**NEWS**

1. Staff caring for tracheotomy patients need training
   End top-down changes to NHS and let organisations innovate, says think tank

2. A third of adults in England have “prediabetes”
   Economic recession may have caused 10,000 extra suicides

3. Lords to consider bill on assisted suicide
   Anal cancer deaths quadruple in UK

4. Emergency doctor is struck off over “catalogue of failures” and dishonesty
   Service redesign “should be tested as rigorously as new treatments”
   Benefits of trastuzumab outweigh its harms, says Cochrane review

5. Proton beam therapy benefits few cancers, US guideline says
   CQC says it failed to respond adequately to concerns about care home deaths

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6. Andy Haines
   An epidemiologist with a special interest in primary care and the climate’s impact on health replies to the BMJ’s questions about work, life, and less serious matters

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7. The BMJ’s own patient journey
   Tessa Richards and Fiona Godlee

8. Why is talking about dying such a challenge?
   Kirsty Boyd and Scott A Murray

9. Can palliative care teams relieve some of the pressure on acute services?
   Fliss Murtagh

10. Digging for data on harms in duloxetine trials
    Peter Doshi et al

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15. World Cup 2014: festival of football or alcohol?
    Whichever country hoists aloft the World Cup trophy on 13 July, the real winner will be the alcohol industry, finds Jonathan Gornall

18. Government support for the alcohol industry: promoting exports, jeopardising global health?
    Successive UK governments have actively supported the expansion of alcohol exports. Jeff Collin, Emma Johnson, and Sarah Hill explore the implicit tensions between national economic interests and global health goals

**ANALYSIS**

18. Government support for the alcohol industry: promoting exports, jeopardising global health?
    Successive UK governments have actively supported the expansion of alcohol exports. Jeff Collin, Emma Johnson, and Sarah Hill explore the implicit tensions between national economic interests and global health goals

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    Emma Maund et al

12. Coding of adverse events of suicidality in clinical study reports of duloxetine for the treatment of major depressive disorder: descriptive study
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RESPONSE OF THE WEEK

Was I the only person to find this report truly shocking? In a country as developed and wealthy as our own surely we shouldn’t have millions of children living in poverty, now or in the future? Should this not have been on the front page?
Andrew Thorns, consultant in palliative medicine, Queen Elizabeth Queen Mother Hospital, Margate, UK, in response to, “Record 5 million UK children expected to be living in poverty by 2020.” (BMJ 2014;348:g3541)

PICTURE OF THE WEEK

Bob and Roberta Smith (left) (the pseudonym of artist Patrick Brill) with surgeon David Nott (centre) and broadcaster Eddie Mair, alongside Smith’s “Syria” painting, which is included in the Royal Academy’s Summer Exhibition. The work is based on a BBC radio interview between Nott and Mair in which the surgeon described his work in a Syrian hospital. Nott also featured in a recent BMJ Confidential interview (BMJ 2014;348:g2016).

MOST READ

Adverse effects of statins
The survival time of chocolates on hospital wards: covert observational study
India’s two-finger test after rape violates women and should be eliminated from medical practice
Qualitative research methodologies: ethnography
Why schools should promote students’ health and wellbeing

BMJ.COM POLL

Last week’s poll asked: “Will ultrasound scanners replace the stethoscope?”
70% voted no (total 768 votes cast)

This week’s poll asks:
“Should alcohol companies be banned from sponsoring international sporting tournaments?”

Vote now on bmj.com
Alcohol and sport

Alcohol and sport are inextricably coupled. Alcohol sponsorship is essential to fund sporting events, so the story goes. Without advertising revenues, sport as we know it would not survive.

It’s the same scaremongering storyline that is peddled for medical education and the drug industry—and one that I hope the medical profession will put to the test before too long. As for alcohol and sport, France has tested the story and shown it to be bunkum. Advertising and sponsorship of sport by drinks companies have been banned in France since 1991 with the passing of the “Loi Évin,” named after the then minister for health, Claude Évin. And, quelle surprise, far from collapsing, French sport has flourished. When France hosted the football World Cup in 1998 the event was free of alcohol sponsorship, and, to push the point home, France beat Brazil 3-0 in the final.

No other country has yet followed France’s lead, and most are heading in the opposite direction. As Jonathan Gornall explains (p 15), this year’s World Cup is a sad showcase of politicians of all stripes scurrying to make concessions to the alcohol industry.

To win the right to host the World Cup, Brazil has done what others before have done: agreed to Fifa’s condition that sponsors such as Budweiser will pay no tax on sales of their products. And Fifa has gone one step further this time, says Gornall, by bullying the Brazilian government into abandoning its longstanding ban on alcohol in sports stadiums. Public health experts in Brazil fear a return of the dark days of often fatal alcohol fuelled violence at matches. Quoted by Gornall, a professor of psychiatry in Brazil is shocked that Fifa “can come to a country and make it change its laws.” Despite efforts of critics to embarrass the government, he says, “the alcohol industry has won.”

The UK government didn’t get to host this year’s World Cup or the event in 2018, despite showing willing to bow to Fifa’s alcohol friendly demands, as Gornall points out. But it has made substantial concessions in response to pressure from the alcohol industry, relaxing licensing laws for England games in a U turn similar to its change of heart over a minimum price on a unit of alcohol. The result, says Clifford Mann, president of the College of Emergency Medicine, will be substantial sums spent on repairing bodies and property (p 27). In the longer term, as a result of already lax licensing laws, he highlights “the costs of lost opportunities, shattered relationships, violence, and abusive behaviour.” There is an irony here. The UK relaxed its licensing laws in 2004 in the hope of generating a “cafe society.” If this was an attempt to ape the French, we went about it the wrong way.

But how good are we at capturing the damage inflicted by alcohol? Where is the medical and public health voice in this debate? Where is the public and patient voice calling for better use of overstretched health resources? Where are the politicians willing to put public health before trade (p 18). Where, when you need him or her, is the next Claude Évin?

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EDITOR’S CHOICE

Alcohol and sport

This year’s World Cup is a sad showcase of politicians of all stripes scurrying to make concessions to the alcohol industry

Alcohol and sport

Editor’s Choice

This year’s World Cup is a sad showcase of politicians of all stripes scurrying to make concessions to the alcohol industry

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