

Letters to the Editor

Karl Miller, MD

Editor, Letters to the Editor Section

Editor's Note: Send letters to the editor to karl.miller@erlanger.org or to my attention at *Family Medicine* Letters to the Editor Section, University of Tennessee, Chattanooga Unit, Department of Family Medicine, 1100 East Third Street, Chattanooga, TN 37402. 423-778-2957. Fax: 423-778-2959. Electronic submissions (e-mail or on disk) are preferred. We publish Letters to the Editor under three categories: "In Response" (letters in response to recently published articles), "New Research" (letters reporting original research), or "Comment" (comments from readers).

In Response

Support for Commentary on AAFP Scientific Assembly

To the Editor:

As a fellow faculty member, I want to thank John Standridge, MD, for his commentary on the American Academy of Family Physicians (AAFP) Scientific Assembly.¹ I could not agree with him more. After attending the AAFP Assembly when it was last in Chicago, and being disgusted by the advertising and opulence, I have not gone back. I attend other academic annual meetings, and I'll be at the Society of Teachers of Family Medicine Annual Spring Conference in Chicago next April, but I won't go to the AAFP Scientific Assembly for the very reasons Dr Standridge enumerates. I wonder how we might make this statement to the AAFP leadership or how to influence their decision making on the subject of drug company support for the Assembly.

Elizabeth Feldman, MD
UIC/Illinois Masonic Family
Medicine Residency
Chicago

More on Scientific Assembly Drug Company Support

To the Editor:

The gentle diatribe by John Standridge, MD, on the relentless subversion of our discipline by the pharmaceutical industry lacks a sense of outrage.¹ Let me assure him that he now knows at least one colleague who "wants to exclude drug companies from our events."

In addition to the embarrassing opulence of the AAFP Annual Scientific Assembly—where jumbo shrimp outnumber clinical pearls—is the recent publication of the AAFP's 2006 edition of *Family Doctor: Your Essential Guide to Health and Well-being*. Open the cover and the first thing to greet you is—the Target Pharmacy. Dive into the book, and you find 102 pages of advertisements. (I admit that I had troubling counting them accurately, because they are integrated so seamlessly into the text that it's hard to know where the ads end and the advice begins. Could it be that they are the same?)

Is family medicine a wholly owned subsidiary of the medical-industrial complex? Are we so impoverished that we can't pay for own lunches and CME? Are we willing to trade our integrity for

small trinkets from Big Pharma while our patients pick up the bill?

Roger A. Rosenblatt, MD, MPH
Department of Family Medicine
University of Washington

REFERENCE

1. Standridge JB. Of doctor conventions and drug companies. *Fam Med* 2006;38(7):518-20.

New Research

The Logic Model as a Framework for Community Program Evaluations: The Food Literacy Partners Program

To the Editor:

Many community-based health improvement initiatives are implemented without a formal evaluation plan. With increasing emphasis on evidence-based strategies, the value of health initiatives must be demonstrated. We found that the Logic Model is an effective method for designing an evaluation for programs already in place. We applied the Logic Model in the evaluation of the 5-year-old Food Literacy Partners Program (FLPP). Lay volunteers are trained to broadcast specific nutrition messages in a