833 would also consider referring their patients to weight reduction groups and 35% to dictitians. Only 4%, indicated that there was a weight reduction group in the practice. Most general practitioners considered it their role, together with other health professionals (table I), to encourage obsert nations to ite a waishr Where the major risk factor for heart disease and stroke and the importance of early detection and control has recently been compositioned by Royal Collega with prend break control is a monophylicated by Royal Collega with prend break control is screening needs to be adopted. This may be achieved in general practice by calling up patients electricity using an age-ext register— that it, systematic screening, or by ensuring that patients who stated for other reasons have had a recent hole of pressure measurement— that it, schematic the schematic preclinication of general practitioners in this study reported having systematic screening programmers TABLE 111—Percentage of general practitioners who measured the blood pressure of adults in their practice population in the past five years Percentage of general ; timated percentage of general practitioners
practice population
aged 35-60 years
tereening programme
tereening teree 245 TABLE IV—Percentage of general practitioners who would carry out the following actions in response to a hypothetical case of a man aged 40 with a blood pressure of 100/180 mm Hg on at least two recent visits, who was also obese and a smoker Action taken Percentage of general practitioners Do nothing Monitor blood pressure regularly Advise to lose weight Advise to stop smoking Advise to stop smoking Advise to decrease salt intake Refer to hospital Advise to increase exercise 07594385235 Advise to increase exercise Start drug treatment immediately Delay drug treatment Something elas 50 36 57 5 ioners could indicate any number of actions Overall, 82%, said that they would make sure that a blood pressure measurement had been taken in the past five years in at least half of patients aged 3-56 who consulted them. Seventy its per cons-pressure measurement in the past five years. Table III show clearly that a higher proportion of the practice population are considered to have had their blood pressure measured where general practitioners have the structure to the start of the structure of the structure to the structure of the structure of the structure of the have had their blood pressure measured where general practitioners have the structure of the structure of the structure of the story at system is a structure of the structure of the structure of the story structure of the structure of the structure of the structure at the structure of the struc

References 1 Sanaj SM, Opportunities for prevention: the consultation. Br Med 9, 1992;384:1092;34. 1 Pate LA. Orgeniang heath education. Br Med 9 (1982;284:874-5. 1 Pate LA. Orgeniang heath education. Br Med 9 (1982;284:874-5. 1 Stott NCH, Davis RH. The exceptional potential in each primary care consultation. J F Cold (1974;294:2015). 1 Stott NCH, Davis RH. The exceptional potential in each primary care consultation. J F Cold (1974;294:2015). 1 Stott NCH, Davis RH. The exceptional potential in each primary care consultation. J F Cold (1974). 2 Stott NCH, Davis RH. The exceptional potential in the consultation. Such as the consultation of the consultation of the consultation of the consultation. Such as the consultation of th

- ¹⁴ Pensor, Prinz, Bassey EJ, Ha cask for service. Lobots. Sport Losandi, Anonymou. Obsciry, *F & Cell Programs L and* 1983; 117-55.
 ¹⁵ Personin *et arterial status in general pratics*. Report No 19. London: Program and the service of the servi

(Accepted 10 January 1984)

Diary of Urban Marks: 1880-1848 Nov I must resume the nearstive as from the beginning of the wr. At the time of the outbrash may of the melcial mere who were in the Territorial Army were under carva in the various camps and were the Beams and Denay lase. Storty Dr Sodow was in unform orgether with Dr Wills Orifita, both of these being on home service strached to Owerstr. Mr Broch, Dr Lanaserte, Pollsworth, and Dr Reid were attached to the Third Weitern Hospital at Cardin with the transmission of the sector of the sector of the sec-tor of the sector of the sector of the sector of the sector of the corres was at the old training college in Nelson Street and on the sector of the sector of the sector of the sector of the corres was at the old training college in Nelson Street and on dwere public frames. The above camination. This was of course apod thing for us since the panel was poing down tremendously as each rectur was taken for the army. But gradually receipton was orgether the men. So that the panel was poing down tremendously is each recture was used to for the sector of the sector of the sector was point who mere working in this factory. A specific was point were taken be a received in the sector of the sector of the sector of the sector was established. One was established a sector per evolving in the intervery of the sector was point were resulted as low of the sector of the sector of the sector of the sector was established as the prover, a few mile from Swanses. I had a good deal of experience in traintorolume point with worme putters who were scalablished as Pembery, a few mile from the sector of the metal sector of the sector of the sector was started who were stude to the a sequence with were of the sector was started as the sector of the explored. Some of them defenses is the sound were rule of King and country just as much as any soldier on the beneficiel.

BRITISH MEDICAL JOURNAL VOLUME 288 17 MARCH 1984 TABLE 1—Percentage of general practitioners who thought that the following related clinical problems wild undertake health education with patients in the absence of Occupational group General Health Practice

	practitioner (%)	visitor (%)	nurse (%)	nume (%)	worker (%)	officer (%)	officer (%)	Other (*a)	
Accident prevention Exercise promotion Obesity control Stopping smoking	56 75 88 86	77 49 51 57	35 28 27 38	38 29 28 38	29 14 11 22	39 27 27 43	66 53 47 65	27 17 18 23	
									-

visitors, can do much to promote safety in the home and on the read." Fifty as part cent of the general practitioners thought that it was part of their role to provide health education in accident prevention to individual pattents (table 1). A higher proportion regarded it as more the concern of health visitors ($T_{T_{\rm co}}^{\rm cont}$ and health densition officers

induring space-the concern of health visitors (77%) and neural version (66%). It shows that 84% of general prestitioners did not normally Table opportunity to discuss the prevention of childhood excidents. An increased proportion (66%), however, said that they would discuss the problem with more than half of parents who consulted them as a result of an accident--that is, after the event had

TABLE 11—Percentage of general practitioners who routinely discussed child accident prevention with parents of young children who consulted them

Estimated % of parents	Percentage of general practitioners who discussed accident prevention during consultations:					
counselsed	Unrelated to accidents	As a result of an accident				
90-100	0	25				
70-89	3	25 24 19				
50-69	.3	19				
20-49 < 20	10	21				

EXECUTE PROMOTION Regular networks in widdy considered to be beneficial to health. It is health at more entropy considered to be beneficial to health. It is health at the second second

CONTROL OF OBESITY

CONTROL OF OBSITY Obeiity not copy limits phyrical activity but it is also associated with disorders including hypertension, diabetes, and baser disease." Eighty four per cent of general precisioners stated that they recorded the presence of obeiiny (difficult as two stones (28 Hb) or more over more of case. Only 2°, however, popered is more over more of case. Only 2°, however, popered is more precise statistic on the prevalence of obeiny. Eighty is precise statistic and the state of the they advice 70% or more of their obsex patients aged 18 to 60 to lose weight. When asked what scients they would take most often 81%, solvide a tribe level of exercise. Forty five per cent of general practitioners

834 Discussion

Discussion The results of this survey are encouraging and indicate areas for further improvement. Interpreting studies of this kind depends on the accuracy of self (reported information and the findings may overetimate the true level of activity. Nevertheless, the outably high response rate of 0%°, of the random sample of general practitioners alone suggerts an interest in health pro-motion and disease prevention. Clearly, general practitioners accepted that they had an important part to play in health particularly health visions and health deutation officers. General practitioners, however, seem to have minunderstood the role of health deutation officers, who are concerned with simulating and supporting the activities of others in health education.

General practitioners, however, seem to have misunderstood the scient of health education officers, who are concerned with stimulating and supporting the activities of others in health doucation.¹¹ The interiment of the result-preserver, suggest that many doctors are sull relucrant to use their influence when no problem presents. Conversely, most offer advice when a condition has strine due to unhealthy behaviour—for example, on exercise and education about accidents. The concept of "anticipatory are" in medical practice is now becoming for general practitioners, are needed.¹¹ Other developments in general practitioners, are needed.¹² Other developments in general practitioners, are needed.¹⁴ Other developments in general practitioners lack of support and lack of information. Recent reports emphasis the unisor and contamiletime inscriptions that stretch far beyond their traditional resinging and carvical development and parenticraft. In constrast, feast functioners and a superior the instruments of the practice anuse. Given proper training, practice unress on head to organise and and cervical cancer. Few general practitioners employ the trow full and cervical names, Bernetican practices employ the trow for strokers. Bernetic practice proves and for those who was to variable and cervical ancer. Few general practitioners employ the trow full me staff for whom they are entitled to claim a 70%, rebate of cost from the family practical practitioner comprise.¹⁴ It is possible for a practice nurse who concentrate on preventive activities to be self financies. Service say that a correlate the S³⁰ (and develocible) contribution from the practice. Where product the S³⁰ (and develocible) contribution from the practice.

plantage, and immunisation storks tien us storks perjuncted that can offset the 30% (atta delucible) combinition from the weight reduction and stopping anothing, perhaps as a result of Operation Smoke Stop—an experimental network of self help oroups.'' Groups offer an excellent way to follow through what was tareed by the general practitioner. The success of many preventive activities also depends on an adequate information system which will (a) define the problem stress, (a) monitor progress,'' and (c) noter site factors and life styles in patient notes. Few general practitioners in this survey and suitable information, hough nei in patient notes. They success the stress of the stress of the stress of the stress by the stress of the stress microcomputer could make this task stress. Community units management stams can strengthen the concept of the stress of the start of the stress of the stress of the stress of the stress stress of the start of the stress of the stress of the stress of the stress of the start of the stress of the start of the stress of the stres

We thank Dr N Allen, Professor J Bain, Dr D Browne, Dr C Waine, Professor W E Waters, and Dr M Woolaway for help in designing,

BRITISH MEDICAL JOURNAL VOLUME 288 17 MARCH 1984 831 PRACTICE OBSERVED What Annoys Me Most

Advertisements

mise, large promise, is the soul of an advertisement." The Idler, Samuel Johnson 1709-84.

G R HORTON

It is not advertisements per se that annoy me. I understand that hey must have their place in the scheme of things like pins in a new shirt or impenetrable plastic wrapping on cheese slice. It is the format and modern presentation that annoy. There was a glorious and happy time not many years allow every weaks without any included adverting matter. What pleasure it was then to turn the delicate pages and read the articles consecutively without the delicate pages and read the articles consecutively without the delicate pages and read the advert. Alsa, the days of our slimine BMJ were all too short. Life has to go on, and more importantly has to be paid for. So we must have them, and some would undoubtedly argue that they are a not unimportant whice of medical education. But in tecest years new forms of presentation have appeared in our Firstly, there is the advertisement, usually a wor of three page spread, printed on paper slightly thicker than the rest of the purual. This no doubt ensures efference a frustrating and night unomatically open at these glorious pages, but it renders the single location of a specific page description and the support of the state strate of the page advertisement, usually a writting and night the strate of a specific page description and the state script of the strate of a specific page of the strate of a specific page of the strate of th

impossible task. Secondly, the ball page advertisement, usually in seclare script with little illustration, is slipped surreptitionaly into the centre of an erudite article or secreted down one ball of the page spread. Reading around this type of matter can render one bemused or even disoriented. For example, "some form of metastici-malignancy can develop remarkably quickly in the skin but unually there will be ulcerstion or respldy developing lumps. For your new patients, those changing their pill and particularly the

Southend, Mull of Kintyre, Argyll, Scotland G R HORTON, MB, CHB, general practitioner

under 75s now is the time for Utopium plus the symptoms of a primary tumour." Thirdly, there is the all pervading advert. Some journals now display one on literally alternate pages. Like some uncontrolled trifd, these garsh promotions large out from every freshly turned lasf. Concentrates starting pages like long solutions to the source of the solution of the source of the solution to the solution of the solution of the source of the burdle solution of the solution of the source of the day soon, perchaps in a Christma edition, I shall find a gold workh (digital, of course) fixed to one of these doppings 1 finds why burdle of magazine to grapp it firmly by the binding and shake it vigorously over a wastepaper baster. All loose material having been performed, I wonder, into the percentage of loose advertisement that are intended solution of the source of and unread? There are some journals which with prest course and public

1006 advertisement that are immediately observed, indoved, and unread? There are some journals which with great courage and public spirit (and for all 1 know financial loss) display all their advertising matter either at the front or back of the publication. The centre page are able unadditered chincal plasmer. I find that in such journals 1 do indeed that for all a solution of the solution of the publication. The centre page are able unadditered chincal plasmer. I find that in short all the solution of the solution o (Accepted 14 December 1983)

BRITISH MEDICAL IOURNAL VOLUME 288 17 MARCH 1984

Practice Research

Prevention in practice: what Wessex general practitioners are doing

JOHN C CATFORD, DON NUTBEAM

Abstract

832

A statuto sample of 214 general practitioners in the Weaser region was invited to complete a postal question-maire about the practice of preventive medicine and 80% replied. This inquired into their attitude and behaviour towards amobiling and accident prevention, promoting exercise, and controlling obesity and hyper-temica.

promoting exercise, and controlling obesity and hyper-tension. The results were generally encouraging. Most recog-nised their key role in health promotion and health education and their shared responsibility with other professionals. Maxy had made progress in stoating promoting exercise and accident prevention left room for improvement. The availability of information in patients' records to identify and monitor problem areas use particularly lacking. We better training of general practitionsers, and develop-betting training of general practitionsers, and develop-tion training of general practitionsers, and develop-betting training of general practitionsers, and develop-tion and general practice nurse may provide the support so vital for the successful outcome of preventive infailerse. Community unit management teams need to beauth promotion in primary care.

Introduction The scope for health promotion and disease prevention in primary care is being recognized more and more' and the potential for success widely acknowledged +' little information, however, is available locally or nationally about the work of therefore understaken in the Weises region to determine the availability of information about risk factors in general practice, and the attitude and level of activity among general practicioners in smoking and accident prevention, exercise promotion, and control of obesity and hypertension. This survey was part of a larger research project into the scope for prevention of physical disablement in Weises.¹

Wessex Regional Health Authority, Highcroft, Romsey Road, Winchester SO22 5DH JOHN C CATFORD, MRCP, MPCM, regional specialist in community

medicine DON NUTBEAM, BED, MA, research fellow, Wessex Positive Health Team

Method

After wide consultation and two pilot studies a random sample of 214 principals in general practice was drawn from the Mamphire, Wilhahre, Dorset, and Ble of Wigh family practitioner committee lists. General practitioner were invited to complete a postal question-naire which was sent out in November 1982. A remninder letter, plus second copy of the questionnaire, was posted to non-respondents enty in 1983. Replise received que to the Deginning of March 1983 were included in the analysis. Further details are available together with copies of the questionnaire.

Results

Replies were received from 193 general practitioners (90° .). Six did not wish to participate in the survey, two had retired since the publication of the family practitioner committee lists, and two more returned only partly completed questionnaires. The data collected from the 183 completed questionnaires are presented in five sections.

SMOKING PREVENTION Smoking is the single greatest preventable cause of disability and premature deals in the United Kingdom.¹ General practitioners can oppliation by offering advice and following up the progress of their statistical statistical and the statistical state of the recorded moking in more than 50°, of smokers and 13°, recorded in 50°, or move of smoken. Only 2°, of general practitioners, moking, Eighty one per cent of general practitioners reported encouraging over half of their smoking patients aged under 60 to gree up imoking on at least two visits, and 33°, virtually all of these primes. This for second to increase with pounger nuckers aged offer specific divice themselves to patients requesting help in giving up moking, and 70°, would prescribe nicotitis cheving pure. Only the Singer Singer Singer Singer Singer Singer Singer Singer Singer propuls, 3°, would prescribe nicotitis cheving pure. Only propuls, 3°, would prescribe nicotitis cheving pure. Only two of and resolution the service of an atsound of singer Singer

ACCIDENT PREVENTION

Accidents are the major cause of death and disability in children over 1 year of age.⁴ General practitioners, together with health

BRITISH MEDICAL JOURNAL VOLUME 288 17 MARCH 1984

promoting, and evaluating the study. We are also grateful to the general practitioners in Wessex who answered the questionnaire and to Mrs Jenny Hillary for help in producing this paper.

Diary of Urban Marks: 1880-1949