

# Essential reading

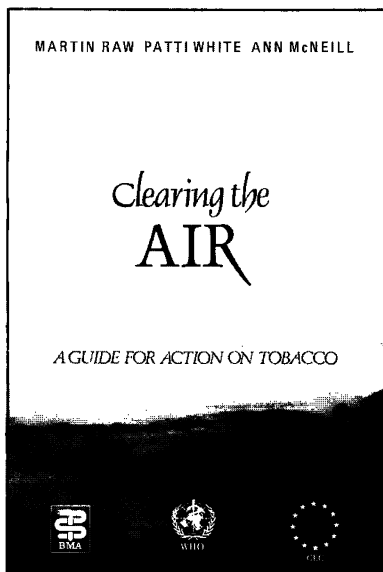
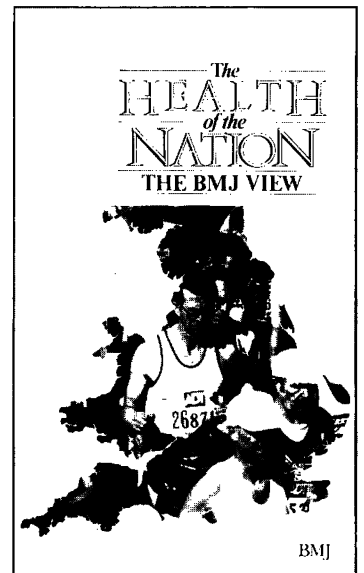
## THE HEALTH OF THE NATION: THE BMJ VIEW

EDITED BY RICHARD SMITH, EDITOR OF THE BMJ

"... a strategy imposed by the government which takes no heed of the views of those who will have to implement it... is valueless".

So writes William Waldegrave, Secretary of State for Health, in his introduction to *The Health of the Nation*, the government's consultative document that sets out a strategy for improving the health of the English. Taking Mr Waldegrave at his word on wanting to listen to everybody, the *BMJ* commissioned a series of articles that explain the views of some of those most concerned. Contributors discuss each of the 16 key areas defined in the strategy and suggest other subjects that might qualify as key areas. One article, from the Radical Statistics Health Group, is strongly critical of the strategy; others are critical of various aspects of it, but almost all of the contributors support the idea of setting targets for improving health. Originally published in the *BMJ*, this collection of articles is an important contribution to the debate on how to achieve health for the nation. Furthermore, the articles will be useful beyond the borders of England because most developed countries are now setting strategies to improve health.

UK £9.95; Abroad £12.00 (BMA members £8.95 or £11.00)



## CLEARING THE AIR—A GUIDE FOR ACTION ON TOBACCO

MARTIN RAW, PATTI WHITE, ANN McNEILL

This practical guide provides an innovative approach to the analysis of tobacco control initiatives, resulting from cooperation between the British Medical Association, World Health Organization, Commission of the European Communities.

It draws on the experience of tobacco control advocates around the world through a set of case studies, each describing a particular action or programme, and highlights the reasons for success. Included are classic campaigns for legislation in Australia and Canada, different approaches to the control of tobacco advertising, and action at community level. Uniquely, each case study finishes by listing key actors involved in the story, who can provide readers with further information. Finally, a substantial resources section listing key organisations and resources worldwide will help readers to take the next steps to action.

**Clearing the Air** is essential reading for anyone interested in the tobacco industry and how to campaign successfully for change.

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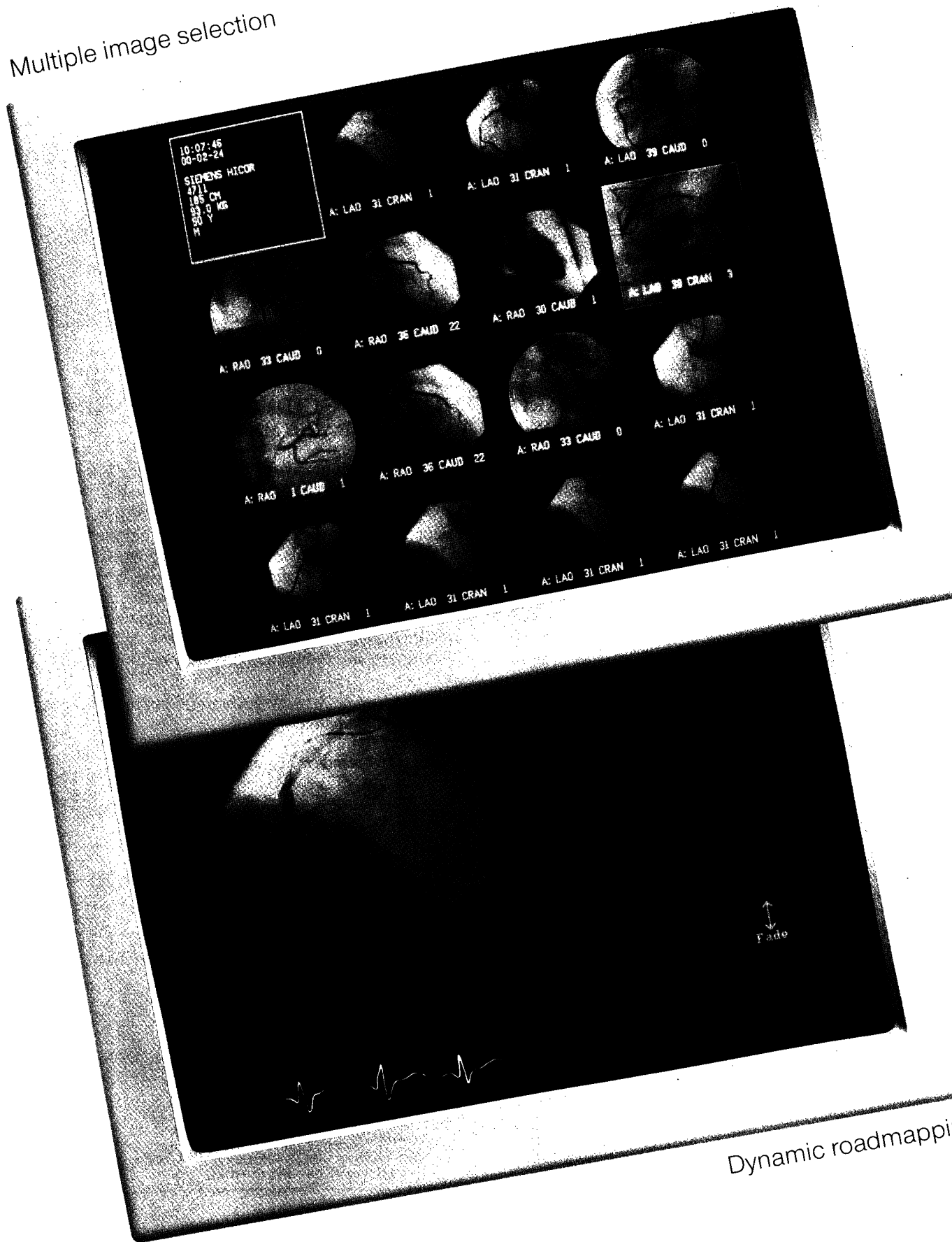
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Journal of the Institute of Medical Ethics

EDITOR: RAANAN GILLON

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