South Africa acts to curb spread of lethal strain of TB

The South African government has invited experts from the World Health Organization to meet next week in a bid to formulate a plan to combat the rise in multidrug resistant and extensively multidrug resistant tuberculosis.

The move comes amid allegations that the government has failed to act promptly.

South Africa’s Medical Research Council, its National Health Department, and WHO say that none of the drugs currently available in South Africa for first or second line treatment of tuberculosis is effective against the extensively resistant variant.

The government’s response follows an emergency meeting held last month in Johannesburg that was attended by representatives from the Medical Research Council, WHO, and the US Centers for Disease Control but not health department officials.

About 500,000 South Africans have tuberculosis, most of whom are also infected with HIV. Around 6000 people have the multidrug resistant variant.

The extensively resistant variant first came to public attention when it was diagnosed in some 50 people in a rural hospital in KwaZulu-Natal.

They were all HIV positive and died rapidly. All but one had died when a paper dealing with the phenomenon was presented at this year’s international AIDS conference in Toronto. Most provinces around South Africa have now reported cases of the deadly variant.

It has since become clear that the problem has been around for longer than health department officials have suggested, although as the BMJ went to press South African government officials had not responded to requests for a comment on the apparent delay.

Pat Sidley, Johannesburg

Government launches campaign to cut alcohol related deaths

Government ministers are launching a high profile advertising campaign in England to try to reduce the amount of injury and death among young people caused by binge drinking.

The £6m (€7.5m; $7.4m) initiative, run jointly by the Department of Health and the Home Office, will target 18 to 24 year olds who drink heavily. Department figures show that 48% of men and 39% of women in this age group drink over the limit of what is considered safe.

The public health minister, Caroline Flint, said: “In England it is estimated that 5.9 million people drink to get drunk. Males and females aged 18 to 24 are our priority in this campaign, as they are the most likely to drink irresponsibly.

“The Know Your Limits’ campaign will support the actions that the government is taking to tackle the problem of alcohol related harm, and we hope it will help create a culture where drinking responsibly is the norm.”

The advertisements have also been designed to appeal to a slightly younger age group, as research indicates that illegal drinking, including binge drinking, is also increasing in this age group.

Ian Gilmore, president of the Royal College of Physicians, said: “This launch is really important. If we can start to change young people’s drinking patterns, there is a chance that we may begin to turn the tide of escalating cirrhosis deaths that we are currently seeing in people in their 30s and 40s.”

The campaign will start on television on 16 October and will then be rolled out across cinemas, radio, magazines, and online throughout November. It will illustrate what can happen when drunk youngsters fall from high scaffolding, stumble into busy roads, or get into fights.

David Poley, chief executive of the Portman Group, which lobbies on behalf of the drink industry, said: “Drinks companies have no wish to see their products misused by binge drinking young adults. We therefore warmly welcome this government campaign, which complements the educational work already carried out by the industry.”

A spokesman for Alcohol Concern said: “We think that this is a genuinely important iniative. Advertising can be effective if it is highly targeted in this way.”

He warned, however, that advertising alone would not achieve the desired reductions in alcohol consumption, and he said that the drinks industry itself may have to make more concessions.

“We think, for example, that there are irresponsible pricing strategies. There are issues about the easy availability of alcohol. We’d like to see a more ground-ed and broad understanding of what makes young people drink,” he said.