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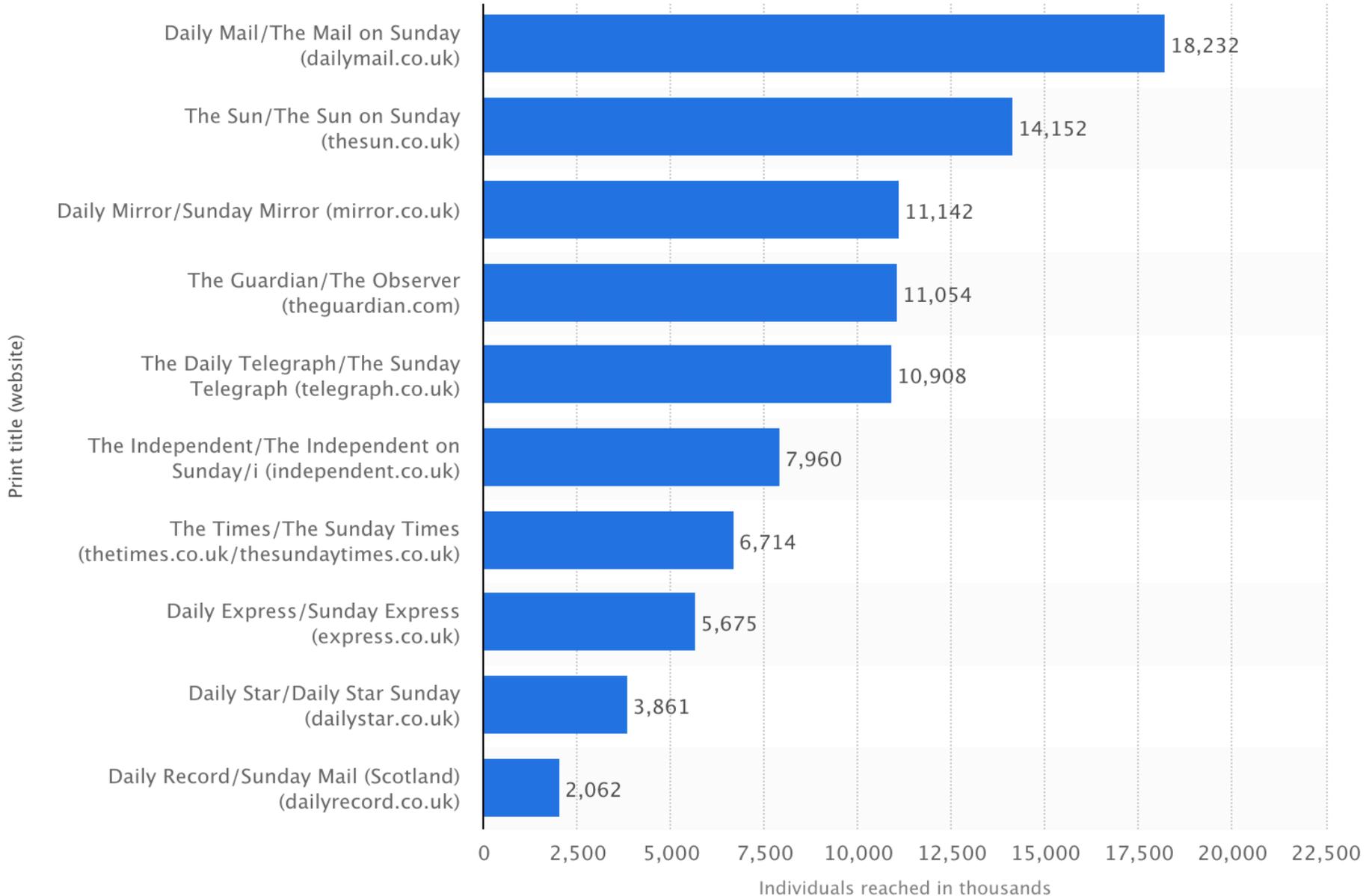
The content of the following talk may give you nightmares and anxieties about your future healthcare.

Therefore feel free to leave at any point.

Don't say I didn't warn you because I just did.

How do you get your news?

Apr 2015-Mar 2016: Daily Mail & Mail on Sunday (print & website) reached on av. 18.2 million individuals a month.



**Daily Mail** £10,000 JACKPOT

Why a girl for Kate would make Carole Britain's most powerful granny

PROCESSED MEAT 'IS TO BLAME FOR ONE IN 30 DEATHS'

Good Life Barbara's farewell to Tees



**Daily Mail** LEGO

PICK UP YOUR FREE BATMAN BATWING

HEAVY WEB USE HARMS A CHILD'S MENTAL HEALTH



**Daily Mail** £25,000 ROLL-OVER JACKPOT

PLASTIC OR PERFECT?

POISONED BY EVERY LIFE



**Daily Mail**

ALLISON PEARSON: A (very) harassed mother's guide to summer holiday hell!

SUNBEDS LETHAL AS CIGARETTES

Jack's just one of the buoys!



**Daily Mail**

Would Diana have seen Kate as an ally or rival?



**Daily Mail** MONEY MAIL

Is Prince Harry's party-loving girl the new Fergie?

82% MORE CHANCE OF DYING IN SURGERY AT WEEKEND

Myloene: Family and friends drank my breast milk



**Daily Mail**

Middle-aged couple with Alzheimer's on routine eye test

20 YEARS IN ADVANCE



**Daily Mail**

DON'T DRINK MORE THAN 3 GLASSES OF WINE A WEEK

Oxford study claims slashing the official alcohol limit would save 4,500 lives a year

My Twitter ordeal, by Rebecca Adlington



**GOOD HEALTH**

City...




**Daily Mail** PEOPLE POWERED

MONSTER

EATING LOTS OF MEAT AND CHEESE IN MIDDLE AGE IS 'AS DEADLY AS SMOKING'

Living on the edge




Daily Mail

Could your  
fridge  
KILL YOU?

**10p DAILY EXPRESS**  
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**OFFICIAL** We're running out of water  
**GREGGS**

# SIMPLE WAY TO FIGHT OFF DEMENTIA

Solving puzzles is as effective as taking drugs say experts



How Uma Thurman dressed to impress

**5p DAILY EXPRESS**  
**NOW GERMAN DEMAND EU REFERENDUM**  
**PRINCE CHARLES PAYS £35,000 FOR KATE'S DRESSES**

# DEMENTIA CAUSED BY STRESSFUL LIFESTYLE

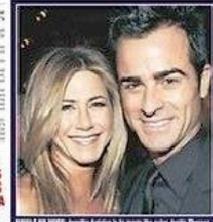
Breakthrough in fight for cure



**5p DAILY EXPRESS**  
**MURDERED TIA WRAPPED IN A BLACK BED SHEET AND PUT INSIDE A BAG**  
**60MPH STORMS TO LASH BRITAIN**

# CHOCOLATE CAN HALT DEMENTIA

ARLENE PHILLIPS REVEALS DEMENTIA ORDEAL



JENNIFER ANISTON ENGAGED... just a few days before ex-hubby Brad Pitt marries Angelina Jolie

**5p DAILY EXPRESS**  
**WHY THE QUEEN WILL ALWAYS LOVE HER NOT SO CUDDLY CORGIS**  
**INSIDE 16 PAGES OF GREAT HOLIDAY BARGAINS**

# LOSE WEIGHT TO BEAT DEMENTIA

Heavier people decline at faster rate, say experts



Olympic diving star Tom Daley shows off his lookalike girlfriend Cassidy Cook

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**NOW 10p**  
**ARCHBISHOP OF CANTERBURY WHY IT'S NOT RACIST TO FEAR MASS MIGRATION**

# DAILY DRINK TO BEAT DEMENTIA

£3.50 vitamin cocktail stops memory loss



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# ASPIRIN WARDS OFF DEMENTIA

Millions can benefit from everyday pill



NIGELLA I was not strangling or throttling her, Saatchi tells court

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**COUNTDOWN TO WAR AS CORBYN CAVES IN OVER AIRSTRIKE VOTE**

# NEW WAY TO FIGHT DEMENTIA

Cancer link holds key to beating cruel condition



GARBIE FISHER Film hopes lead me to slim at 59

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Drug slows memory loss, says experts



Shock truth about dead boy on beach

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 Solving puzzles is as effective as taking drugs say experts  
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**BANNISTER'S 4-MINUTE MILE**  
**SPICY DIET CAN BEAT DEMENTIA**  
 Breakthrough in fight to cure cruel disease  
 The summer that won't stop... get ready for a balmy weekend

**5p DAILY EXPRESS**  
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**HEALTHY LIVING FIGHTS DEMENTIA**  
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 Now Britain's colder than Moscow

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 Early warning helps sufferers beat disease  
 Prosecutors consider Sir Cliff sex charges

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Drug slows memory loss, says experts  
Check truth about dead boy on beach

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Are the Camerons thinking of staying on at No 10 after all?

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# HEALTHY LIVING FIGHTS DEMENTIA

Eat well and stop smoking to boost brain  
Pressure grows on 'sex and drugs' police raid flat

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Breakthrough in fight for cure



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Experts reveal 2 key ways to fight disease

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## HOW BLOOD PRESSURE DRUG BEATS DEMENTIA

Beta-blockers can fight brain disease



**LOVELY DIANA**  
Actress reveals PRINCESS'S AGONY

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## SPICY DIET CAN BEAT DEMENTIA

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Breakthrough in fight to cure cruel disease



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**SKY MAN IS SHOT DEAD IN EGYPTIAN BLOODBATH**

## EARLY TEST TO SPOT DEMENTIA

It detects signs 10 years before disease strikes



Wills: Our baby George is really good looking... and loud

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## TEN-MINUTE TEST FOR ALZHEIMER'S

Simple 'home' quiz can help doctors spot disease early



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Early warning helps sufferers beat disease



Proscotters consider the CBFF sex charges

## DEMENTIA RISK

Simple check will give early warning of terrible disease



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Healthy living

Keeping Busy

Chocolate

Lose weight

Puzzles

Drugs

Tests

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Drug slows memory loss, says experts  
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Are the Cameroon thinking of staying on at No 10 after all?

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**TROUBLED STAR LIZA MINNELLI IN DRINK AND DRUGS REHAB**  
**BRITISH WOMAN AMONG VICTIMS OF TUNISIAN TERROR ATTACK**  
**KEEPING BUSY FIGHTS OFF DEMENTIA**  
Stay active to beat killer disease  
Downbeat Lily has a ball as Catherine

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**60MPH STORMS TO LASH BRITAIN**  
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ANISTON ENGAGED... Just a few days before ex-hubby Brad Pitt marries Angelina Jolie  
ARISE PHILIPS REVEALS DEMENTIA ORIGIN

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**NEW DEMENTIA BREAKTHROUGH**  
Experts reveal 2 key ways to fight disease  
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I was not

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Solving puzzles is as effective as taking drugs say experts

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**NEW WAY TO FIGHT DEMENTIA**  
Cancer link holds key to beating cruel condition  
CHRISTINE FERRIERE  
Film bossess told me to aim at PP

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**EU wants to put up your mortgage**  
**PUZZLES BEAT ALZHEIMER'S**  
Simple brain teasers help stop disease  
Spurs manager Harry Redknapp took £100,000 in loan court told

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**BIRD FLU THREAT TO CHRISTMAS TURKEYS**  
**12 DAYS OF CHRISTMAS**  
Now the famous carol is key to a longer life  
**CUTTING CALORIES CAN BEAT DEMENTIA**  
Eating less helps to slow ageing process

5p DAILY EXPRESS  
**AT LAST! BRAVE HEROES OF OUR BORDER COMMAND ARE HONOURED**  
**10p**  
**TV APPRENTICE STAR: 'HOW I WAS TREATED LIKE A LACKEY'**  
**PENNSHIRE'S BOOST AS SHARES SOAR TO 5 YEAR HIGH**  
**ARTHRITIS DRUG BEATS DEMENTIA**  
Simple treatment is now weapon to fight killer disease  
**3P BLOOD PRESSURE DRUG BEATS DEMENTIA**  
Cheap drug slows memory loss  
**IS IT A GIRL... HAS KATE LET SLIP THE ROYAL BABY SECRET?**

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**KATE SCOTCHES BARY RUMOURS WITH A LARGE GLASS OF RED**  
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Early warning helps sufferers beat disease

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Promoters consider Sir Cliff's sex charges

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**AND ALL THIS WEEK COLLECT REPORTS OF THE AMAZING EVENT THAT CHANGED THE WORLD**  
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The summer that won't stop... get ready for a balmy weekend

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THREE BRITISH SCHOOLBOYS FLY OUT TO AMERICA

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**FREE £10**  
**ALZHEIMER'S CURE IS ON WAY**  
MONEY BACK IF URUGUAY WIN

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**SKY MAIL IS SHOT DEAD IN EGYPTIAN BLOODBATH**  
**ANOTHER WEEK OF RAIN AND STORMS TO SWEEP IN**  
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**Police identify burglars as prime suspects**

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**NEW TEST TO SPOT DEMENTIA RISK**  
Simple check will give early warning if terrible disease  
**80+**  
Britain to bask in Indian summer this week

## The quality of the evidence for dietary advice given in UK national newspapers

Benjamin E. J. Cooper\* and William E. Lee\*  
King's College London, UK

Ben M. Goldacre  
London School of Hygiene & Tropical Medicine, UK

Thomas A. B. Sanders  
King's College London, UK

Public Understanding of Science  
21(6) 664-673  
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DOI: 10.1177/0963662511401782  
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## 4. Discussion

The United Kingdom is typical of many developed countries: there is high literacy, much of the population's daily information is obtained via the mass media, and obesity represents an

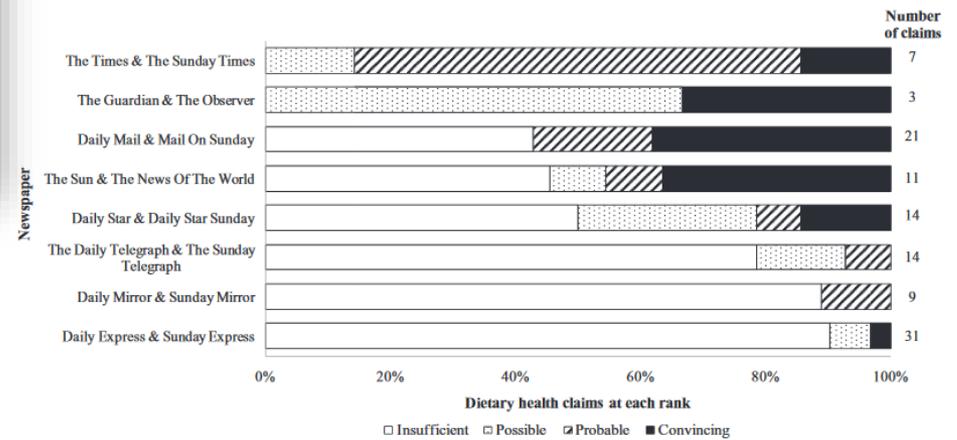


Figure 2. Percentage of classifiable dietary claims at each rank in different newspapers using the WCRF based grading system.



Exaggeration in news is strongly associated with exaggeration in press releases. Improving the accuracy of academic press releases could represent a key opportunity for reducing misleading health related news.

The association between exaggeration in health related science news and academic press releases: retrospective observational study *BMJ* 2014; 349:g7015

# Google to offer better medical advice when you search your symptoms

Berkeley Lovelace Jr. | @Blovelace\_Jr

Monday, 20 Jun 2016 | 4:25 PM ET



Sep 5, 2016

# News & Views

## **9 Burning Health Questions People Asked Google This Year**

December 4, 2015 | By Kathleen Mulpeter

- 1. Is bronchitis contagious?**
- 2. Is pneumonia contagious?**
- 3. How much water should I drink?**
- 4. How many calories should I eat?**
- 5. What is lupus?**
- 6. How far along am I?**
- 7. When do you ovulate?**
- 8. What is gluten?**
- 9. How long does the flu last?**



What strategies do  
you use to assess  
evidence about  
everyday health  
claims?

What strategies do you use to assess evidence in news headline?

What type of evidence is this?

Does this research apply to me?

How much is the result affected by bias?

What is the effect?

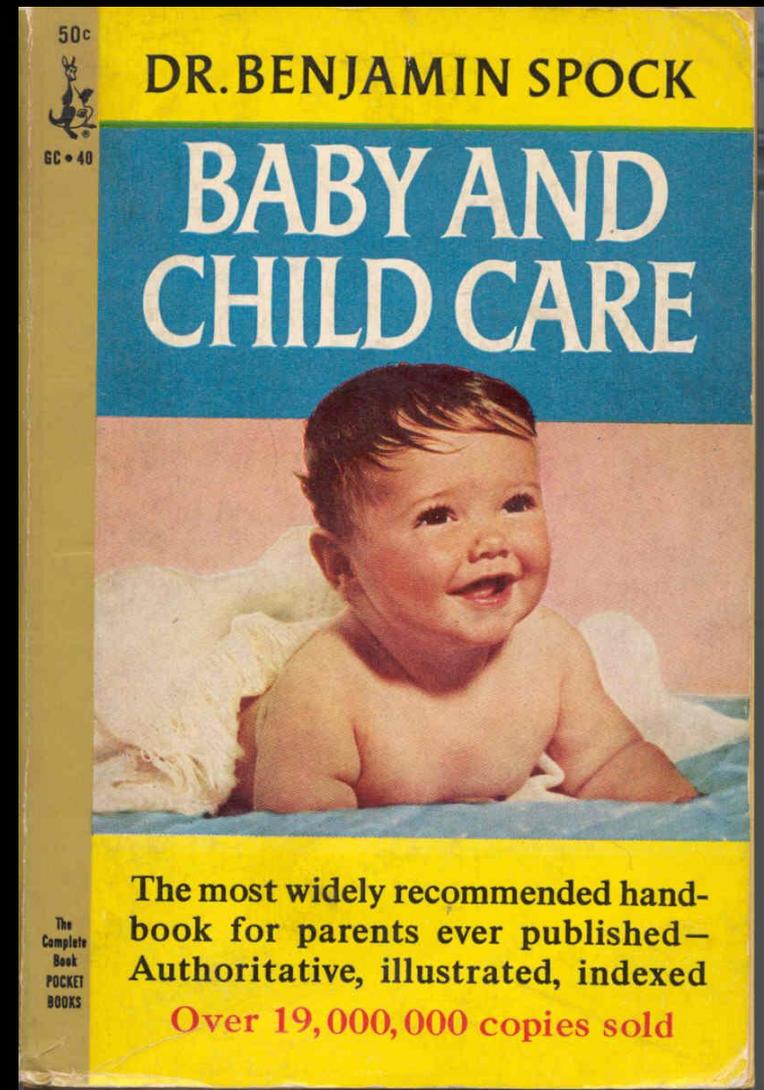
# Types of study evidence affects the quality



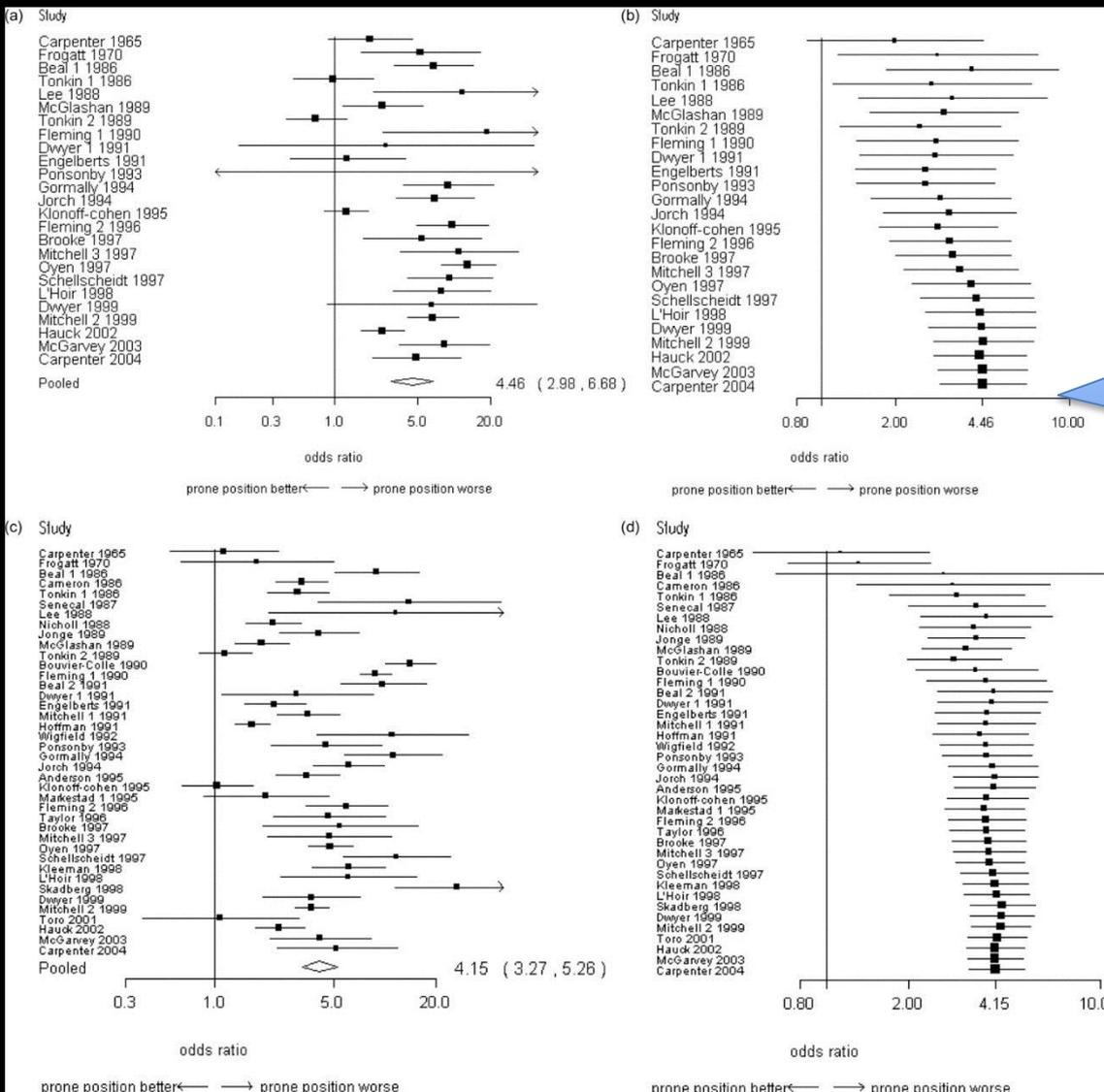
**Expert opinion- Lowest  
level of evidence**

Would you ever have put  
babies to sleep on their  
tummies?

# *Expert opinion*



Baby and Child Care” has actually sold more than 50 million copies, only outmatched in sales by the Bible

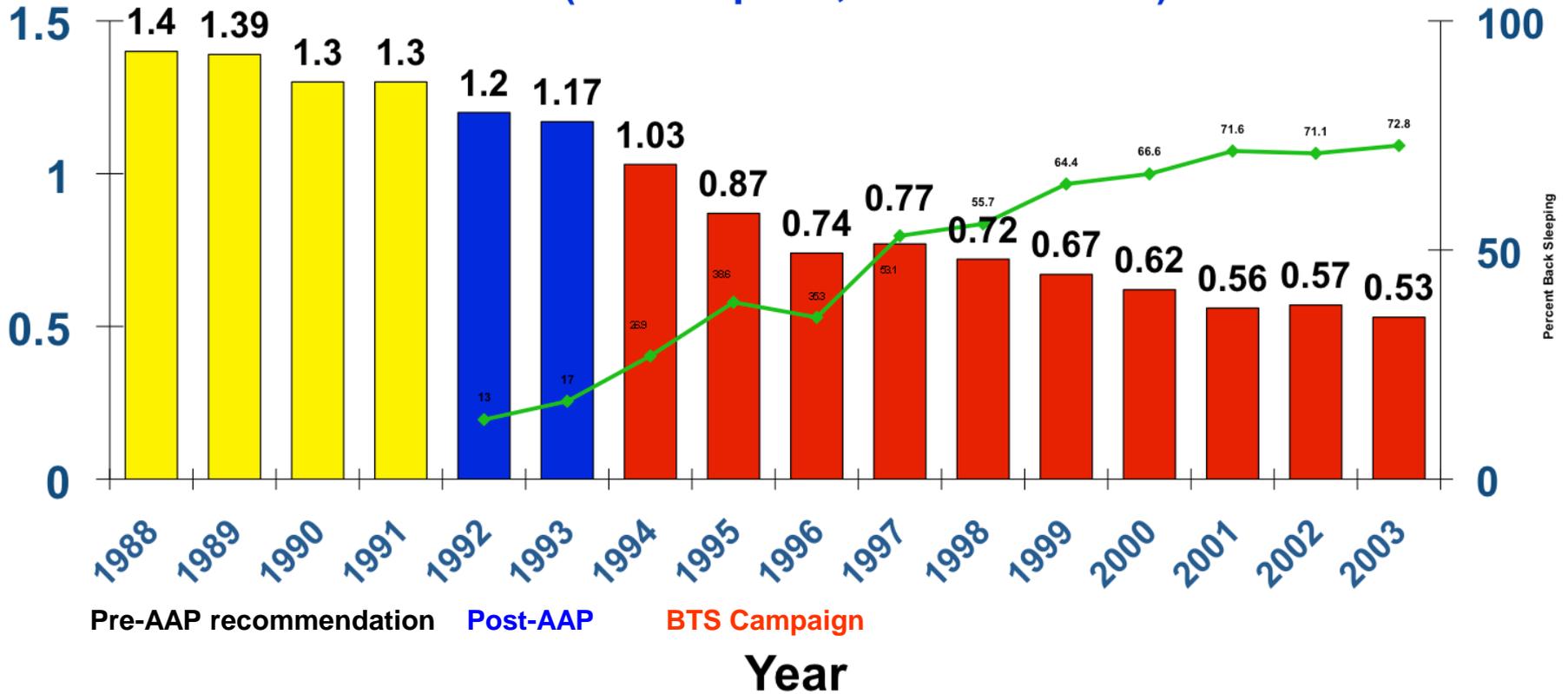


Front vs. back

Over four fold increase risk of sudden infant death syndrome

front vs. non-front

## SIDS Rate and Sleep Position, 1988-2003 (Deaths per 1,000 Live Births)



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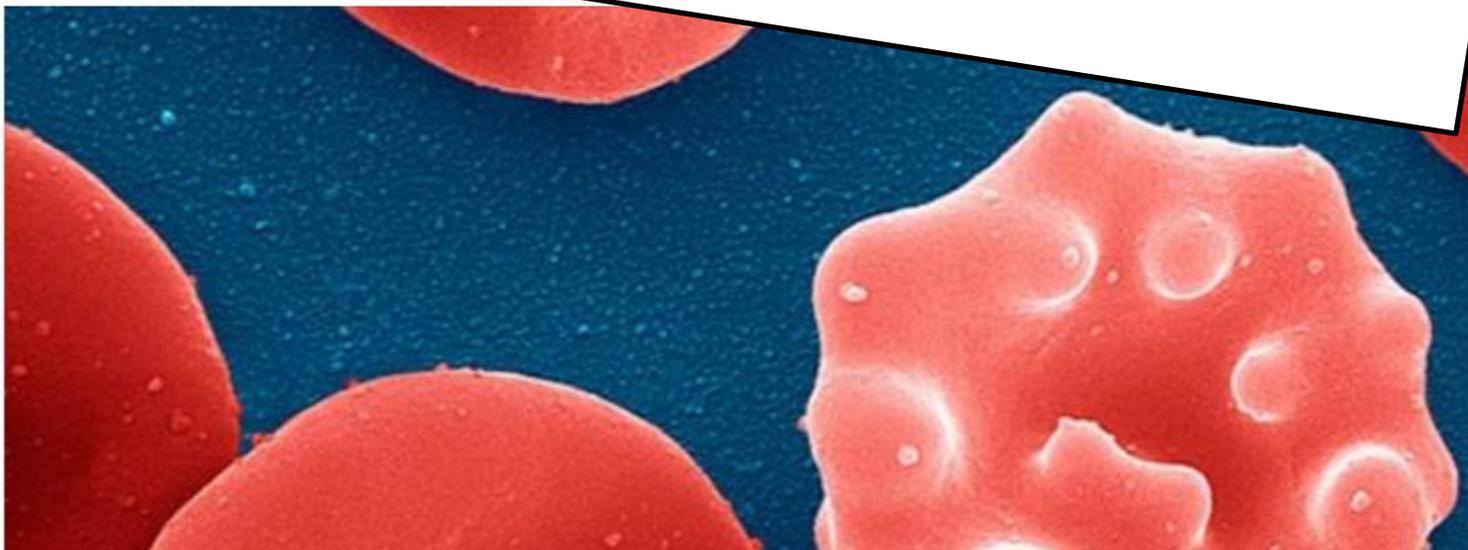
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## Health

### Malaria stopped with single dose of new drug

Tests in mice showed the one-off treatment prevented infection for the full 30 days of the study.



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## ANALYSIS

Several studies have shown that even the most promising findings from animal research often fail in human trials and are rarely adopted into clinical practice.

For example, one study found that fewer than 10% of highly promising basic science discoveries enter routine clinical use within 20 years.

Bath, UK, <sup>1</sup>Yale University Schools of Public Health and Medicine, New Haven CT, USA

Proponents of animal research claim that the benefits to humans are self evident.<sup>1</sup> However, writing in *The BMJ* 10 years ago we argued that such uncorroborated claims were inadequate in an era of evidence based medicine.<sup>2</sup> At that time over two thirds

Systematic reviews of animal studies also revealed evidence of selective analysis and outcome reporting bias<sup>11</sup> as well as publication bias<sup>12</sup> leading to overstatement of the validity of entire bodies of research.<sup>13</sup>

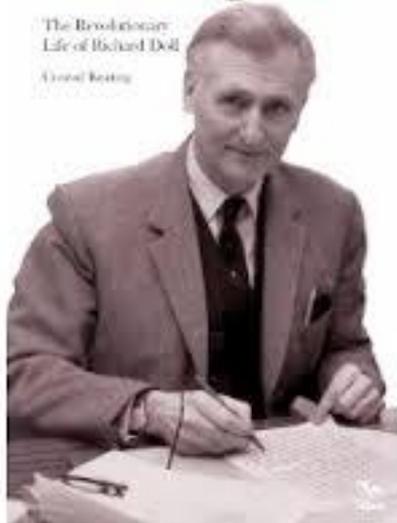
# Types of study evidence affects the quality



# Smoking Kills

The Revolutionary  
Life of Richard Doll

Around Britain



Cite this article as: *BMJ*, doi:10.1136/bmj.38142.554479.AE (published 22 June 2004)

## Papers

### Mortality in relation to smoking: 50 years' observations on male British doctors

Richard Doll, Richard Peto, Jillian Boreham, Isabelle Sutherland

#### Abstract

**Objective** To compare the hazards of cigarette smoking in men who formed their habits at different periods, and the extent of the reduction in risk when cigarette smoking is stopped at different ages.

**Design** Prospective study that has continued from 1951 to 2001.

**Setting** United Kingdom.

**Participants** 34 439 male British doctors. Information about their smoking habits was obtained in 1951, and periodically thereafter; cause specific mortality was monitored for 50 years.

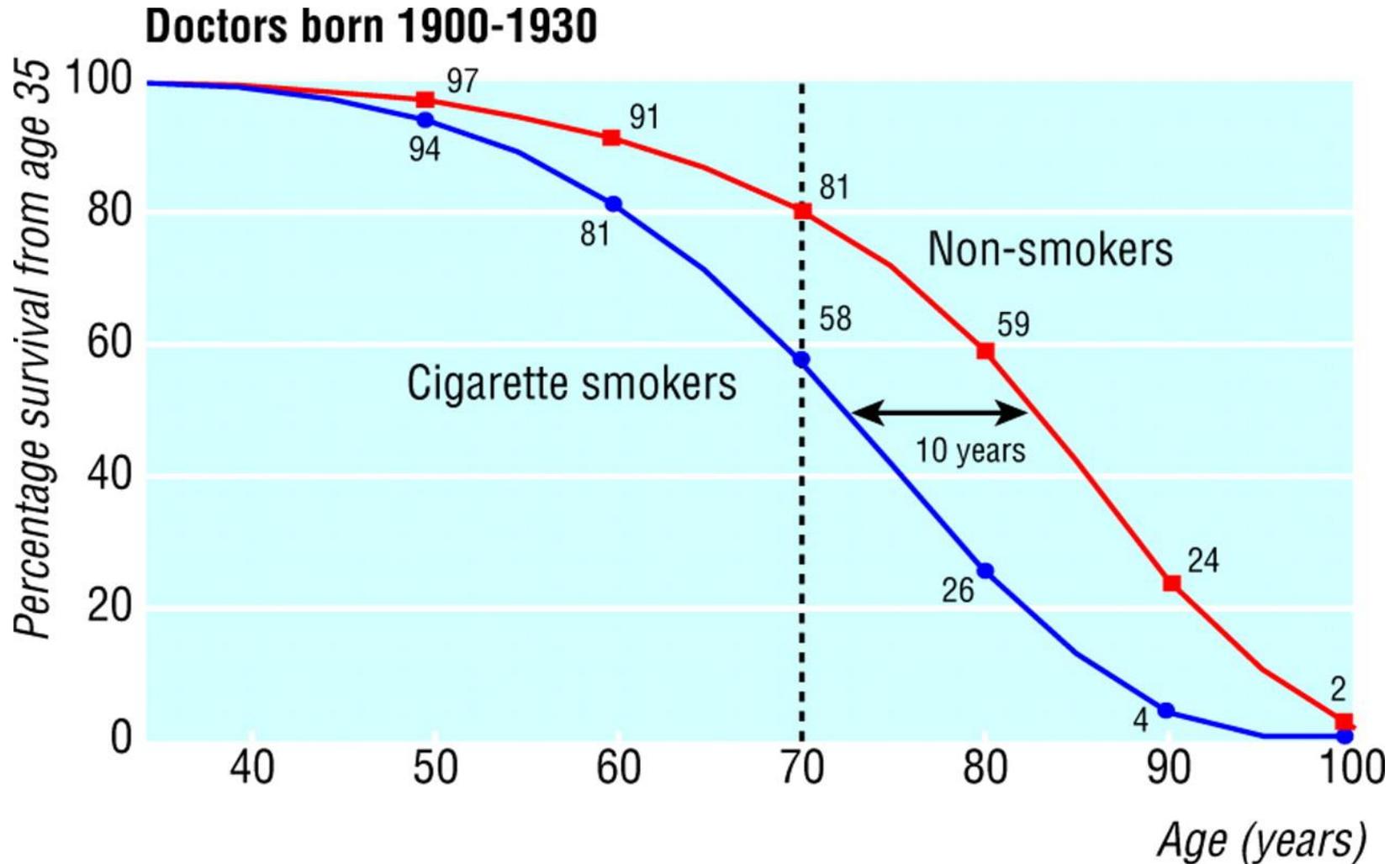
**Main outcome measures** Overall mortality by smoking habit,

Kingdom (where the disease became by the 1940s a major cause of death). Throughout the first half of the 20th century the hazards of smoking had remained largely unsuspected.<sup>1</sup> Around the middle of the century, however, several case-control studies of lung cancer were published in Western Europe<sup>2-6</sup> and North America,<sup>7-10</sup> leading to the conclusion in 1950 that smoking was "a cause, and an important cause" of the disease.<sup>9</sup>

#### 1951 prospective study

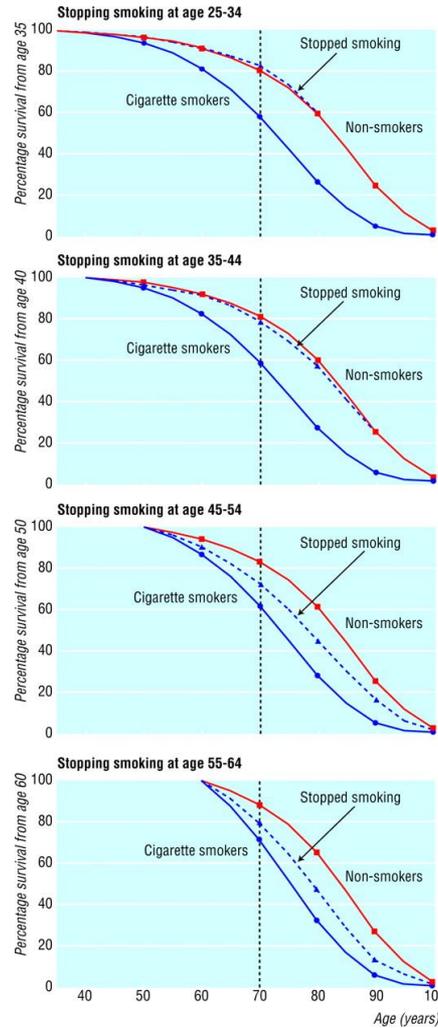
This discovery stimulated much further research into the effects of smoking (not only on lung cancer but also on many other diseases), including a UK prospective study of smoking and death among British doctors that began in 1951 and has since

Survival from age 35 for continuing cigarette smokers and lifelong non-smokers among UK male doctors born 1900-1930, with percentages alive at each decade of age.



Doll R et al. *BMJ* 2004;328:1519

**Effects on survival of stopping smoking cigarettes at age 25-34 (effect from age 35), age 35-44 (effect from age 40), age 45-54 (effect from age 50), and age 55-64 (effect from age 60).**



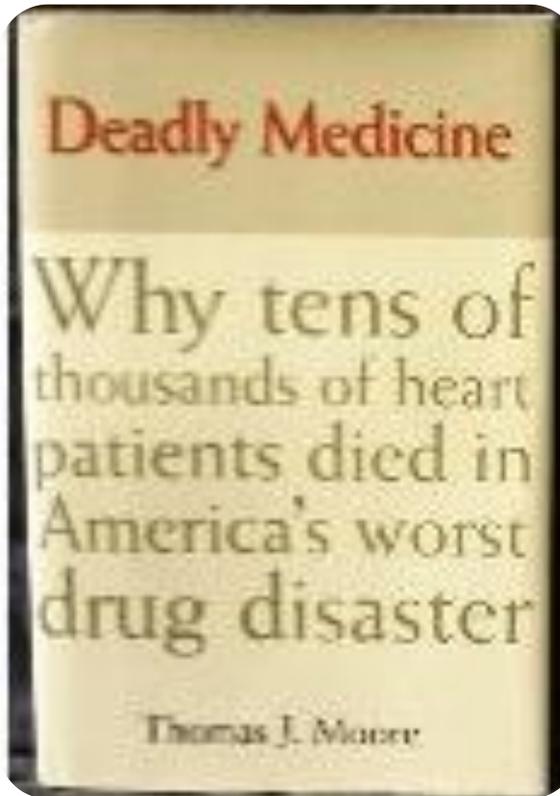
**Doll R et al. BMJ 2004;328:1519**



# Types of study evidence affects the quality



## Why we need RANDOMIZED CONTROLLED TRIALS ?



In the early 1980s newly introduced antiarrhythmics were found to be highly successful at suppressing arrhythmias.

Not until a RCT was performed was it realized that, although these drugs suppressed arrhythmias, they actually increased mortality.

The CAST trial revealed Excess mortality of 56/1000.

By the time the results of this trial were published, at least 100,000 such patients had been taking these drugs.

# Types of study evidence affects the quality



Should I give  
Tamiflu to my  
children if  
they have a  
fever ?

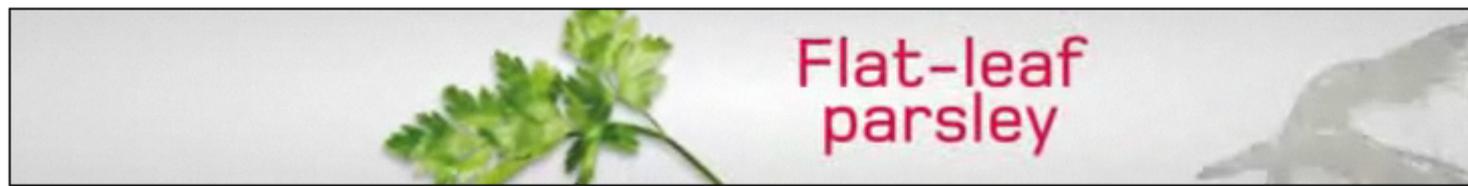


# **Neuraminidase inhibitors for preventing and treating influenza in healthy adults and children (Review)**

**Jefferson T, Jones MA, Doshi P, Del Mar CB, Hama R, Thompson MJ, Spencer EA, Onakpoya IJ, Mahtani KR, Nunan D, Howick J, Heneghan CJ**



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# Don't give Tamiflu or Relenza to under-12s, warn researchers

- Swine flu drugs may have side-effects that outweigh benefits
- Government stresses 'safety first' approach for severe symptoms

**James Sturcke**  
 guardian.co.uk, Monday 10 August 2009 12.52 BST  
 Article history

Antiviral drugs such as Tamiflu and Relenza that form the cornerstone of the government's fight against swine flu should not be given to those under the age of 12, researchers claimed today.

They called on the Department of Health to immediately reassess its pandemic flu policy after finding that side-effects from medicines such as Tamiflu could outweigh any benefit

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BRITAIN ON ALERT FOR NEW SUPER-FLU

FOR NEW SUPER-FLU IS SWINE FLU ALREADY

Killer virus could spread in 2 weeks

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DAILY EXPRESS WIN A FIAT CAMPER WORTH £20,000 All migrants are welcome says Brown

DAILY EXPRESS SWINE FLU WILL KILL 350 PEOPLE EVERY DAY NOW SWINE FLU PANIC IN BRITAIN

Experts' grim prediction: British death toll rises

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# Donald Rumsfeld makes \$5m killing on bird flu drug

By Geoffrey Lean and Jonathan Owen

Sunday, 12 March 2006

SHARE | PRINT | EMAIL | TEXT SIZE

Donald Rumsfeld has made a killing out of bird flu. The US Defence Secretary has made more than \$5m (£2.9m) in capital gains from selling shares in the biotechnology firm that discovered and developed Tamiflu, the drug being bought in massive amounts by Governments to treat a possible human pandemic of the disease.

More than 60 countries have so far ordered large stocks of the

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**UN report How many predicted deaths would Bird Flu cause**

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- 2) In the UK

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["Best Books of the Year", \*The Economist\*, 2010](#)

["What's Next in \*The New York Times\*, November 2010](#)

["Garage Biotech Hackers", \*Nature\*, 2010](#)

["The Economist Debate on Computing", October 2010](#)

# UN Bird Flu Chief Predicts 150 Million Deaths

By Rob Carlson on September 29, 2005 7:42 PM | [No Comments](#) | [No TrackBacks](#)

When it comes to predictions of the number of deaths from H5N1, I tend to look skeptically at the numbers. However, the UN has just appointed Dr David Nabarro as its Bird Flu chief, and the BBC world service is quoting him in their headlines as saying the toll will be as high as 150 million. That is truly remarkable, and the [interview with the BBC](#) he says firmly "when" not "if".

Categories: [Infectious Disease](#)

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**2006**

Britain halfway through receiving an order of 14.6 million courses of the drug, which the Government hopes will avert some of the 700,000 deaths that might be expected.

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24 April - 06 May 2009

13 days	Swine Flu	Tuberculosis
Death (who.int)		
News (news.google.com)		
News/Death ratio		

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13 days	Swine Flu	Tuberculosis
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News (news.google.com)	254 442	
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13 days	Swine Flu	Tuberculosis
Death (who.int)	31	63 066
News (news.google.com)	254 442	6 501
News/Death ratio		

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Death (who.int)	31	63 066
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News/Death ratio	8 176	

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24 April - 06 May 2009

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News (news.google.com)	254 442	6 501
News/Death ratio	8 176	0.1



# Crunching the Numbers

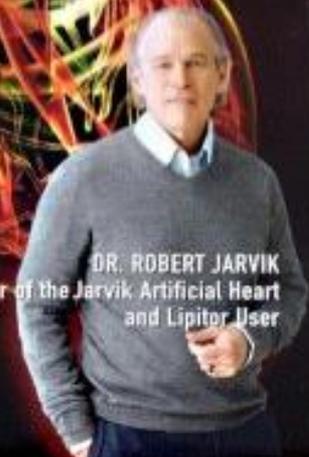
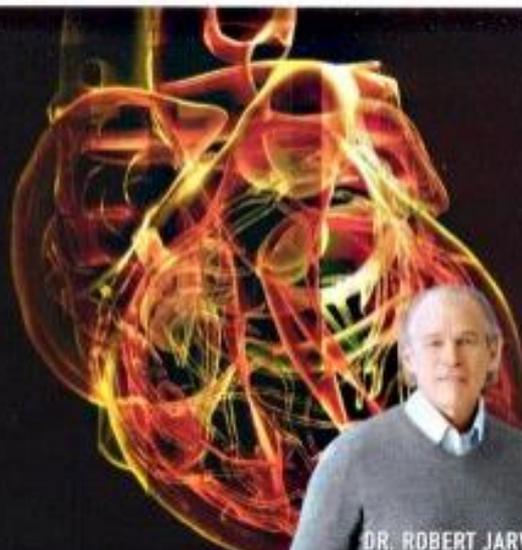
Baseline risk and effect on treatment decisions

Prof C Heneghan

In patients with multiple risk factors for heart disease,

**Lipitor**  
reduces risk *of*  
**heart attack**  
by **36%\***

If you have risk factors such as family history, high blood pressure, age, low HDL ('good' cholesterol) or smoking



DR. ROBERT JARVIK  
~Inventor of the Jarvik Artificial Heart  
and Lipitor User

HDL ('good' cholesterol) or smoking  
history, high blood pressure, age, low  
HDL ('good' cholesterol) or smoking

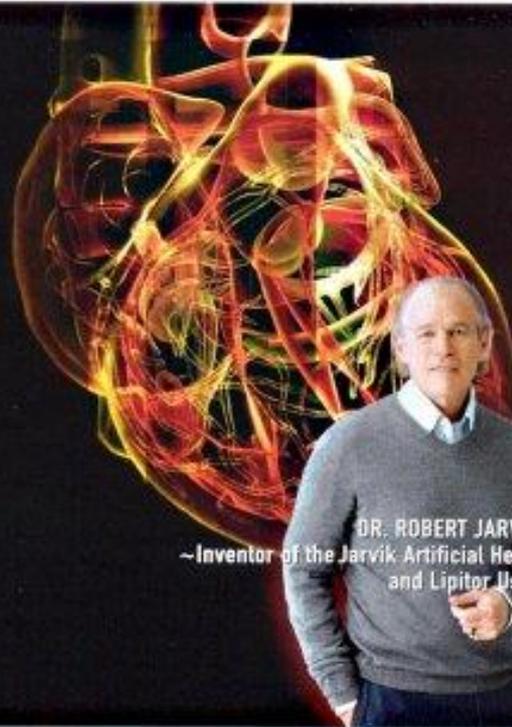


DR. ROBERT JARVIK  
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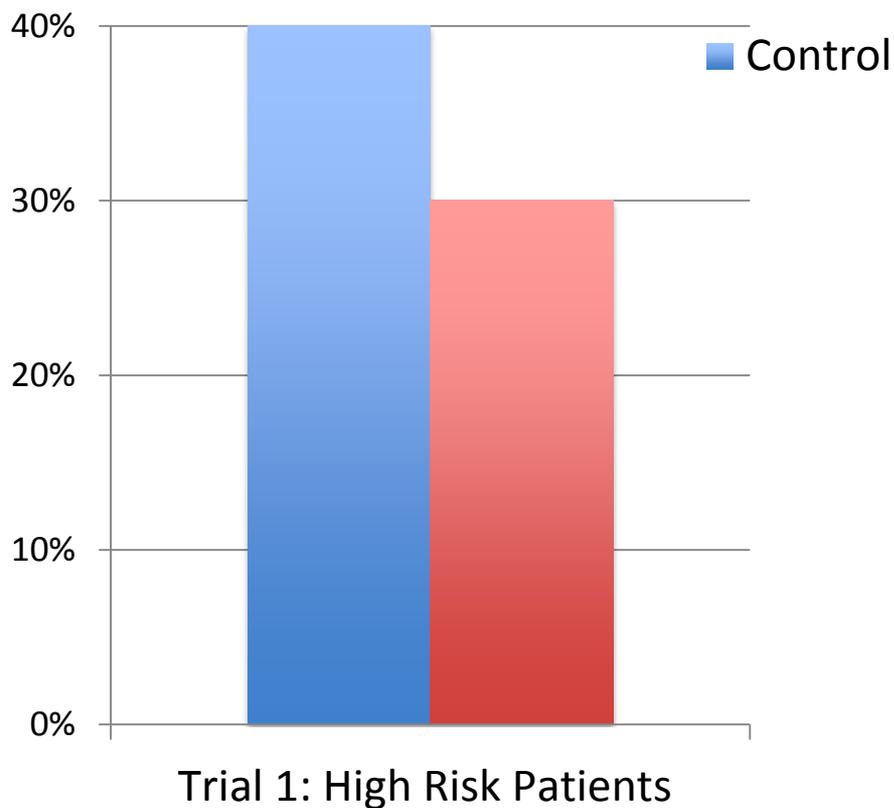
\*That means in a large clinical study, 3% of patients taking a sugar pill or placebo had a heart attack compared to



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atorvastatin calcium

to 2%. That means in a large clinical study, 3% of patients taking a sugar pill or placebo had a heart attack compared to 2% of patients taking Lipitor.

# Trial 1: High Risk Patients



New drug for AMI to reduce mortality

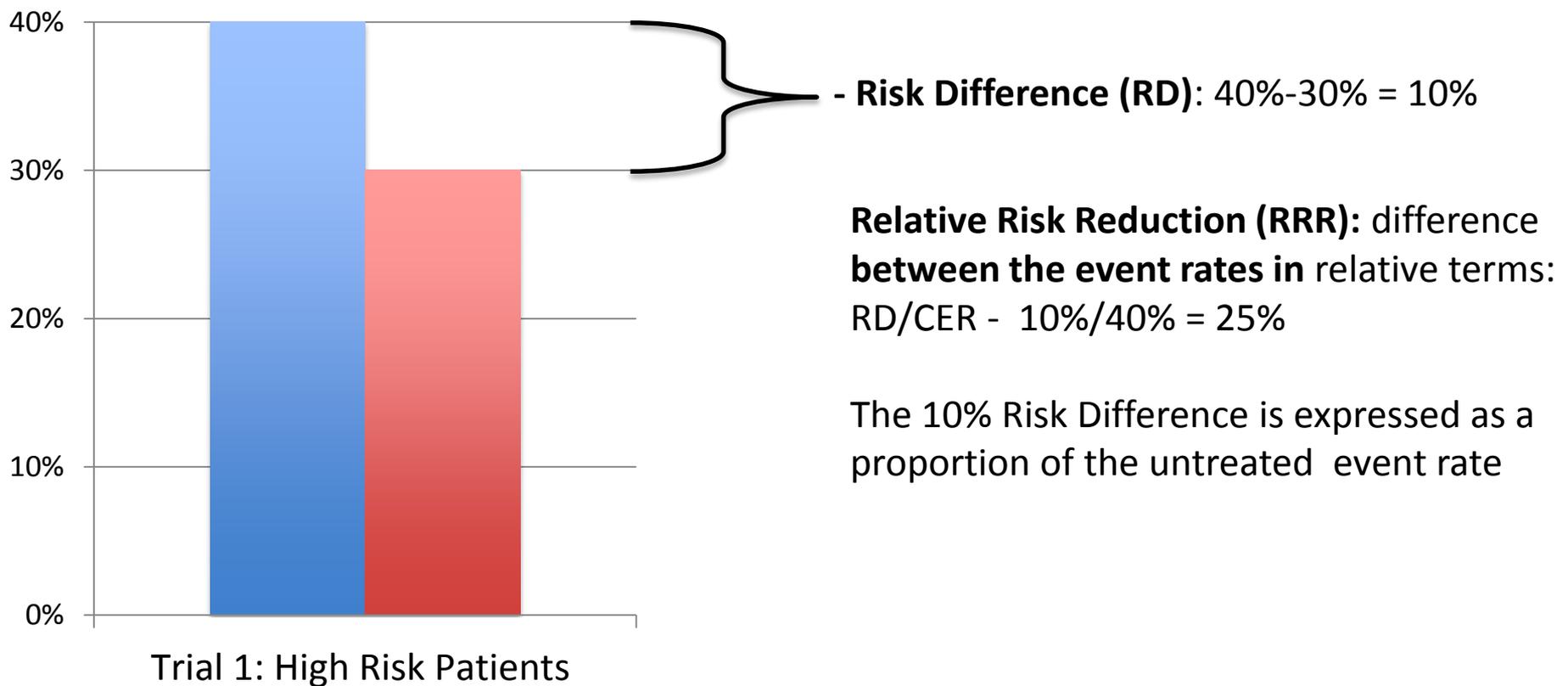
First studied in a high risk population:

**40%** mortality at 30 days among untreated

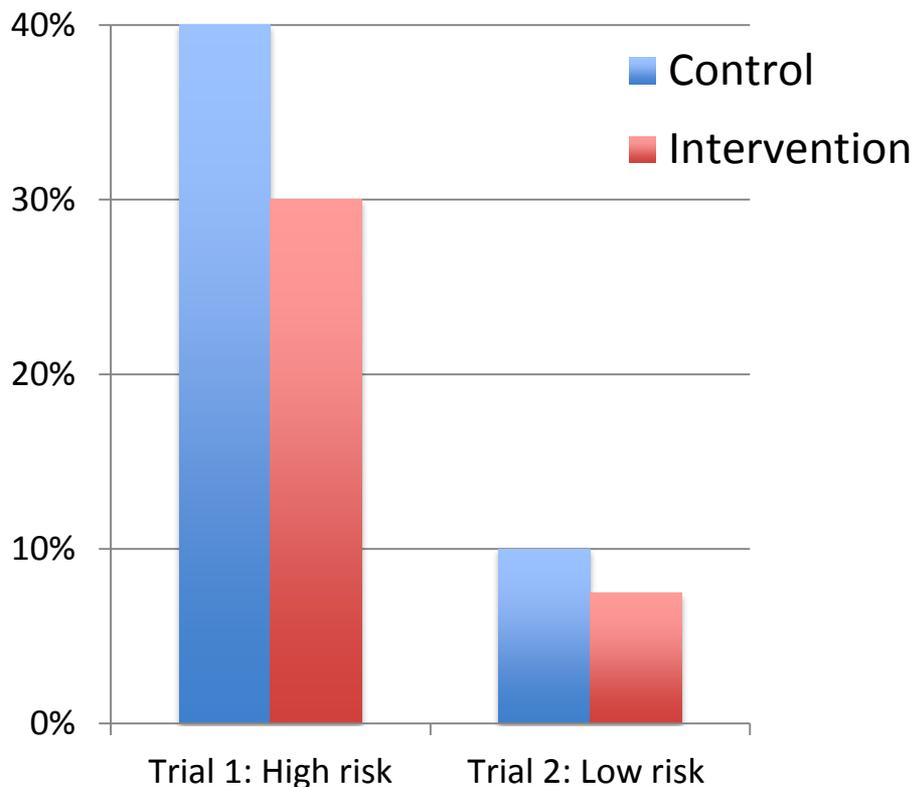
**30%** mortality among treated

How would you describe effect of new intervention?

# Trial 1: High Risk Patients



# Trial 2: Low Risk Patients



## Trial 2: younger patients

New drug for AMI to reduce mortality

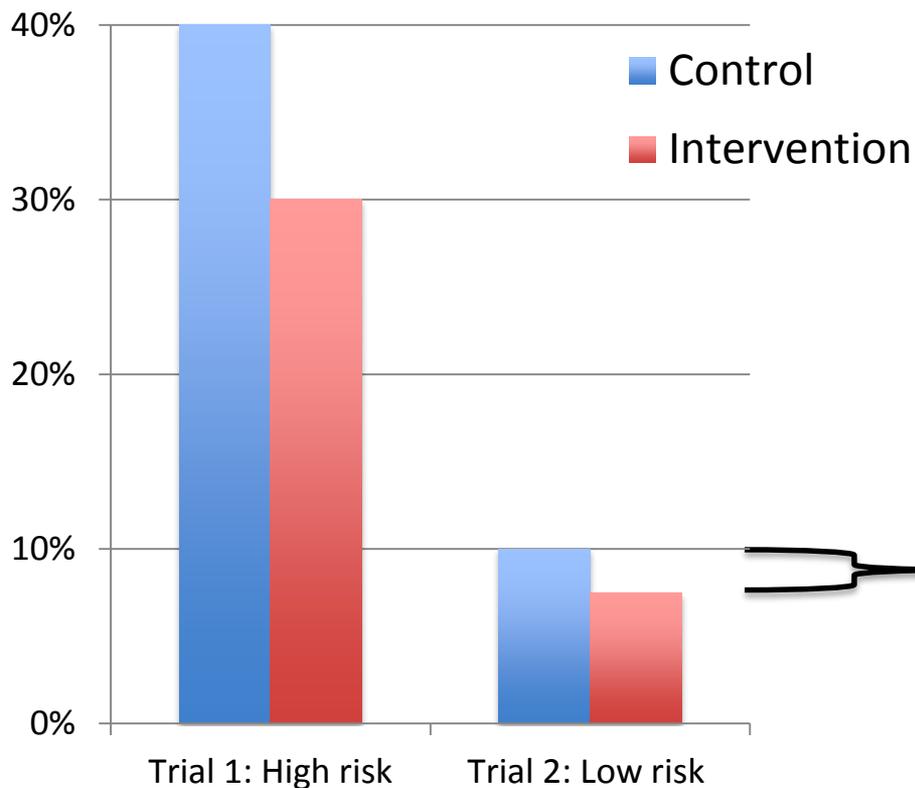
Later studied in low risk population:

**10%** mortality at 30 days among untreated

**7.5%** mortality among treated

How would you describe effect of new intervention?

# Trial 2: Low Risk Patients



**Relative Risk Reduction (RRR):** difference between the event rates in relative terms:  
 $RD/CER - 2.5\%/10\% = 25\%$

The 2.5% Risk Difference is expressed as a proportion of the untreated event rate

- **Risk Difference (RD):**  $10\% - 7.5\% = 2.5\%$

# Summary Points for Relative Risk Reduction and Risk Difference

- Relative risk reduction is often more impressive than absolute risk reduction.
- The lower the risk in the control group, the larger the difference between relative risk reduction and absolute risk reduction.

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CRISIS GROWS AS  
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Millions more need the wonder drug say health experts



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Wonder pill halves heart attack deaths



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## Do You Know Who Frances Kelsey Is?

By Ed Silverman // [September 16th, 2010](#) // 12:35 pm

[6 Comments](#)



The odds are that you don't, but her actions a half-century ago helped transform the way prescription drugs are tested and approved. Kelsey, you see, was a new FDA employee in 1960, when she was assigned to review Kevadon, which was the brand name for thalidomide. The drug caused severe birth defects in thousands of babies born overseas after being prescribed to help women sleep or manage morning sickness. But babies often had limbless arms, malformed legs or extra appendages.

A physician and pharmacologist, Kelsey questioned its safety. "It just came with so many extravagant claims that I didn't believe," Kelsey, now 96, tells *The Washington Post*. Her decision set in motion a lot of intrigue as the manufacturer, Merrell, pushed back by complaining about her to the FDA. But Kelsey held her ground and after the scandal became known, President John Kennedy gave her the Federal Civilian Service award.

Congress, meanwhile, amended the Food, Drug & Cosmetic Act to require safety and effectiveness testing and informed consent in clinical trials. What did informed consent have to do with it? As the paper notes, Merrell gave the drug to more than 1,000 US docs to distribute to 20,000 patients as part of a so-called investigational trial, but some patients were not informed they were participating in a trial. The upshot - about 40 babies in US were born with deformities.

# Thank You

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