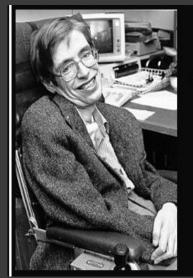
Dr Aseem Malhotra Consultant Cardiologist

President – The Public Health Collaboration -2021-2023 The Kings Fund – Trustee 2015-2021 Visiting Professor of Evidence Based Medicine – Bahiana School of Medicine and Public Health 2018-2021 Academy of Medical Royal Colleges Choosing Wisely Steering Group- 2015-2018 Academy of Medical Royal Colleges Consultant Clinical Associate – 2014-2015 Academy of Medical Royal Colleges – Obesity Steering Group 2011-2014 Academy of Medical Royal Colleges – Obesity Steering Group 2011-2014 Action on Sugar – Founding Member (Science Director 2013-2016)

CARDIAC COMPLICATIONS OF THE COVID MRNA VACCINES (AND SOLUTIONS)



The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge.

(Stephen Hawking)

THE LOCKDOWN FILES Hancock's plan to 'frighten the pants off' the public

Leaked WhatsApp messages show how ex-health secretary wanted to 'deploy' new virus variant to

ensure compliance MATT HANCOCE wanted to "deploy a new Covid variant to "frighten th

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naybe that's no bad thing," said Mi lancock in a WhatsApp message. Sir Patrick appeared to agree esponding. "Suck up their miserable intermetation and course deliver."

want people to behave themselves

Government didn't consider how scare tactics would affect most vulnerable

Commentary with the second sec

21

INSIDE Tories accuse Case of Left-wing bias over Covid rules



Obituaries TV listings Weather

L dy was found by dog walke MATT







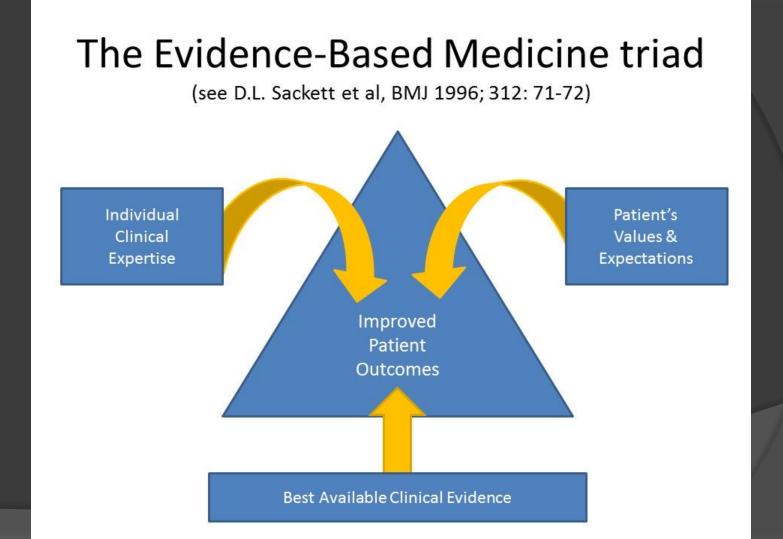
MARGARET HEFFERNAN

Wilful Blindness

'A polemic against the dangers of docility and "groupthink" in every walk of life' *Financial Times*



'Entertaining and compellingly argued' *Sunday Times*



Efficient Health Care Requires Informed Doctors and Patients

Seven Sins that contribute to Lack of knowledge

- Biased funding of research (research funded because it is likely to be profitable, not because it is likely to be beneficial for patients)
- Biased reporting in medical journals
- Biased patient pamphlets
- Biased reporting in the media
- Commercial Conflicts of interest
- Defensive medicine
- Medical curricula that fail to teach doctors how to comprehend and communicate health statistics.

Ref: G. Gigerenzer, J.A Muir Gray. Better Doctors, Better Patients, Better Decisions, Envisioning Healthcare 2020,

DOI: 10.1111/eci.12834

PERSPECTIVE

How to survive the medical misinformation mess

John P. A. Ioannidis^{*, †, ‡}, Michael E. Stuart^{§,¶}, Shannon Brownlee^{**,††} and Sheri A. Strite[¶]

^{*}Departments of Medicine, Health Research and Policy, and Biomedical Data Science, Stanford University School of Medicine, Stanford, CA, USA, [†]Meta-Research Innovation Center at Stanford (METRICS), Stanford University, Stanford, CA, USA, [‡]Department of Statistics, Stanford University School of Humanities and Sciences, Stanford, CA, USA, [§]Department of Family Medicine, University of Washington School of Medicine, Seattle, WA, USA, [§]Delfini Group LLC, Seattle, WA, USA, ^{**}Lown Institute, Brookline, MA, USA, ^{††}Department of Health Policy, Harvard T.H. Chan School of Public Health, Cambridge, MA, USA

- 1. Much published research is not reliable, offers no benefit to patients, or is not useful to decision makers
- 2. Most healthcare professionals ARE NOT AWARE of this problem
- 3.They also lack the necessary skills to evaluate the reliability and usefulness of medical science
- 4. Patients and families frequently lack relevant, accurate medical evidence and skilled guidance at the time of medical decision making

Peter Wilmshurst – Centre of Evidence Based Medicine, Oxford 2014

- Pharmaceutical companies and medical device companies have a fiduciary obligation as businesses to make a profit and declare a shareholder dividend by selling their product.
- They are not required to sell consumers (patients and doctors) the best treatment, though many of us would like that to be the case.
- REAL SCANDALS: 1. Regulators fail to prevent misconduct by industry and 2. Doctors, institutions and journals that have responsibilities to patients and scientific integrity collude with industry for financial gain





"Honest doctors can no longer practice honest medicine. We have a complete healthcare system failure and an epidemic of misinformed doctors and misinformed and harmed patients."

~Dr Aseem Malhotra

April 12, 2018 European Parliament, Brussels tinyurl.com/FullVideoKillingForProfit

PERSONAL VIEW

Big pharma often commits corporate crime, and this must be stopped

Tougher sanctions are needed, says Peter C Gøtzsche

hen a drug company commits a serious crime, the standard response from the industry is that there are bad apples in any enterprise. Sure, but the interesting question is whether drug companies routinely break the law. drugs, also in 2009, the company entered into a corporate integrity agreement with the US Department of Health and Human Services to detect and avoid such problems in future. Pfizer had previously entered into three such agreements in the past decade.²

Of the top 10 drug companies, in July 2012 only

page for each company. The most common recent crimes were illegal marketing by recommending drugs for non-approved (off-label) uses, misrepresentation of research results, hiding data on harms, and Medicaid and Medicare fraud.¹ All cases were It is time to introduce tougher sanctions, as the

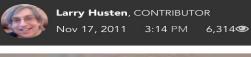
number of crimes, not the detection rate, seems to be increasing.⁸ Fines need to be so large that companies risk going bankrupt. Top executives should be held personally accountable so that they would need to think of the risk of imprisonment when they consider performing or acquiescing in crimes.

The Illusion of "innovation"

- Of 667 new drugs approved by the FDA between 2000 and 2008 only 11% truly innovative. 75% essentially copies of old ones. Drug companies spend twice as much on marketing than they do on research and development. Twenty times more on marketing than researching new molecular entities
- It is no longer possible to trust much of the clinical research that is published or to rely on the judgement of trusted physicians or authoritative medical guidelines. I take no pleasure in this conclusion, which I reached slowly and reluctantly over my two decades as an editor of The New England Journal of Medicine" Dr Marcia Angell
- "possibly half of the published literature may simply be untrue" Richard Horton, editor of the Lancet - 2015
- Several recent scandals including universities covering up research misconduct " Something is rotten in the state of British Medicine and has been for a long time" Richard Smith (2016)

= Forbes / Pharma & Healthcare

Prominent Dutch Cardiovascular Researcher Fired for Scientific Misconduct





It has been estimated that use of beta-blockers in the clinical setting recommended in the ESC guidelines increased patient mortality by 27%.[15] Some estimates suggest that there may have been 800,000 excess patient deaths in Europe of which 10% (i.e. approximately 10,000 excess patient deaths per year for eight years) are believed to have been in the UK. In the Polderman's case, the ESC was slow to amend the guidelines, the journals that published the trials have been tardy at retracting the publications, and Erasmus University were slow to act until the scandal was widely publicised





READITNOW

Author: Aseem Malhotra

JOURNAL OF

AOSIS

Tackling vaccine hesitancy amongst high risk BAME Feb 2021 – GMB



Good Morning Brit... ••• 05/02/2021 •••• 'Vaccines have saved millions of lives over the years.'

Director @GurinderC, who was initially hesitant to receive the jab, explains how 'science gave her reassurance' after doing research and talking to Dr Aseem Malhotra.

She says she 'feels safer' now she's had the vaccine.





Good Morning Britain @GMB

'We need to understand where this vaccine hesitancy is coming from.'

@DrAseemMalhotra explains that 'rational concerns' need to be understood 'in order to move forward in a better way.'

He says 'trust needs to be restored' and that 'vaccines by far are the safest.'



Circulation

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FREE ACCESS ABSTRACT

ARTERIOSCLEROSIS, THROMBOSIS, VASCULAR BIOLOGY SESSION TITLE: DAMPS, INFECTION AND CARDIOVASCULAR METABOLISM

Abstract 10712: Observational Findings of PULS Cardiac Test Findings for Inflammatory Markers in Patients Receiving mRNA Vaccines

Steven R Gundry

Originally published 8 Nov 2021 https://doi.org/10.1161/circ.144.suppl_1.10712 Circulation. 2021;144:A10712

This article has an expression of concern $~\checkmark~$ is corrected by $~\backsim~$

This report summarizes those results. A total of 566 pts, aged 28 to 97, M:F ratio 1:1 seen in a preventive cardiology practice had a previously scheduled PULS test drawn from 2 to 10 weeks following the 2nd mRNA COVID shot and was compared to the pt's PULS test drawn 3 to 5 months previously pre-shot. Each vac pt's PULS score and inflammatory marker changes were compared to their pre-vac PULS score, thus serving as their own control. There was no comparison made with unvaccinated patients or pts treated with other vaccines.

Baseline IL-16 increased from 35+/-20 above the norm to 82 +/- 75 above the norm post-vac; sFas increased from 22+/- 15 above the norm to 46+/-24 above the norm post vac; HGF increased from 42+/-12 above the norm to 86+/-31 above the norm post vac. These changes resulted in an increase of the pre vac PULS score of predicted 11% 5 yr ACS risk to a post vac PULS score of a predicted 25% 5 yr ACS risk, based on data which has not been validated in this population. No statistical comparison was done in this observational study.

In conclusion, the mRNA vacs numerically increase (but not statistically tested) the markers IL-16, Fas, and HGF, all markers previously described by others for denoting inflammation on the endothelium and T cell infiltration of cardiac muscle, in a consecutive series of a single clinic patient population receiving mRNA vaccines without a control group.

Editoria

Saturated fat does not clog the arteries: coronary heart disease is a chronic inflammatory condition, the risk of which can be effectively reduced from healthy lifestyle interventions

Aseem Malhotra,¹ Rita F Redberg,^{2,3} Pascal Meier^{4,5}

Coronary artery disease pathogenesis and treatment urgently requires a paradigm shift. Despite popular belief among doctors and the public, the conceptual model of dietary saturated fat clogging a pipe is just plain wrong. A landmark systematic review and meta-analysis of observational studies showed no association between saturated fat consumption and (1) all-cause mortality, (2) coronary heart disease (CHD), (3) CHD mortality, (4) ischaemic stroke or (5) type 2 diabetes in healthy adults.1 Similarly in the secondary prevention of CHD there is no benefit from reduced fat, including saturated fat, on myocardial infarction, cardiovascular or all-cause mortality.² It is instructive to note that in an angiographic study of postmenopausal women with CHD, greater intake of saturated fat was associated with less progression of atherosclerosis whereas carbohydrate and polyunsaturated fat intake were associated with greater progression.3

PREVENTING THE DEVELOPMENT OF ATHEROSCLEROSIS IS IMPORTANT BUT IT IS ATHEROTHROMBOSIS THAT IS THE REAL KILLER

The inflammatory processes that contribute to cholesterol deposition within the artery wall and subsequent plaque formation (atherosclerosis), more closely resembles a 'pimple' (figure 1). Most cardiac events occur at sites with <70% coronary artery obstruction and these do not generate ischaemia on stress

¹Lister Hospital, Academy of Medical Royal Colleges, Stevenage, UK. ²Philip R.Lee Institute for Health Policy Studies, San Francisco, California, USA ³Department of Medicine, USA⁵ School of Medicine, San Francisco, California, USA ⁴Department of Cardiology, University Hospital Geneva, Geneva, Switzerland ³Department of Cardiology, University College London, London, UK.

Correspondence to Dr Aseem Malhotra, Lister Hospital, Academy of Medical Royal Colleges, Stevenage, UK; aseem_malhotra@hotmail.com testing.⁴ When plaques rupture (analogous to a pimple bursting), coronary thrombosis and myocardial infarction can occur within minutes. The limitation of the current plumbing approach ('unclogging a pipe') to the management of coronary disease is revealed by a series of randomised controlled trials (RCTs) which prove that stenting significantly obstructive stable lesions fail to prevent myocardial infarction or to reduce mortality.⁶

DIETARY RCTS WITH OUTCOME BENEFIT IN PRIMARY AND SECONDARY PREVENTION

In comparison with advice to follow a 'low fat' diet (37% fat), an energy-unrestricted Mediterranean diet (41% fat) supplemented with at least four tablespoons of extra virgin olive oil or a handful of nuts (PREDIMED) achieved a significant 30% (number needed to treat (NNT)=61) reduction in cardiovascular events in over 7500 high-risk patients. Furthermore, the Lyon Heart study showed that adopting a Mediterranean diet in secondary prevention improved hard outcomes for both recurrent myocardial infarction (NNT=18) and all-cause mortality (NNT=30), despite there being no significant difference in plasma low-density lipoprotein (LDL) cholesterol between the two groups. It is the alpha linoleic acid, polyphenols and omega-3 fatty acids present in nuts, extra virgin olive oil, vegetables and oily fish that rapidly attenuate inflammation and coronary thrombosis.6 Both control diets in these studies were relatively healthy, which make it highly likely that even larger benefits would be observed if the Mediterranean diets discussed above were compared with a typical western diet.

LDL CHOLESTEROL RISK HAS BEEN EXAGGERATED

Decades of emphasis on the primacy of lowering plasma cholesterol, as if this was an end in itself and driving a market of 'proven to lower cholesterol' and 'lowfat' foods and medications, has been misguided. Selective reporting may partly explain this misconception. Reanalysis of the the selective reporting may partly explain the Minnesota coronary experiment reveal replacing saturated fat with inoleic acid containing vegetable oils increased mortality risk despite significant reductions in LDL and total cholesterol (TC).⁷

BA

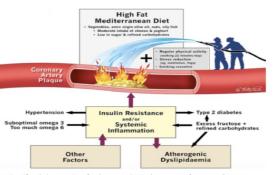


Figure 1 Lifestyle interventions for the prevention and treatment of coronary disease.

Malhotra A, et al. Br J Sports Med August 2017 Vol 51 No 15

first t published as 10.1136/bjsports -2016-097285 on 125 April 2017 8 fro ġ .00m/ on April 20, 2023 by guest. Protected by copyright

B

r J Sports

Med

IN MY OPINION DEATH WAS DUE TO:

1a Coronary artery atheron	ma
----------------------------	----

1b

1c

2

NO MATERIAL HAS BEEN RETAINED

COMMENTS

The examination showed severe coronary artery atheroma as the main finding, this would have have caused death through ischaemic cardiac arrhythmia.

The left coronary showed 80-90% stenosis, right coronary 75% stenosis. No visible myocardial infarction, but there was subtle scarring in the anterior left ventricle wall. The lungs showed severe pulmonary oedema, and mild emphysema of upper lobes but no infective changes. There was also mild duodenitis.

The head was not opened, given the coronary artery findings and the circumstances (chest pain) which are consistent with cardiac ischaemic cause of death.

To the best of my knowledge no cardiac or radioactive implant remains in the body (None removed)

HEART ATTACK WARNING

Covid: Report reveals increase in risk of \sim heart attack following the mRNA COVID...

GBNEWS.UK

1.1M views · 10 mo ago

Table 4: NNV for prevention of severe hospitalisation for different programmes

	Programme			
Age	Primary	Booster (2+1)	Autumn 2022 boost	Spring 2023 boos
5 to 11	112200			
12 to 15	162600			
16 to 19	106500	193500	185100	
20 to 29	166200	418100	275200	
30 to 39	87600	188500	217300	
40 to 49	53700	40600	175900	
50 to 59	18700	16200	48300	
60 to 69	5700	9200	27300	
70+	2500	10400	7500	
In a risk group	Primary	Booster (2+1)	Autumn 2022 boost	Spring 2023 boos
20 to 29	11400	43500	59500	5950
30 to 39	10700	28600	40500	4050
40 to 49	9400	10600	49800	4980
50 to 59	5600	6100	18600	1860
No risk group	Primary	Booster (2+1)	Autumn 2022 boost	Spring 2023 boos
20 to 29	no cases	no cases	706500	
30 to 39	318400	no cases	no cases	
40 to 49	186800	190400	932500	
50 to 59	51600	107000	256400	

More likely to suffer SAE from mRNA jab than be hospitalised from covid.

Serious adverse events of special interest following mRNA vaccination in randomized trials

Joseph Fraiman, MD¹ Juan Erviti, PharmD, PhD² Mark Jones, PhD³ Sander Greenland, MA, MS, DrPH, C Stat⁴ Patrick Whelan, MD PhD⁵ Robert M. Kaplan, PhD⁶ Peter Doshi, PhD⁷

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⁵ University of California, Los Angeles
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⁷ University of Maryland School of Pharmacy, Baltimore, MD

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ABSTRACT

Introduction. In 2020, prior to COVID-19 vaccine rollout, the Coalition for Epidemic Preparedness Innovations and Brighton Collaboration created a priority list, endorsed by the World Health Organization, of potential adverse events relevant to COVID-19 vaccines. We leveraged the Brighton Collaboration list to evaluate serious adverse events of special interest observed in phase III randomized trials of mRNA COVID-19 vaccines.

Methods. Secondary analysis of serious adverse events reported in the placebo-controlled, phase III randomized clinical trials of Pfizer and Moderna mRNA COVID-19 vaccines (NCT04368728 and NCT04470427), focusing analysis on potential adverse events of special interest identified by the Brighton Collaboration.

Results. Pfizer and Moderna mRNA COVID-19 vaccines were associated with an increased risk of serious adverse events of special interest, with an absolute risk increase of 10.1 and 15.1 per 10,000 vaccinated over placebo baselines of 17.6 and 42.2 (95% CI -0.4 to 20.6 and -3.6 to 33.8), respectively. Combined, the mRNA vaccines were associated with an absolute risk increase of serious adverse events of special interest of 12.5 per 10,000 (95% CI 2.1 to 22.9). The excess risk of serious adverse events of special interest surpassed the risk reduction for COVID-19 hospitalization relative to the placebo group in both Pfizer and Moderna trials (2.3 and 6.4 per 10,000 participants, respectively).

Discussion. The excess risk of serious adverse events found in our study points to the need for formal harm-benefit analyses, particularly those that are stratified according to risk of serious COVID-19 outcomes such as hospitalization or death.

Funding. This study had no funding support.

Supplemental Table 1. Included and excluded SAE types across both trials

Included SAE types (matching AESI list): Abdominal pain, Abdominal pain upper, Abscess, Abscess intestinal, Acute coronary syndrome, Acute kidney injury, Acute left ventricular failure, Acute myocardial infarction, Acute respiratory failure, Anaemia, Anaphylactic reaction, Anaphylactic shock, Angina pectoris, Angina unstable, Angioedema, Aortic aneurysm, Aortic valve incompetence, Arrhythmia supraventricular, Arteriospasm coronary, Arthritis, Atrial fibrillation, Atrial flutter, Axillary vein thrombosis, Basal ganglia haemorrhage, Bile duct stone, Blood loss anaemia, Bradycardia, Brain abscess, Cardiac failure, Cardiac failure acute, Cardiac failure congestive, Cardiac stress test abnormal, Cardio-respiratory arrest, Cerebral infarction, Cerebrovascular accident, Chest pain, Cholecystitis, Cholecystitis acute, Cholelithiasis, Colitis, Coronary artery disease, Coronary artery dissection, Coronary artery occlusion, Coronary artery thrombosis, Deep vein thrombosis, Dermatitis bullous, Diabetic ketoacidosis, Diarrhoea, Diplegia, Dyspnoea, Embolic stroke, Empyema, Facial paralysis, Fluid retention, Gastroenteritis, Gastrointestinal haemorrhage, Haematoma, Haemorrhagic stroke, Hemiplegic migraine, Hepatic enzyme increased, Hyperglycaemia, Hyponatraemia, Hypoxia, Ischaemic stroke, Laryngeal oedema, Multiple sclerosis, Myocardial infarction, Noncardiac chest pain, Oedema peripheral, Pancreatitis, Pancreatitis acute, Pericarditis, Peripheral artery aneurysm, Peritoneal abscess, Pleuritic pain, Pneumothorax, Post procedural haematoma, Post procedural haemorrhage, Postoperative abscess, Procedural haemorrhage, Psychotic disorder, Pulmonary embolism, Rash, Rash vesicular, Respiratory failure, Retinal artery occlusion, Rhabdomyolysis, Rheumatoid arthritis, Schizoaffective disorder, Seizure, Subarachnoid haemorrhage, Subcapsular renal haematoma, Subdural haematoma, Tachyarrhythmia, Tachycardia, Thrombocytopenia, Thyroid disorder, Toxic encephalopathy, Transaminases increased, Transient ischaemic attack, Traumatic intracranial haemorrhage, Type 2 diabetes mellitus, Uraemic encephalopathy, Uterine haemorrhage, Vascular stent occlusion, Ventricular arrhythmia

Excluded SAE types (not matching AESI list): Abdominal adhesions Abortion

SAE may be as high as 1 in 300 and Death as high as 1 in 1000

Research | Open Access | Published: 24 January 2023

The role of social circle COVID-19 illness and vaccination experiences in COVID-19 vaccination decisions: an online survey of the United States population

Mark Skidmore

BMC Infectious Diseases23, Article number: 51(2023)Cite this article59kAccesses4554AltmetricMetrics

COVID-19 vaccine. Estimates from the survey indicate that through the first year of the COVID-19 vaccination program there may be as many as 278,000 vaccine induced fatalities and up to a million severe adverse events. The analyses offer new evidence that the health experiences with the COVID-19 illness and vaccination within social circles play an important role in the decision to be vaccinated. Further, the reported COVID-19 vaccine adverse events within respondent social circles in the survey are substantial, suggesting that this effect is an important factor in vaccine hesitancy, whether perceived or real. Consistent with previous





Article Cardiovascular Manifestation of the BNT162b2 mRNA COVID-19 Vaccine in Adolescents

Suyanee Mansanguan ¹, Prakaykaew Charunwatthana ², Watcharapong Piyaphanee ², Wilanee Dechkhajorn ³, Akkapon Poolcharoen ⁴ and Chayasin Mansanguan ^{2,*}

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- ⁴ Samitivej Srinakarin Hospital, Bangkok 10250, Thailand
- * Correspondence: chayasin.man@mahidol.ac.th

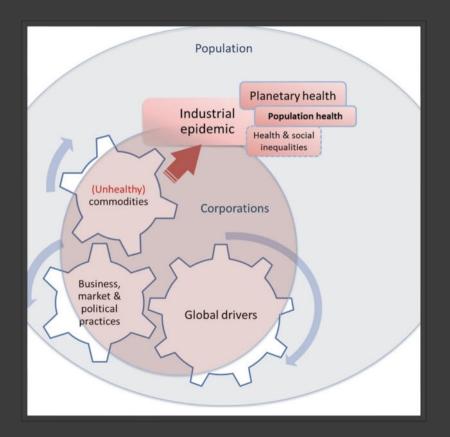
Abstract: This study focuses on cardiovascular manifestation, particularly myocarditis and pericarditis events, after BNT162b2 mRNA COVID-19 vaccine injection in Thai adolescents. This prospective cohort study enrolled students aged 13-18 years from two schools, who received the second dose of the BNT162b2 mRNA COVID-19 vaccine. Data including demographics, symptoms, vital signs, ECG, echocardiography, and cardiac enzymes were collected at baseline, Day 3, Day 7, and Day 14 (optional) using case record forms. We enrolled 314 participants; of these, 13 participants were lost to follow-up, leaving 301 participants for analysis. The most common cardiovascular signs and symptoms were tachycardia (7.64%), shortness of breath (6.64%), palpitation (4.32%), chest pain (4.32%), and hypertension (3.99%). One participant could have more than one sign and/or symptom. Seven participants (2.33%) exhibited at least one elevated cardiac biomarker or positive lab assessments. Cardiovascular manifestations were found in 29.24% of patients, ranging from tachycardia or palpitation to myopericarditis. Myopericarditis was confirmed in one patient after vaccination. Two patients had suspected pericarditis and four patients had suspected subclinical myocarditis. In conclusion, Cardiovascular manifestation in adolescents after BNT162b2 mRNA COVID-19 vaccination included tachycardia, palpitation, and myopericarditis. The clinical presentation of myopericarditis after vaccination was usually mild and temporary, with all cases fully recovering within 14 days. Hence, adolescents receiving mRNA vaccines should be monitored for cardiovascular side effects. Clinical Trial Registration: NCT05288231.



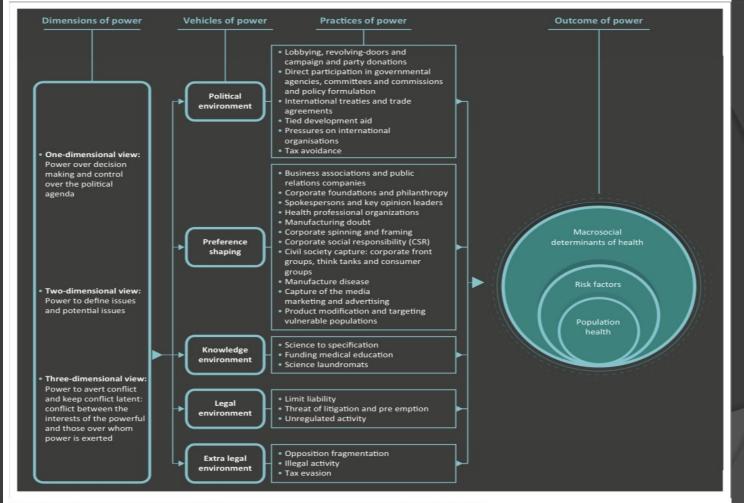
Citation: Mansanguan, S.; Charunwatthana, P.; Piyaphanee, W.; Dechkhajorn, W.; Poolcharoen, A.; Mansanguan, C. Cardiovascular Manifestation of the BNT162b2 mRNA COVID-19 Vaccine in Adolescents. *Trop. Med. Infect. Dis.* 2022, 7, 196. https://doi.org/ 10.3390/tropicalmed7080196

Can we trust the regulators? NO

 " It's the opposite of having a trustworthy organisation independently and rigorously assessing medicines. They're not rigorous, they're not independent, they are selective and they withhold data. Doctors and patients must appreciate how deeply and extensively drug regulators can't be trusted so long as they're captured by industry funding" Donald Light



THE COMMERCIAL DETERMINANTS OF HEALTH "Strategies and approaches adopted by the private sector to promote products and choices that are detrimental to health"



Source: Madureira Lima J, Galea S. Corporate practices and health: A framework and mechanisms. Global Health. 2018;14(1):21 FIGURE 1: Diagram of dimensions, vehicles, practices and outcomes of power. Joe Rogan "You can make a billion dollars from lying ?!"

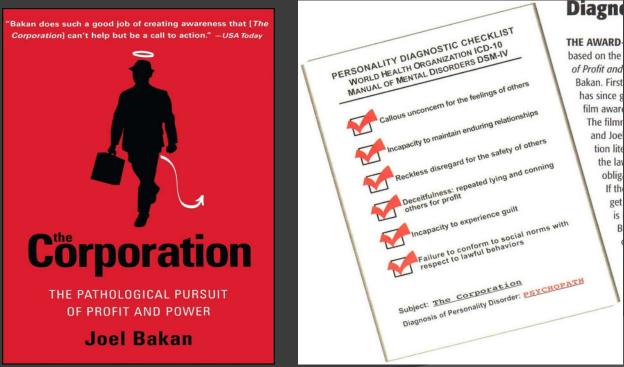
John Abramson paraphrasing chief scientist of Merck "it's a shame that the cardiovascular effect is there but the drug will do well and we will do well"

Vioxx scandal – estimated to have killed 40-60k American

citizens.



The "Psychopathic" Determinants of Health



If the

get

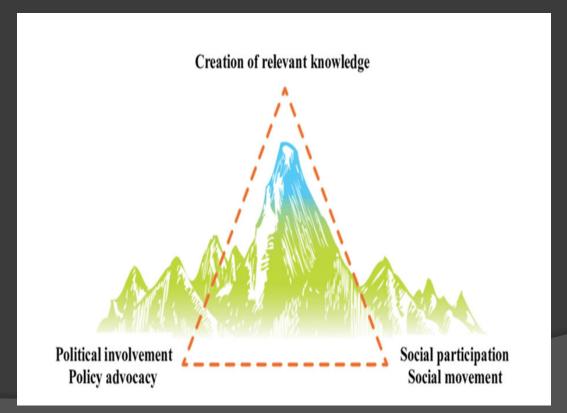
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Victims of a failing system



The Triangle That Moves The Mountain





March 2015; Vol. 25(2):e2521514 doi: http://dx.doi.org/10.17061/phrp2521514 www.phrp.com.au

Perspectiv

Reflections on a 38-year career in public health advocacy: 10 pieces of advice to early career researchers and advocates

Simon Chapman^{a,b}

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Article history

Abstract

Publication date: March 2015 Citation: Chapman S. Reliections on a 38year career in public health advocacy. 10 piaces of advice to early career researchers and advocates. Public Health Res Pract. 2015;25(2):e2521514. doi: http://dx.doi. org/10.17061/phrp2521514

Key points

- Media attention on a public health issue is often more effective than private advocacy in winning policy change
- Advocacy must be evidence based, clear and concrete
- Speak out publicly, study the media and be available to speak at all times
- Use 'killer (attention-grabbing) facts', but place them in the context of a values system; care about what you are advocating for
- · Use real people to illustrate your message
- Use social media
- · Be patient; grow a 'rhinoceros hide'

There are many important principles and lessons that public health researchers and advocates who hope to influence policy and practice need to consider. In this paper, I set dut what I consider to be 10 of the most fundamental of these. Together, these focus on the importance of preserving public confidence in the evidence base underscoring public policy. being clear and concrete about the policy reforms you support, emphasising the values on which policy is based; understanding the structure, conventions and subtextual features of news reporting; developing Killer facts' with 'earworm' potential, appreciating that the advocacy process leading to policy change almost always takes a long time; and growing a rhinoceros hide to assist in the inevitable attacks you will face.

Introduction

In the late 1970s, I worked with others to try to have the actor Paul Hogan removed from Winfield cigarette advertising. It twas, and remains, the most successful tobacco advertising campaign in Australian history. Hogan had immense appeal with teenagers. This made his role a clear breach of the voluntary code of advertising self-regulation that was then operating.²

Our private, polite efforts to get something done through the complaints system were virtually ignored until we were public through the media. Ten-thousand watt lights tend to concentrate the attention of those with responsibility to act. And so act they finally did. Hogan was removed 18 months after we started complaining.¹

I learnt a big lesson very quickly: sunlight makes a very strong antiseptic for malodorous health policy. And there is no sunlight stronger than getting an issue major media attention.

I soon discovered that there were remarkably few analytical histories of how either large or small public health advocacy campaigns and policy battles had been won or lost. So I set out to change that by writing books^{3,6} and dozens of papers on the process I had often been part of.

Below are 10 key lessons I've learnt in public health advocacy. There are many more, but these 10 are absolutely critical.

Public Health Advocacy

• "careers are often built on lifetime commitment to particular phases of evidence. But if the evidence changes, it is absolutely critical for public trust in the integrity of public health that we acknowledge the facts have changed and accordingly that we have changed our minds too"

Key points

- Media attention on a public health issue is often more effective than private advocacy in winning policy change
- Advocacy must be evidence based, clear and concrete
- Speak out publicly, study the media and be able to speak out at all times
- Use "Killer (attention grabbing) facts" but place them in the context of a values system; care about what you are advocating for
- Use real people to illustrate your message
- Use social media
- Be patient and grow a "rhinoceros hide"

Will Aseem Malhotra's Appearance Be the BBC's Most Viewed Programme of 2023?

BY NICK RENDELL 15 JANUARY 2023 11:00 AM



Grow a rhinoceros hide

 "Unless you are an advocate for an utterly uncontroversial policy as soon as your work threatens an industry or ideological cabal you will be attacked, sometimes unrelentingly and viciously"

" I've been called a veritable sewer of names on social media, often by anonymous trolls and tobacco industry funded bloggers....My university administration is regularly deluged with orchestrated complaints"

Simon Chapman



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■ POLITICS

Andrew Bridgen, the MP who was 'groomed by gangs of antivaxers'

The Tory party lost its patience with Andrew Bridgen after a Twitter post on the Holocaust, Mario Ledwith reports



Aseem Malhotra's 'misguided' views linking some Covid vaccines to excess heart disease deaths should not have aired, say experts

Nicola Davis

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Aseem Malhotra congratulated Andrew Bridgen on the Commons terrace after he spoke at length on Covid vaccines during an adjournment debate last month

Mario Ledwith

Saturday January 14 2023, 12.01am GMT, The Times



Solutions

BOX 4: Defining real evidence-based medicine and actions to deliver it.

- Is the application of individual clinical expertise with best available evidence and taking into consideration patient preferences and values in order to improve patient outcomes (relieve suffering and pain, treat illness and address risks to health)
- 2. Makes the ethical care of the patient it's top priority
- Demands individualised evidence in a format that clinicians and patients can understand
- 4. Is characterised by expert judgement rather than mechanical rule following
- 5. Shares decisions with patients through meaningful conversations
- 6. Builds on a strong clinician-patient relationship and the human aspect of care
- 7. Applies these principles at community level for evidence-based public health

Actions to deliver real evidence-based medicine

- Although the pharmaceutical industry plays an important role in developing new drugs, they should play no role in testing them
- 2. All results of all trials that involve humans must be made publicly available
- Regulators such as the FDA and MHRA must be publicly funded, and not receive any money from the pharmaceutical industry
- Independent researchers must increasingly shape the production, synthesis and dissemination of high-quality clinical and public health evidence
- Medical education should not be funded or sponsored by the pharmaceutical industry
- Patients must demand better evidence, better presented (using absolute and not relative risk), better explained and applied in a more personalised way

Source: Adapted from Greenhalgh T, Howick J, Maskrey N. Evidence based medicine Renaissance Group. Evidence based medicine: A movement in crisis? *BMJ*. 2014;348:g3725. https://doi.org/10.1136/bmj.g3725



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ANALYSIS

Choosing Wisely in the UK: the Academy of Medical Royal Colleges' initiative to reduce the harms of too much medicine

OPEN ACCESS

A Malhotra and colleagues explain how and why a US initiative to get doctors to stop using interventions with no benefit is being brought to the UK

A Malhotra *consultant clinical associate*¹, D Maughan *Royal College of Psychiatrists sustainability fellow*², J Ansell *advanced trainee in general surgery*³, R Lehman *senior research fellow*⁴, A Henderson *chief executive*¹, M Gray *director*⁵, T Stephenson *former chair*¹⁶, S Bailey *chair*¹

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CALL TO ACTION AND NEXT STEPS

To ensure the development of a Choosing Wisely culture in clinical practice, the academy suggests:

- Doctors should provide patients with resources that increase their understanding about potential harms of interventions and help them accept that doing nothing can often be the best approach
- Patients should be encouraged to ask questions such as, "Do I really need this test or procedure? What are the risks? Are there simpler safer options? What happens if I do nothing?"
- Medical schools should ensure that students develop a good understanding of risk alongside critical evaluation of the literature and transparent communication.
 Students should be taught about overuse of tests and interventions. Organisations responsible for postgraduate and continuing medical education should ensure that practising doctors receive the same education
- Commissioners should consider a different payment incentive for doctors and hospitals



"I see in the near future a crisis approaching that unnerves me and causes me to tremble for the safety of my country... corporations have been enthroned and an era of corruption in high places will follow, and the money power of the country will endeavor to prolong its reign by working upon the prejudices of the people until all wealth is aggregated in a few hands and the Republic is destroyed."

~ ABRAHAM LINCOLN

Ethics and spirituality



"...the gross national product does not allow for the health of our children, the quality of their education or the joy of their play. It does not include the beauty of our poetry or the strength of our marriages, the intelligence of our public debate or the integrity of our public officials. It measures neither our wit nor our courage, neither our wisdom nor our learning, neither our compassion nor our devotion to our country, it measures everything in short, except that which makes life worthwhile."

~ROBERT KENNEDY

The 4 Cardinal Virtues:

> 1. Wisdom 2. Courage 3. Moderation 4. Justice

> > ~ Plato



Courage is the most important of all the virtues, because without courage you can't practice any other virtue consistently. You can practice any virtue erratically, but nothing consistently without courage.

(Maya Angelou)



Rise up with me against the organisation of misery.

Pablo Neruda

🕜 quotefancy

Rights are won only by those who **make their voices heard.**

66

HARVEY MILK

