

EDITORIALS

- 1227 Driving after a first seizure**
New evidence supports the relaxing of the rules, says Charles Warlow
» *Research, p 1260*
- 1228 Drug treatment for users of smokeless tobacco**
Varenicline has the strongest evidence base but is not yet licensed for this indication, say Tim Lancaster and Lindsay Stead
» *Research, p 1259*
- 1229 Carbamazepine in pregnancy**
Has the best safety profile, and is therefore the drug of choice, says Irena Nulman
» *Research, p 1261*
- 1230 The new public health strategy for England**
Healthy Lives, Healthy People has great potential but implementing it will be challenging, says Lindsey Davies
- 1232 Training programmes in global health**
New guidelines outline best practice and the ethics of working abroad, say Sten H Vermund, Carolyn M Audet, Marie H Martin, and Douglas H Heimburger

LETTERS

- 1233 Dutch perinatal mortality**
- 1234 Stockholm Network**
- 1235 Food and Drug Administration**
- 1236 Orphan drugs**

NEWS

- 1237 Nations head for unambitious treaty at world climate talks**
Daily low dose aspirin reduces risk of dying from some cancers
- 1238 Seniors should be on hand to admit patients 12 hours a day**
Senior Tory minister is asked to scrutinise Lansley's plans for NHS
- 1239 Cuts in social care could increase pressure on hospitals to care for patients at end of life**
- 1240 French doctors question why drug stayed on the market for so long**
Drugs agency widens access to documents
New centre opens up clinical trials to more cancer patients
- 1241 Tight rules for French drug reps give doctors better data**
Canada's independent drug review group is squeezed out
- 1242 Babies born at night have higher risk of encephalopathy**
Doctor is dismissed because of forged study
Most Americans and Canadians get enough calcium and vitamin D, report concludes
- 1243 Inequality in child health is least in Netherlands, shows Unicef report**

SHORT CUTS

- 1244 What's new in the other general journals**

FEATURES

- 1246 The rules of retraction**
Years after the antidepressant Seroxat was banned for under-18s, Melanie Newman reports on calls for withdrawal of a paper supporting its use in adolescents
- 1249 The Bribery Act: what it means for you**
The new UK Bribery Act makes recipients of bribes liable for prosecution as well as those offering inducements. Clare Dyer examines the implications for doctors
- 1250 Rape: a long lasting weapon**
The war in Bosnia was the first time the United Nations had been faced with mass rape as a weapon of war. Fifteen years after the Dayton Accords peace agreement, Sophie Arie talks to doctors in Sarajevo and discovers a culture of denial
- 1253 Commentary: What interventions work for victims of conflict related rape?**
Charlotte Woodhead, Simon Wessely

OBSERVATIONS

LOBBY WATCH

- 1254 The Institute for Fiscal Studies**
Jane Cassidy

ANALYSIS

- 1255 How do patients use information on providers?**
Expectations are high that the public will use performance data to choose their health providers and so drive improvements in quality. Martin Marshall and Vin McLoughlin question whether this is realistic
- 1257 Commentary: What do patients want of performance information?**
Ilaria Passarani

RESEARCH

- 1258 Research highlights:**
the pick of *BMJ* research papers this week
- 1259 Stopping smokeless tobacco with varenicline: randomised double blind placebo controlled trial**
Karl Fagerström, Hans Gilljam, Michael Metcalfe, Serena Tonstad, Michael Messig
» *Editorial, p 1228*
- 1260 Risk of recurrence after a first seizure and implications for driving: further analysis of the Multicentre study of early Epilepsy and Single Seizures**
L J Bonnett, C Tudur-Smith, P R Williamson, A G Marson
» *Editorial, p 1227*



DAVID M PHILLIPS/PL

Practice, p 1267
Staphylococcus aureus causes 80% of cases



Climate change talks in Cancun, p 1237



Women after the war in Bosnia, p 1250



Epilepsy in pregnancy, pp 1229, 1261



Stopping snuss,
pp 1228, 1259

1261 Intrauterine exposure to carbamazepine and specific congenital malformations: systematic review and case-control study
 Janneke Jentink, Helen Dolk, Maria A Loane, Joan K Morris, Diana Wellesley, Ester Garne, Lolkje de Jong-van den Berg, for the EUROCAT Antiepileptic Study Working Group
» Editorial, p 1229

1262 Non-specific effects of standard measles vaccine at 4.5 and 9 months of age on childhood mortality: randomised controlled trial
 Peter Aaby, Cesário L Martins, May-Lill Garly, Carlito Balé, Andreas Andersen, Amabelia Rodrigues, Henrik Ravn, Ida M Lisse, Christine S Benn, Hilton C Whittle

CLINICAL REVIEW

1263 Investigating and managing chronic scrotal pain
 S R Keoghane, M E Sullivan

PRACTICE

EASILY MISSED?

1267 Infective endocarditis
 Mark Connaughton, John G Rivett

LESSON OF THE WEEK

1269 Acute liver failure after administration of paracetamol at the maximum recommended daily dose in adults
 Lee C Claridge, Bertus Eksteen, Amanda Smith, Tahir Shah, Andrew P Holt

OBITUARIES

1271 James Noel Curran; Aitolia English; Michael Giblin; Anthony Mark Barrington Golding; John Richard Humphrey Humphreys; Douglas Ewen Walker; Albert Dennis Wardle

VIEWS AND REVIEWS

PERSONAL VIEW

1272 Silent night Paul W Keeley

REVIEWS

1273 Our chemical romance Ike Iheanacho

1274 Music and the art of being human
 John Mathews

BETWEEN THE LINES

1275 Doctors in the valleys Theodore Dalrymple

MEDICAL CLASSICS

1275 Carry on Doctor Oliver Ellis

COLUMNISTS

1276 The problems of controlling controlled drugs
 Des Spence

How many miles to Bethlehem?

James Owen Drife

ENDGAMES

1277 Quiz page for doctors in training

MINERVA

1278 Men's memories about their mothers' affection during childhood, and other stories



A classic carry on, p 1275



The history of getting high, p 1273

Time for a break?
 Refresh yourself.

BMJ Masterclasses

masterclasses.bmj.com



11 December 2010 Vol 341

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

Email: editor@bmj.com

Tel: +44 (0)20 7387 4410

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: mfgogler@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: support@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

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) and the code on good publication practice produced by the Committee on Publication Ethics (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 2010
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 Polestar Limited



NICHOLAS D KRISTOF/NEW YORK TIMES

PICTURE OF THE WEEK

An entrance to a cholera treatment centre in Haiti's central plateau. Anyone entering or exiting is decontaminated with a chlorine based disinfectant. Each day 180-200 people arrive seeking treatment.

► **bmj.com** News: "Cholera could infect 400 000 Haitians" (*BMJ* 2010;341:c6918)

THE WEEK IN NUMBERS

0.78 Mortality rate ratio in children who received two doses of Edmonston-Zagreb vaccine, at age 4.5 and 9 months, compared with those who received a single dose at 9 months (*Research*, p 1262)

350-400 Estimated cases of chronic scrotal pain a year per 100 000 men (*Clinical Review*, p 1263)

1 in 5 Proportion of cases of infective endocarditis that are fatal (*Practice*, p 1267)

60 mg/kg Maximum daily dose of intravenous paracetamol that should be prescribed for adults weighing less than 50 kg, according to the *British National Formulary* (*Practice*, p 1269)

QUOTE OF THE WEEK

"The strategy . . . takes the view that the balance of responsibility and action should shift from central government to local communities, and that people should be 'nudged' towards taking on more responsibility for their health"

Lindsey Davies, president, UK Faculty of Public Health, on the government's white paper on public health (*Editorials*, p 1230)

► **bmj.com** Read Annabel Ferriman's blog, "Nudging, fudging, and politics" (<http://bit.ly/gHvG9w>)

QUESTION OF THE WEEK

Last week's poll asked, "Should health systems stop supporting low volume units?"

64% said no (total 243 votes cast)

This week's poll asks, "Should a paper supporting Seroxat use in adolescents be retracted?"

► **bmj.com** Cast your vote

EDITOR'S CHOICE

Shared decisions

Providing good comparative information is important in its own right. But it's unlikely to deliver concrete or immediate improvements in quality of care

Two months ago in this journal, Angela Coulter sounded a warning bell about efforts to provide more choice for patients (*BMJ* 2010;341:c4989). Her main concern was the gulf between what patients say they want and what doctors think they want. Some patients may want to switch providers, but many more want greater involvement in deciding which treatment would suit them best. If competition and choice are to drive improvements in healthcare, clinicians need to engage patients in these decisions, she said.

This week, Martin Marshall and Vin McLoughlin take up the tolling of the bell (p 1255). They think that competition policy is based on false assumptions about how people make healthcare decisions. In the idealised rational model of decision making beloved of traditional economists, people seek out comparative information and weigh the pros and cons of each option. But healthcare decision making is more a social process than a cognitive one. Providing good comparative information is important in its own right, the authors say. But it's unlikely to deliver concrete or immediate improvements in quality of care.

One decision that ought to have a rational basis is when to retract a paper. But guidelines are variously inadequate, and editors differ in how they interpret them, finds Melanie Newman in her report (p 1246). The paper in question has been around for some time. Published in the *Journal of the American Academy of Child and Adolescent Psychiatry* in 2001, it concluded that paroxetine was safe and effective for adolescents with depression. But internal documents from the drug's manufacturer, GlaxoSmithKline, show that this rosy picture was only achieved when new

secondary outcomes were analysed and reported in place of the primary ones, and that this was done in order to "minimise any potential negative impact" of the data. The paper was commissioned from a medical communications company and written by one of their employees, but this was not disclosed. It was used to support GSK's marketing campaign before regulators banned the drug in under 18s. It has been cited more than 200 times.

The editor of the journal says the paper met best publication practices at the time it was published and sees no evidence of scientific error to justify retraction. Publishing guidelines and gurus seem to support this decision. Liz Wager, chair of the Committee on Publication Ethics (COPE) agrees that the paper is part of a "conspiracy of hope" that has tended to give new drugs the benefit of the doubt. But she warns that cases should be judged on the transparency standards of the day, otherwise, agrees her predecessor Harvey Marcovitch, "you'd be constantly retracting." As Marcovitch's predecessor on COPE, I think that may not be such a bad thing and I'm glad he thinks that current guidelines are "arguably . . . a bit feeble." And this is where you come in. Our poll on bmj.com this week invites you to vote on whether this paper should now be retracted or not. I can't promise that your views will have any influence but it will be interesting to hear them.

Fiona Godlee editor, *BMJ*
fgodlee@bmj.com

Cite this as: *BMJ* 2010;341:c7089

Four weeks are left to enter the **BMJ Group Awards 2011**.
Submit your entries online at
groupawards.bmj.com before 4 January.

► Twitter Follow the editor, Fiona Godlee, at twitter.com/fgodlee and the *BMJ*'s latest at twitter.com/bmj_latest



Career Focus, jobs, and courses appear after p 1276

Articles appearing in this print journal have already been published on bmj.com, and the version in print may have been shortened. 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.

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.

BMJ.COM: MOST READ

Association between general and central adiposity in childhood, and change in these, with cardiovascular risk factors in adolescence

Who will deliver better public health?

Brazil's Family Health Programme

Is early retirement good for your health?

High risk clinical characteristics for subarachnoid haemorrhage in patients with acute headache

100% recycled The *BMJ* is printed on 100% recycled paper (except the cover)

The **BMJ** Group Awards 2011
in association with **MDDUS** **ENTER NOW**
groupawards.bmj.com