the major diseases of the 21st century—cancer, chronic lung disease, diabetes, and heart disease.

### Unhealthy National Trends in Food, Alcohol, and Tobacco

- 30% of children are **overweight or obese**.
- 15 million adults have **alcohol use disorder**, in addition to 623,000 adolescents.
- 5 million adolescents (12-20) report **binge drinking**.
- 21% of high school seniors use **e-cigarettes**.
- 30% percent of teen e-cigarette users start **smoking** conventional cigarettes within six months.

*Sources: National Survey of Children's Health, National Institute on Alcohol Abuse and Alcoholism, and National Institute on Drug Abuse.*

Arrayed against the facts and public health messages are aggressive marketing campaigns, well-funded lobbyists, socioeconomic disparities, and individuals' own biological predispositions. At the Koop Institute, we believe in the power of science to reveal, inform, catalyze positive change, and ultimately prevent disease.

## Our Vision

The Koop Institute will spur policy and regulatory changes on a national scale to reduce the harm caused by the marketing of unhealthy products to millions of Americans every day, especially children. Koop researchers will continue to produce the rigorous scientific studies needed to understand and temper the powerful influences that drive overconsumption of tobacco, alcohol, highly processed foods, and other potentially unhealthy products.

## Early Success

In the past decade, Koop Institute researchers, who hail from multiple departments across Dartmouth, have published dozens of scientific studies, exposing the role of advertising in youth behaviors. Among their findings:

- Teens who use e-cigarettes are highly likely to take up conventional smoking. As a result, the Food and Drug Administration (FDA) is working to restrict sales of flavored e-cigarettes to teens.
- Unhealthy food advertisements trigger brain responses that prompt young children to eat more, even in the absence of hunger, and the effects are greater for children who

are genetically predisposed to obesity. These findings form the foundation for initiatives to reduce food marketing to young children.

- Underage youth who remember and like television alcohol advertisements drink alcohol and engage in binge and hazardous drinking earlier than their peers. Koop researchers are now working to summarize all the scientific literature on alcohol marketing and underage drinking to provide the basis for stronger policies that will further constrain alcohol marketing.

### Opportunity for Impact

As powerful industries have achieved greater influence within federal agencies, grant funding for this type of scientific research is becoming scarce. That's why philanthropy is critical to propelling this work forward. An infusion of current use and endowed funds will enable Koop researchers to conduct the scientific research needed to inform parents and educators and to influence public policy in order to promote health, prevent disease, and protect vulnerable populations, especially youth.

### Outcomes

With philanthropic support, the Koop Institute will achieve the following:

- Lead the nation in revealing the biological, psychological, and social factors that affect youth response to advertising and the initiation of unhealthy behaviors through scientifically rigorous approaches and peer-reviewed studies.
- Lead scientific studies that empower families, physicians, and policy makers to make informed choices about children's media use regarding the promotion of unhealthy behaviors and products.
- Provide scientific evidence to inform the development of policies and/or regulations that reduce youth exposure to the marketing of tobacco, alcohol, obesogenic foods, and other unhealthy consumer products.
- Provide robust research and learning opportunities for recent Dartmouth graduates who are interested in prevention science and public health.

### **Dr. C. Everett Koop (1916 – 2013): A Legacy of Action**

Dr. C. Everett Koop was a pioneering pediatric surgeon and the 13th Surgeon General of the United States (1982-1989). A relentless advocate for public health and health education, he led the fight against the tobacco industry's harmful marketing practices and used his national platform to speak candidly to the nation about the emerging AIDS epidemic, focusing the conversation on science and education. In 1992, he returned to Dartmouth College, his alma mater, to found the C. Everett Koop Institute, a partnership of educators, scholars, researchers, and practicing physicians dedicated to promoting health and well-being through disease prevention.

## Gift Opportunities

### **Koop Institute Research and Innovation Fund | \$2,000,000 (current use)**

Increasingly, corporations work through Congress to minimize the federal funds available to study disease-causing products—such as tobacco, alcohol, and processed foods—and the role that marketing plays in promoting overconsumption of these products. Gifts totaling \$2 million will stimulate new and ongoing research to investigate media influences on consumer behavior, collect preliminary data to attract larger external funding, and evaluate emerging products and trends. Those efforts will provide the scientific underpinnings needed to mitigate the powerful forces that promote the overconsumption of these potentially disease-causing products, particularly among children and youth.

### **Policy and Outreach Fund | \$1,500,000 (current use and endowment)**

A combination of endowment and current use gifts will fuel the translation of scientific findings into meaningful policies that reduce disease risks and protect public health. When public policy is informed by prevention science, widespread positive change is possible. For example, cigarette smoking in the U.S. began to fall immediately after the 1964 Surgeon General Report that linked smoking with cancer and heart disease. And more recently, scientific studies linking e-cigarette use in teens and subsequent smoking has prompted the FDA to restrict sales of flavored e-cigarettes, which are especially appealing to youth.

This fund could support a variety of activities, such as monitoring new legislation and public policies, advocating for policy change through social media and advertising campaigns, outreach to the news media, and collaborating with experts in government and other organizations.

### **Named Faculty Fellowship | \$1,000,000 (endowment)**

Physicians have a unique role to play in advancing prevention science and promoting healthy behaviors at the individual and population levels. However, many physicians are burdened by increasingly busy clinical schedules and struggle to find time to conduct research. This endowed fellowship will be awarded to a physician for two-to-three years to provide protected time for prevention science research projects and collaboration with other researchers.

### **Named Koop Scholar Fellowship | \$500,000 (endowment)**

Undergraduates who leave Dartmouth intending to pursue MD or PhD degrees often opt for a “gap year,” time that allows them to gain valuable experience. The Koop Scholars program allows recent Dartmouth graduates to spend one-to-two years assisting Koop Institute researchers. They gain an understanding of prevention science and often become the first author on published research—lessons they carry with them throughout their professional careers. A gift of \$500,000 will provide a named fellowship and secure this opportunity for one recent Dartmouth graduate every year.