

great significance for the American people and for our global community, for on April 26, 1954, on the grounds of Franklin Sherman Elementary School in McLean, Virginia, the first dose of the Salk Polio Vaccine was administered as part of the National Field Trial Program. In the months that followed, more than 1,800,000 school children, America's "Polio Pioneers," participated in these trials. It was the largest peacetime volunteer mobilization in United States history, and it represents a remarkable act of collective courage and citizenship by the youngsters and adults who participated.

The crusade against poliomyelitis began at Warm Springs, Georgia, a spa where Franklin Delano Roosevelt first traveled in 1924, seeking the therapeutic effects of the warm spring waters. Other polio victims followed, and in 1926, Roosevelt purchased the entire property establishing the "Warm Springs Foundation" with former law partner Basil O'Connor. As the polio epidemic spread, in 1938, this Foundation grew into the National Foundation for Infantile Paralysis, emphasizing the nationwide significance and non-partisan character of the polio crusade. Believing that people could solve any problem if they worked together, Roosevelt appealed to the masses for financial help—asking the country to send their dimes directly to the White House, thus coining the phrase described by Comedian Eddie Cantor, "March of Dimes".

Over the next 17 years, the National Foundation focused on funding research to develop a vaccine against polio. While researchers worked tirelessly in their labs, volunteers helped polio victims and their families around the country. For a number of years, I served as the Lafayette County, Missouri, March of Dimes Secretary, helping to coordinate volunteer and fundraising efforts in my home area.

In 1948, with funding from the Foundation, Dr. Jonas Salk was able to grow the three known types of polio virus in his lab and eventually develop an experimental killed virus vaccine. In 1952, Salk tested the vaccine on children who'd already recovered from polio as well as himself and his family. The results were amazing. No one became afflicted with the disease as all volunteers had produced the needed antibodies.

In April 1954, nationwide testing of the vaccine began. The results of the field trials were clear. Statistics showed that the Salk vaccine was 80 to 90 percent effective in preventing polio. In the next four years, 450 million doses of the vaccine were administered, making it a standard fixture among childhood immunizations. As a result, in 1979, the National Foundation for Infantile Paralysis officially changed its name to the March of Dimes.

Mr. Speaker, I ask all of my colleagues to join me today in commemorating April 26, 2004, as the 50th Anniversary of the Salk Polio Vaccine field trials and a day that truly holds great significance for the world.

DRUG INDUSTRY

HON. FORTNEY PETE STARK

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 22, 2004

Mr. STARK. Mr. Speaker, I rise today because, once again, the drug industry has lied

to the American people in another desperate attempt to justify their outrageously high profits. While this fact should shock no one—indeed, it has become routine—we must not let their ridiculous propaganda go unchallenged.

On Wednesday, April 7, speaking on C-SPAN's Washington Journal, Pfizer CEO Hank McKinnell told listeners that Pfizer spends only two percent of its revenue on advertising for prescription drugs. Even under the most optimistic projections, that's just fuzzy math.

In 2003, total advertising expenses for Pfizer were a whopping \$2.962 billion. That's 6.55 percent of the company's revenue, over three times the amount cited by Mr. McKinnell. Moreover, a report from Families USA, *Profiting from Pain: Where Prescription Drug Dollars Go*, which was based on a review of industry annual financial reports submitted to the SEC, found that Pfizer spent 35 percent of its revenue on marketing and promotion, and only 15 percent on research development (and 24 percent on profit). That same study found that Pfizer spent 8 percent more of its revenue on marketing than the average of all companies reviewed.

Not only does Pfizer and the drug industry lie about the amount of money they spend on ads, but the ads also mislead consumers about the advertised drugs themselves. According to one advertising executive with significant experience with DTC ads, the purpose of advertising is not to educate consumer, but rather "to identify the emotions we can tap into to get that customer to take the desired course of action." Moreover, in a survey of 1,872 people who viewed drug advertisements, 70 percent said they had learned little or nothing more about the conditions the drug is supposed to treat, and over half said they learned little or nothing more about the drug being advertised. Very few ads informed viewers of how successful the treatment is, what alternative treatments are available, how long a patient needs to take the drug, or attempts to correct common misconceptions about the disease the drug treats. Predictably, a strong majority of doctors—75 percent—said that the ads caused patients to think that advertised drugs work better than they do.

These ads have contributed to the skyrocketing cost of prescription drugs. In fact, a 2000 study showed that nearly half of the increased spending on pharmaceuticals was attributable to the fifty most advertised prescription drugs.

Americans have been clamoring for lower prescription drug prices, yet all the drug companies have offered them is a string of excuses, empty promises, and outright lies. Mr. Speaker, Americans deserve better.

COMMEMORATION OF THE LIFE AND LEGACY OF CESAR ESTRADA CHAVEZ

HON. RAÚL M. GRIJALVA

OF ARIZONA

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 22, 2004

Mr. GRIJALVA. Mr. Speaker, today we must take a moment to commemorate the life and legacy of a national leader Cesar Estrada Chavez. It is an honor for me to have this opportunity to discuss the life of this man. Cesar E Chavez was born and died in the district

that I represent, in Yuma and San Luis, Arizona. Today would have been his 77th birthday.

The celebration of his life is a legacy that he leaves with us; however, upholding a chronological, biographical statement of the life of Cesar E Chavez would not embrace the essence of what he stood for in life or the expectations and opportunities he left for others. I stand before you to honor a man, not for what material wealth he accumulated or positions he held, rather for his pursuit for justice.

For me to make Cesar E Chavez bigger than life and to describe him as a hero would be offensive to him. He was a man that did not want to be bigger than life. He was human and stayed that way but his beliefs and way of life are the future and the legacy that he left all of us to uphold. Cesar E Chavez, co-founder, along with Dolores Huerta, of the United Farm Workers' Union, initiated a historic struggle for labor unions, grassroots efforts, and mobilization to show power of the people.

The United Farm Workers' Union and the tactics that Cesar E Chavez incorporated for justice changed the face of activism and consumerism. His non-violence and popular education approach made the country recognize that renouncing a system of injustice was the right of all Americans. He reminded us then, and now, of our role to seek humanity and justice; and to be aware of our decisions in life from minor accountability, like where to buy basic home products, to protecting our soldiers and looking for effective non-violence approaches as an alternative to war.

Through the influence of Cesar E Chavez and the UFW, the face of labor unions in this country was changed. The awareness of strikes, went beyond the bargaining table for basic rights such as just pay and benefits. Strikes become a responsibility for all consumers to demand justice and peace of mind to the consumer and the employer that the employee was respected in all aspects. The union struggle also became more inclusive in fighting for justice in this country, going beyond the calls for labor rights to include human rights, immigrant rights, and civil rights. Labor unions across the country are currently among the leaders of creating coalitions and developing the grass roots community to strengthen representation for all Americans.

The concept of grass roots and the belief in the power of the people was strengthened through the works of Cesar E Chavez. The leading energy/influence in providing a voice for the masses was simply stated in three words *iSí, se puede!*, which roughly translates to yes, it can be done. A simple phrase that Cesar E Chavez coined, but like his life and legacy a powerful action that cannot be measured. This assurance in people and the ability of communities and movements resonates throughout our great Nation today. *iSí, se puede!* is an attitude and way of life for change, hope, and our constituency, especially our youth.

Cesar E Chavez, although a Latino, did not limit the group he strived for to an ethnicity. He understood the need to be inclusive in his service to others in the plight for justice. The legacy he leaves us is to uphold his approach to life and to educate our youth for future generations on his teachings of non-violence, justice, and equity for all. I challenge my colleagues to remember Cesar E Chavez not