



End childhood diarrhoea, says WHO, p 620



Court awards \$6.7m over drug label, p 617



What if people stopped dying? p 662



A starting point for psychoanalysis, p 663

## EDITORIALS

- 609 Passive smoking and cognitive impairment**  
Are likely to be linked, but confirmation is needed from further research, says Mark D Eisner  
» *Research*, p 632
- 610 Risk of stroke and lifestyle**  
Smoking, exercise, alcohol, and diet are predictive factors, says Matthew F Giles  
» *Research*, p 639
- 611 Adjunctive non-invasive ways of healing bone fractures**  
Moderate to poor quality evidence shows no benefit on clinically important outcomes, says Rudolf W Poolman  
» *Research*, p 644
- 612 Systemic management of diabetic retinopathy**  
New evidence from trials has implications for clinical practice, say Gerald Liew, Paul Mitchell and Tien Y Wong
- 614 The National Dementia strategy in England**  
A “smorgasbord” of evidence, economics, and obligation, say Alistair Burns and Philippe Robert

## LETTERS

- 615 Breast screening; Polycystic ovary syndrome**
- 616 Heart failure; NHS targets—good or bad?**

## NEWS

- 617 Five academic health science centres announced for England**  
The US Supreme Court rules on liability for drug labelling
- 618 Prominent celecoxib researcher admits fabricating data in 21 articles**  
Obama reverses US federal ban on funding stem cell research  
Government removes data sharing clause from coroners’ bill
- 619 Expulsion of relief agencies will devastate Darfur health care**
- 620 Target to reduce child mortality is under threat from lack of progress on diarrhoea**  
Aid agencies condemn drug seizure by Dutch government
- 621 Inept laboratory work botched cancer results, inquiry finds**  
Spain plans to provide abortion on demand in new legislation
- 622 Palestinian health crisis will end only with withdrawal of Israeli occupation, concludes study**  
Dreadful visitations
- 623 Moving on from bench to bedside to population**

## SHORT CUTS

- 624 What’s new in the other general journals**

## OBSERVATIONS

- ON THE CONTRARY**
- 625 Cry freedom** Tony Delamothe

## FEATURES

- 626 Industry attack on academics**  
An apparently uncontroversial study of potential industry influence on sponsored drug trials resulted in the authors facing accusations of misconduct. Jonathan Gornall reports

## ANALYSIS

- 629 Chronic illness: beyond the expert patient**  
Coping with a long term illness requires much more than medical management. Trisha Greenhalgh looks at different models of patient involvement and argues that we need a wider approach

## RESEARCH, CLINICAL REVIEW, AND PRACTICE

See next page

## OBITUARIES

- 659 Tony Smith;**  
**John Albert Campbell Ball;**  
**Samuel James Barr;**  
**John Bishop Borthwick;**  
**Howard Brewster;**  
**George William Arthur Hesse;**  
**Joan Frieda Trevelyan;**  
**Jeffery Miles Walker**

## VIEWS AND REVIEWS

## PERSONAL VIEW

- 661 Lack of political will is a clinical issue**  
Tarek Meguid

## REVIEW OF THE WEEK

- 662 Death at Intervals**  
Richard Smith

## BETWEEN THE LINES

- 663 Too much information**  
Theodore Dalrymple

## MEDICAL CLASSICS

- Studies on Hysteria**  
Viv Lucas

## COLUMNISTS

- 664 Letter from America**  
Des Spence  
**A sax and a rose**  
James Owen Drife

## ENDGAMES

- 665 Picture quiz 1; Picture Quiz 2;**  
**On Examination Quiz**

## MINERVA

- 666 “Louis Vuitton” coffins, and other stories**

## FILLERS

- 642 Corrections and clarifications**
- 650 A fine thread**

Obama lifts ban on research with embryonic stem cells, p 618

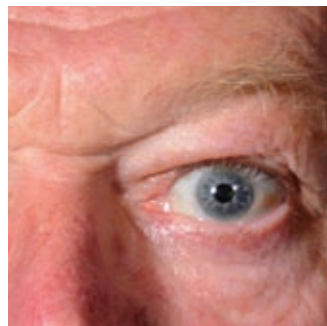




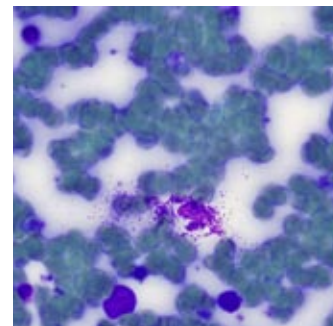
Passive smoking and cognitive impairment, pp 609, 632



Lifestyle and stroke risk, pp 610, 639



Thyroid eye disease, p 645



Interactive case report, p 654

## RESEARCH

### 632 Exposure to secondhand smoke and cognitive impairment in non-smokers: national cross sectional study with cotinine measurement

Exposure to secondhand smoke is associated with an increase in the odds of cognitive impairment in almost 5000 non-smoking adults over 50 David J Llewellyn, Iain A Lang, Kenneth M Langa, Felix Naughton, Fiona E Matthews

» Editorial p 609

### 635 Combined effects of overweight and smoking in late adolescence on subsequent mortality: nationwide cohort study

Being overweight or obese in late adolescence carries an excess risk of death comparable to the risk associated with smoking in a cohort of almost 46 000 Swedish conscripts

Martin Neovius, Johan Sundström, Finn Rasmussen

### 639 Combined effect of health behaviours and risk of first ever stroke in 20 040 men and women over 11 years' follow-up in Norfolk cohort of European Prospective Investigation of Cancer (EPIC Norfolk): prospective population study

A healthy lifestyle combining a diet rich in fruit and vegetables, drinking in moderation, avoiding tobacco, and taking exercise is associated with a substantially reduced risk of stroke in a cohort of more than 20 000 men and women from the UK

Phyo K Myint, Robert N Luben, Nicholas J Wareham, Sheila A Bingham, Kay-Tee Khaw

» Editorial p 610

### 643 Effect of tobacco smoking on survival of men and women by social position: a 28 year cohort study

Both male and female smokers in all social positions had poorer survival than those who had never smoked in even the lowest social positions

Laurence Gruer, Carole L Hart, David S Gordon, Graham C M Watt

### 644 Low intensity pulsed ultrasonography for fractures: systematic review of randomised controlled trials

The evidence for this treatment in healing fractures is of moderate to very low quality and is inconclusive

Jason W Busse, Jagdeep Kaur, Brent Mollon, Mohit Bhandari, Paul Tornetta, Holger J Schünemann, Gordon H Guyatt

» Editorial p 611

## CLINICAL REVIEW

### 645 Thyroid eye disease

Petros Perros, Christopher Neoh, Jane Dickinson

## PRACTICE

### 651 Guidelines: Diagnosis and treatment of advanced breast cancer: summary of NICE guidance

This is one of a series of *BMJ* summaries of new guidelines, which are based on the best available evidence

N Murray, J Winstanley, A Bennett, K Francis, on behalf of the Guideline Development Group

### 653 Drug points: High doses of deferiprone may be associated with cerebellar syndrome

F Beau-Salinas, M A Guitteny, J Donadieu, A P Jonville-Bera, E Autret-Leca

### 654 Interactive case report: A 38 year old woman with hypotensive shock at the onset of menstruation: case outcome

The final part of a three part case report that describes the outcome and summarises the comments made by readers during the presentation of a real patient's story

Sergio Serrano Villar, Juncal Perez-Somarriba, Talia Sainz Costa, Sarah Winstanley, Tomas Santillana Lopez, Luis Escribano Mora, Baltasar Orejas Gonzalez

### 655 Commentary

The value of complexity

Ed Peile

### 656 Commentary

Managing clinician's assessment

Sergio Serrano Villar

### 657 Commentary

Think anaphylaxis

Paul LA van Daele

### 657 Commentary

Condition is often overlooked

Gerhard J Molderings

### 658 Commentary

Patient's view

Mrs Barroso, with the support of Sergio Serrano Villar



BMJ

14 March 2009 Vol 338

**The Editor, BMJ**BMA House, Tavistock Square,  
London WC1H 9JR

Email: editor@bmj.com

Tel: +44 (0)20 7387 4499

Fax: +44 (0)20 7383 6418

**BMA MEMBERS' INQUIRIES**

Email: membership@bma.org.uk

Tel: +44 (0)20 7383 6642

**BMJ CAREERS ADVERTISING**

Email: sales@bmjcareers.com

Tel: +44 (0)20 7383 6531

**DISPLAY ADVERTISING**

Email: sales@bmjgroup.com

Tel: +44 (0)20 7383 6386

**REPRINTS**

UK/Rest of world

Email: ngurneyrandall@bmjgroup.com

Tel: +44 (0)20 8445 5825

USA

Email: mfogler@medicalreprints.com

Tel: +1 (856) 489 4446

**SUBSCRIPTIONS**

BMA Members

Email: membership@bma.org.uk

Tel: +44 (0)20 7383 6642

Non-BMA Members

Email: subscriptions@bmjgroup.com

Tel: +44 (0)20 7383 6270

**OTHER RESOURCES**

For all other contacts:

resources.bmj.com/bmj/contact-us

For advice to authors:

resources.bmj.com/bmj/authors

To submit an article:

submit.bmj.com

BMJ Group

The BMJ is published by BMJ Publishing Group Ltd, a wholly owned subsidiary of the British Medical Association.

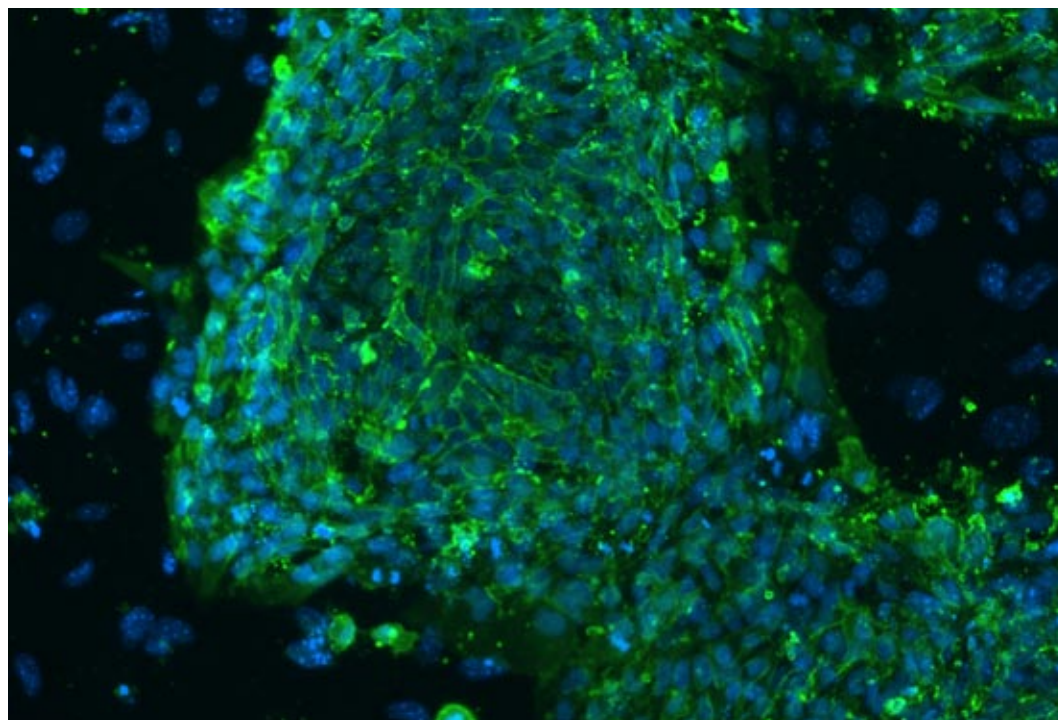
The BMA grants editorial freedom to the Editor of the BMJ. The views expressed in the journal are those of the authors and may not necessarily comply with BMA policy. The BMJ follows guidelines on editorial independence produced by the World Association of Medical Editors ([www.wame.org/wamestmt.htm#independence](http://www.wame.org/wamestmt.htm#independence)) and the code on good publication practice produced by the Committee on Publication Ethics ([www.publicationethics.org.uk/guidelines/](http://www.publicationethics.org.uk/guidelines/)).

The BMJ is intended for medical professionals and is provided without warranty, express or implied. Statements in the journal are the responsibility of their authors and advertisers and not authors' institutions, the BMJ Publishing Group, or the BMA unless otherwise specified or determined by law. Acceptance of advertising does not imply endorsement.

To the fullest extent permitted by law, the BMJ Publishing Group shall not be liable for any loss, injury, or damage resulting from the use of the BMJ or any information in it whether based on contract, tort, or otherwise. Readers are advised to verify any information they choose to rely on.

©BMJ Publishing Group Ltd 2009  
All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any other means, electronic, mechanical, photocopying, recording, or otherwise, without prior permission, in writing, of the BMJ

Published weekly. US periodicals class postage paid at Rahway, NJ. Postmaster: send address changes to BMJ, c/o Mercury Airfreight International Ltd Inc, 365 Blair Road, Avenel, NJ 07001, USA. \$796. Weekly  
Printed by Precision Colour Printing Limited



MICHAEL LONGAKER/STANFORD MEDICAL SCHOOL/CALIFORNIA INSTITUTE OF REGENERATIVE MEDICINE

**PICTURE OF THE WEEK**

Human embryonic stem cells (green nuclei) surrounded by supportive feeder cells (blue nuclei), visualised by fluorescence microscopy. The US president, Barack Obama, has overturned a 2001 ban on federal funding of stem cell research that was put in place by George Bush. He said that the previous government had forced “a false choice between sound science and moral values.”

See **NEWS**, p 618

**THE WEEK IN NUMBERS**

**37%** Mean reduction in radiographical healing time with low intensity pulsed ultrasonography in non-operatively managed fresh fractures, according to three low quality trials (**Research**, p 644)

**70** Annual UK deaths from breast cancer in men; 12 300 a year in women (**Practice**, p 651)

**700 000** People affected by dementia in the UK (**Editorial**, p 614)

**1 in 13** Global chance of dying in childbirth for poor women; it is 1 in 4100 for rich women (**Personal View**, p 661)

**21** Articles by Scott S Reuben for which he has admitted fabricating data on the pain drug celecoxib (**News**, p 618)

**THE WEEK IN QUOTES**

**“Obesity and overweight were as hazardous as smoking”** (**Research**, p 635)

**“Health professionals are not always aware of the remarkable difference that treatment [of thyroid eye disease] can make”** (**Clinical Review**, p 645)

**“The profound transformation in the relation between the individual and the state has never been debated in the Commons”** (**On the Contrary**, p 625)

**“In times of economic uncertainty it is even more important to support knowledge industries”** (**News**, p 617)

**“We need to support clinicians to engage with the unique challenges that every patient faces in getting on with life despite chronic illness”** (**Analysis**, p 629)

## EDITOR'S CHOICE

## Interactive case reports, and tobacco



Editorial, p 609  
Research, p 632

You'll find the outcome of our latest interactive case report in this week's journal (p 654). Congratulations to Petros Rafailidis in Athens for reaching the correct diagnosis after we published the second part of the case a few weeks ago. The 38 year old woman who suffered recurrent collapses with the onset of menstruation did not have adrenal insufficiency as many of you thought. Our expert commentator Paul van Daele was also drawn to that diagnosis by the patient's rapid response to steroids and lack of response to vasoactive drugs, which seemed to rule out anaphylaxis (p 657). But anaphylaxis it was, caused by systemic mastocytosis.

This is a rare case. Indeed, the authors believed it to be the first report of menstruation triggering the release of mast cell mediators. But one rapid respondent, Robert Bernstein, found two other reports by Googling "hypotensive menstruation." Google, that great diagnostic decision aid, strikes again (*BMJ* 2006;333:1143-5).

Educationalist Ed Peile warns us that when diagnosing complex cases "it is tempting to prioritise the information that fits more readily into our existing illness scripts and disregard that which does not fit" (p 655). Gerhard Molderings reminds us that systemic mast cell activation is probably common in daily practice but is seldom considered (p 657), maybe because it is largely a clinical diagnosis that relies on recognising the "complex variable and often changing pattern of symptoms." The fact that our interactive case reports are real cases means we can hear directly from the patient. Mrs Barroso gives a vivid

account of the terror and intensity of each attack (p 658). She praises her medical team. "They did not make me feel like a rare case but like a woman with a problem."

If you would like to send us an interactive case report about a real patient, take a look at the guidance on [bmj.com](http://bmj.com) (<http://resources.bmj.com/bmj/authors/types-of-article/practice>) and send us an outline. Ideally, the case should be sufficiently complex to raise clinical, investigative, diagnostic, ethical, and management questions, but not so rarefied that it will be useful to only a minority of *BMJ* readers.

So to our cluster of research articles on the long term effects of tobacco (pp 632, 635, 639, 643). Do we really need more evidence of the dangers of active and passive smoking? Yes we do. In the developed world we may think the fight against tobacco is nearly won, but in large parts of the world the lack of effective public health policies means easy pickings for the tobacco industry. Next year tobacco will kill six million people worldwide, nearly three quarters of them in low and middle income countries according to a new atlas on tobacco published this week (see [bmj.com](http://bmj.com), doi:10.1136/bmj.b981). The authors say that if households in Bangladesh bought food instead of tobacco, more than 10 million people would no longer be malnourished, potentially saving the lives of 350 children each day. There is no room for complacency.

**Fiona Godlee, editor, *BMJ*** [fgodlee@bmj.com](mailto:fgodlee@bmj.com)

Cite this as: *BMJ* 2009;338:b1012

## 100% recycled

The *BMJ* is printed on 100% recycled paper

Articles appearing in this print journal have already been published on [bmj.com](http://bmj.com), and the version in print may have been shortened.

[bmj.com](http://bmj.com) also contains material that is supplementary to articles: this will be indicated in the text (references are given as w1, w2, etc) and be labelled as extra on [bmj.com](http://bmj.com)

Please cite all articles by year, volume, and elocator (rather than page number), eg *BMJ* 2009;338:b145. A note on how to cite each article appears at the end of each article, and this is the form the reference will take in PubMed and other indexes.

## WHAT'S NEW AT THE BMJ GROUP

**Signed up for job alerts from BMJ Careers yet?**

Register today and set up tailored job alerts. We'll email you jobs either daily or weekly according to your needs  
[careers.bmj.com](http://careers.bmj.com)

**NEW DTB PODCAST - Mole Checks on the High Street**

Listen to the *Drug and Therapeutics Bulletin's* (DTB) first podcast about the place of privately run "high street mole clinics"  
[dtb.bmj.com](http://dtb.bmj.com)

**BMJ Masterclass for GPs: Neurology and Mental Health - registration now open!**

Monday 15 June 2009, London and Thursday 1 October 2009, Manchester  
[View the full programme or register online at masterclasses.bmj.com/GPs](http://masterclasses.bmj.com/GPs)

**More updated reviews from Clinical Evidence**

See the website for the latest systematic reviews, including intimate partner violence towards women  
[clinicalevidence.bmj.com](http://clinicalevidence.bmj.com)



## PLUS

Career Focus, jobs, and courses appear after p 664.

## WHAT'S NEW ON BMJ.COM

## LATEST RESEARCH

Migraine attacks during pregnancy might be viewed as a potential marker of vascular diseases, especially stroke, according to a large, population based sample of pregnant women admitted to hospital.

Increased physical activity in middle age is eventually followed by a reduction in mortality to the same level as seen among men with constantly high physical activity, according to a cohort study with follow-up over 35 years. The reduction is comparable with that associated with stopping smoking.

A prospective cohort study finds that most drugs used to prevent preterm birth are associated with a high incidence of serious adverse drug reactions. Indometacin and atosiban were the only drugs that weren't.

Access these and other research papers at <http://www.bmj.com/channels/research.dtl>

## LATEST BLOGS



Peter Lapsley's heart sinks every time a large organisation raises funds for one of the major charities. In these credit crunched times, don't forget the vital work done by smaller charities, otherwise they risk closure, he warns.

Julian Sheather accuses his fellow men of failing to grasp the fathomless emotional complexity of women and the full significance of chocolate. And Richard Smith wonders who is medicine's equivalent of E O Smith, the Pulitzer prize winning Harvard biologist most biologists would like to read? Who would be yours?

To comment on these and other blogs, go to <http://blogs.bmj.com/bmj/>

## LATEST PODCASTS

## Dispelling Shipman's legacy

It has been 10 years since the whistle was blown on Harold Shipman. In last week's podcast Zosia Kmietowicz finds out how Britain's most prolific serial killer precipitated a change in patient records in his old practice.

## Tissue screening after breast reduction

Mammoplasty is one of the most common procedures performed by plastic surgeons, and for decades it has been common practice to test the removed tissue for cancer. This practice means women throughout the world are in effect undergoing a "screening" procedure after cosmetic reduction surgery without their informed consent. An analysis article and three accompanying commentaries, as well as this week's podcast, examine the ethical issues this practice raises.

Access the podcast at <http://podcasts.bmj.com/bmj/>

Alternatively you can subscribe to get the BMJ's weekly podcast via iTunes.



## Last week's poll asked:

Should men who have ever had sex with men be banned from giving blood?

Yes, said 244 respondents (45%)

No, said 300 respondents. (55%)

## This week's poll asks:

Should all patients be offered online access to their medical records?

Submit your vote at [bmj.com](http://bmj.com)

## MOST COMMENTED ON

Let's not turn elderly people into patients

Breast screening: the facts—or maybe not

My surprise at fallout over dispatches from Israel

What to do about orchestrated email campaigns

Perils of criticising Israel



## MOST READ

Perils of criticising Israel

Evidence based medicine: what it is and what it isn't

Total mortality after changes in leisure time physical activity in 50 year old men: 35 year follow-up of population based cohort

Let's not turn elderly people into patients

Tight control of blood glucose in long standing type 2 diabetes



# Meet the experts.

## BMJ Masterclasses

[masterclasses.bmj.com](http://masterclasses.bmj.com)

