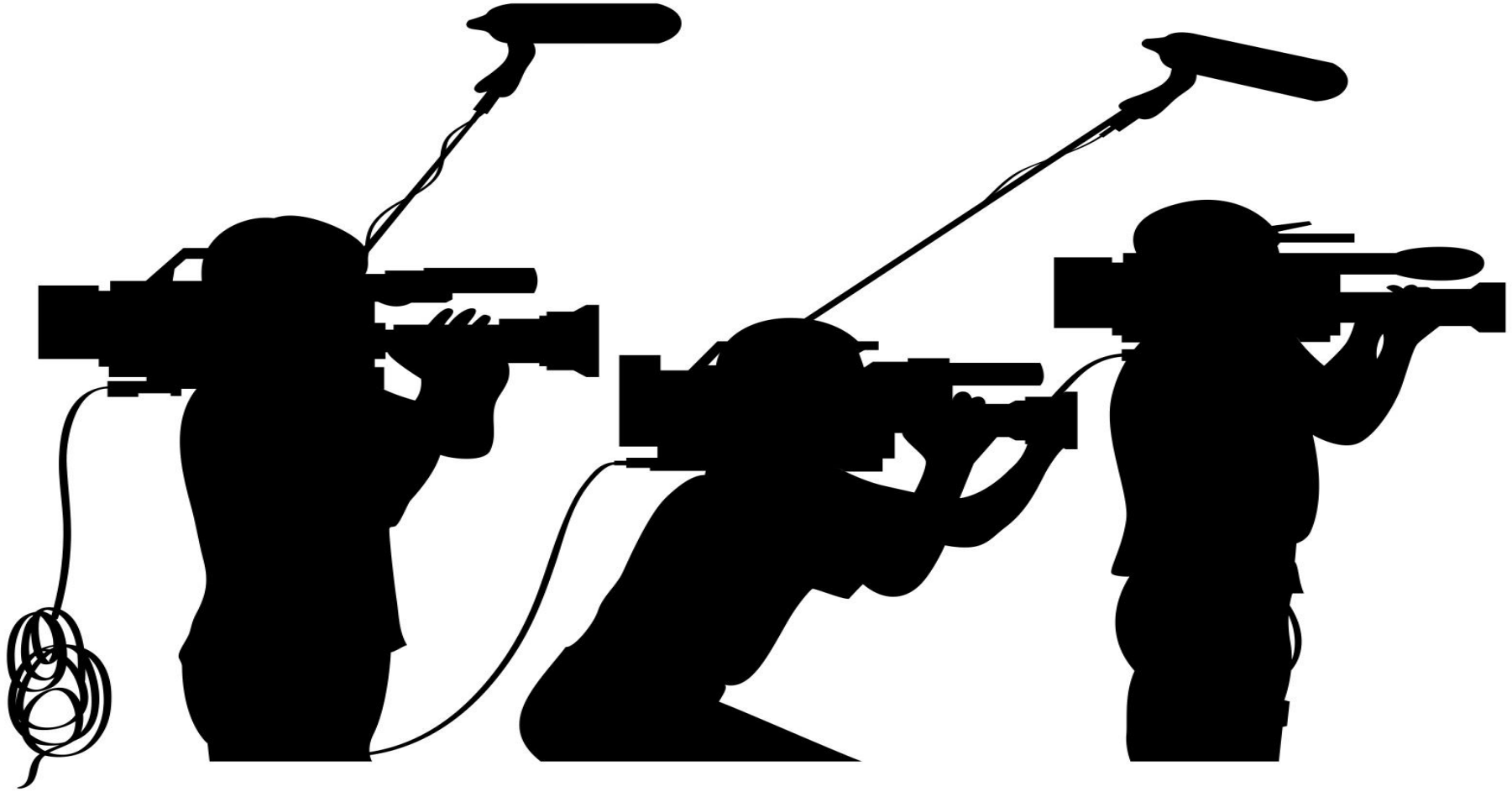
Manage the Media!



Disclosure

Jilly Carter is a director of Carter Communications Ltd, a company which provides communications training to healthcare professionals and others seeking to communicate effectively with the Media.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We're All Journalists Now

News at 6pm

Processed foods are X% more risky to health. X% of people don’t eat enough green vegetables

Small portions and natural diet are key to losing weight and staying healthy

Choosing natural foods and eating in moderation makes people healthy, and keeps them that way

Twitter

Eat real food

Not too much

Mainly plants

The Journalist's Job

"A profession whose job it is to explain to others what it personally doesn't understand"

Lord Northcliffe

Two Different Beasts

Evidence ➲ conclusion
In-depth
Uncertainty
Specific
Credentials matter
Rational
Want more data
Peer-reviewed

Conclusion ➲evidence
Quick overview
Certainty
Generalise
Perspectives matter
Emotional
Want it now
Don’t care!

They’re Human Too!

Generally superficial
Often sensationalist
Usually balanced
Never dull
Always competitive
Sometimes inaccurate

The Mail's coverage of our pancreatic cancer story is a disservice to patients

Category: Science Blog July 3, 2014 Henry Scowcroft

The Mail Online had an inaccurate headline

Popular blog posts

Proton therapy is coming to the UK, but what does it mean for patients?

Don't believe the hype – 10 persistent cancer myths debunked

Cannabis, cannabinoids and cancer – the evidence so far

Editor's picks

Pancreatic cancer

Causes of cancer

Cancer Research UK-funded research

See All Topics

Questions That Drive Journalists

So what?

Who cares?

What's in it for me?

News Values

Topical

Relevant

Unusual

Trouble

Human

Sun, Sun, Sun…..

PharmaTimes online

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Where am I? > Article

Skin cancer referrals leap 41% in just five years

WORLD NEWS | SEPTEMBER 02, 2014 Tweet 3 +1 0 Share

SELINA MCKEE

The number of hospital admissions for skin cancer in England has rocketed 41% in just five years, according to findings from a study by Public Health England, as experts blame cheap holidays and fashion tanning for the rise.

The data, which are to be presented this week at the World Congress on Cancers of the Skin in Edinburgh, Scotland, show that there were 87,685 skin cancer admissions in English hospitals in 2007 but that in 2011 this stood at 123,808.

THE TIMES

Health News

News | Opinion | Business | Money | Sport | Life | Arts | Puzzles | Papers

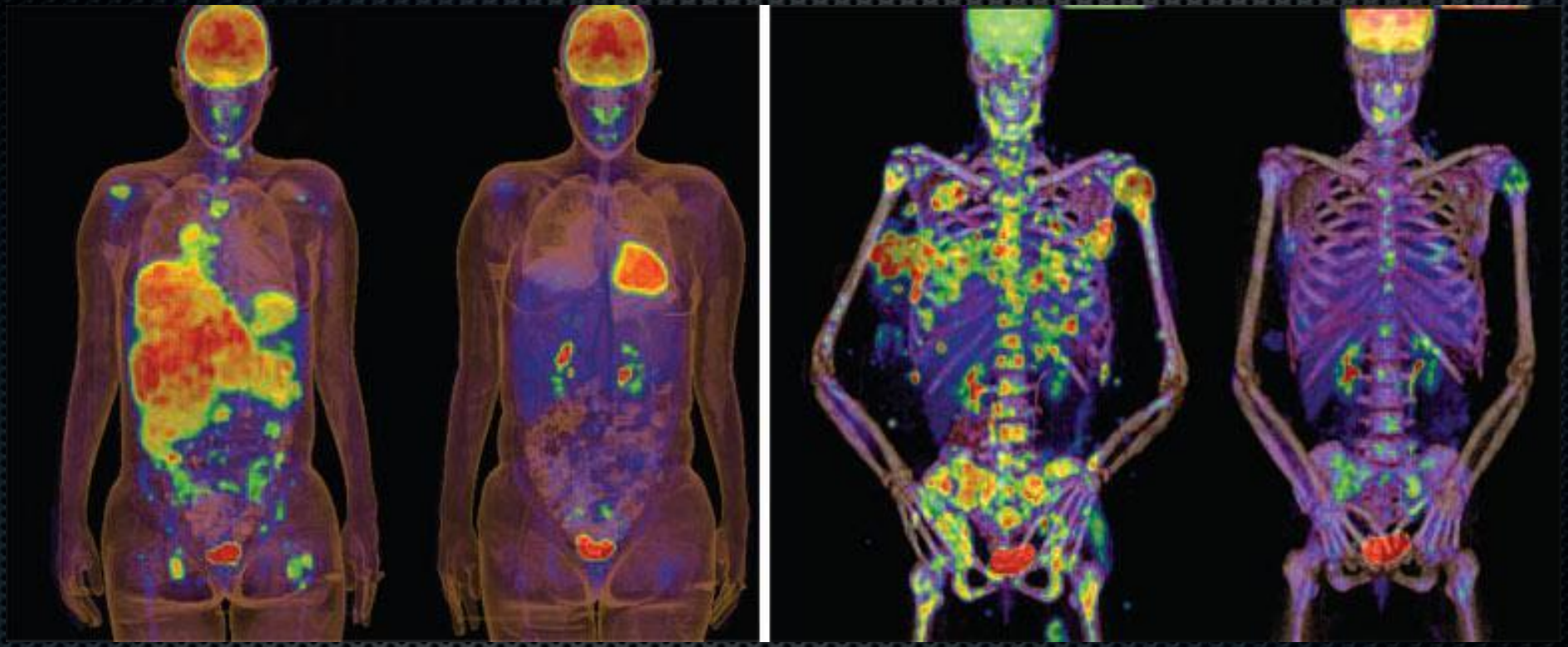
‘Macho’ attitude to sunburn is blamed for rise in skin cancer

Melanoma Breakthrough

"This is a huge paradigm shift…what it means for us as clinicians is that we can start talking to our patients about the possibility of turning melanoma into a chronic disease, which we couldn't even imagine a few years ago"

Stephen Hodi

“A Picture Is Worth A Thousand Words”



Before-and-after images of two patients treated for two weeks with vemurafenib

Unexpected Side Effects?!

BioSpectrum the business of bioscience

Welco

Home | Pharma | BioTech | MedTech | BioServices | Specials | BS Networl

Home > Pharma > GSK Parkinson's drug can make you homosexual

Europe | 3 December 2012 | News | By BioSpectrum Bureau

GSK Parkinson's drug can make you homosexual

7 | 0 | 0 | 0

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Updated on 4 December 2012

GlaxoSmithKline (GSK) asked to compensate Mr Didier Jambart with $256,384 after it was proved that GSK's Parkinson's drug Requip turned him into a gambling and homosexual sex addict

Singapore: A landmark appeal court ruling in Britain has ordered British drug giant GlaxoSmithKline (GSK) to provide compensation worth $256,384 (£160,000) to 52-year-old Mr Didier Jambart after he claimed that GSK's Parkinson's disease drug Requip turned him into a gambling and homosexual (gay) sex addict, according to UK-based news paper, Daily Mirror.

Mail Online

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Parkinson's medication turned me into gambling gay sex thief, says 51-year-old married father

By DAILY MAIL REPORTER

Last updated at 11:32 AM on 2nd February 2011

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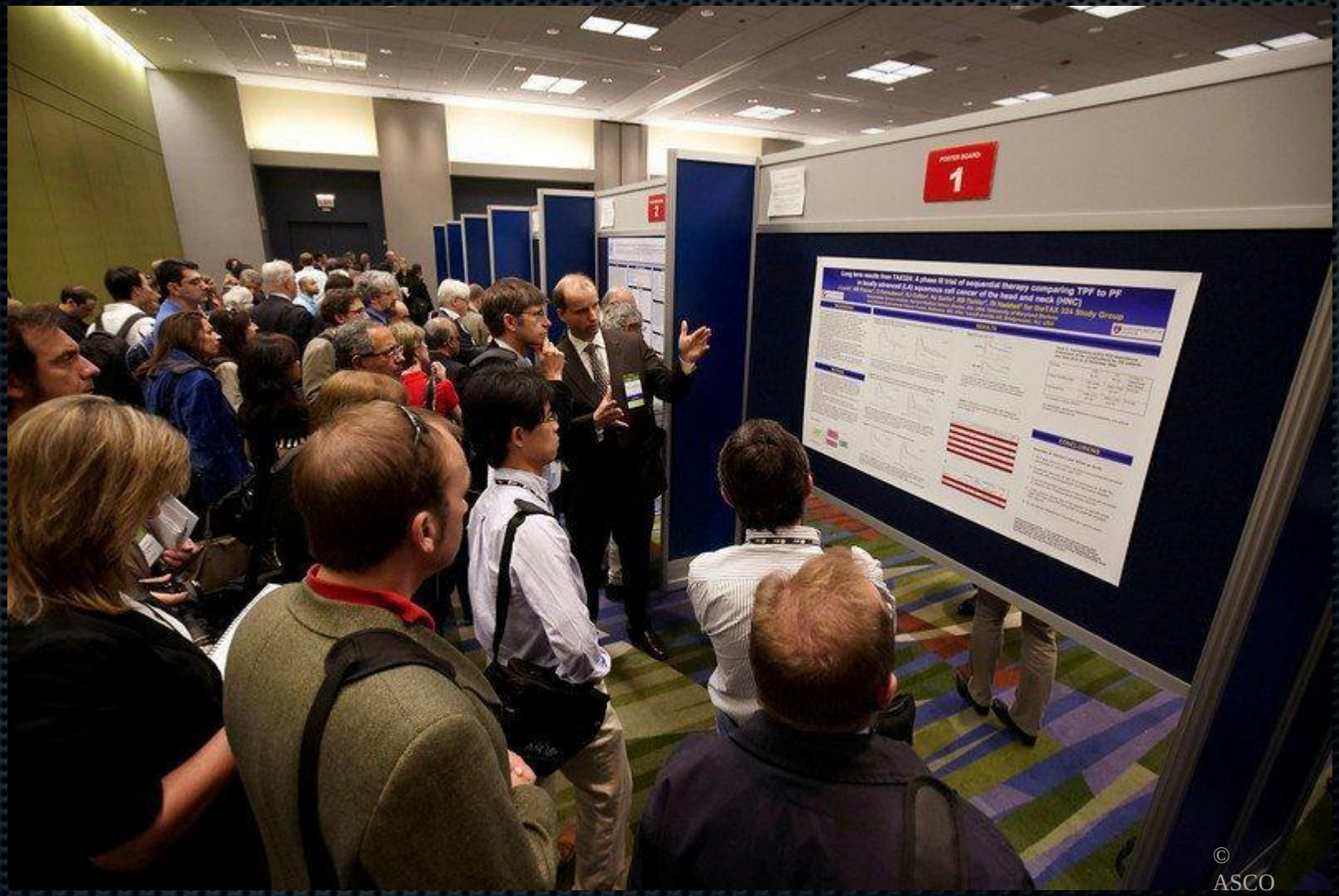
Like 455

"Bacon increases your risk of colorectal cancer by **20%**"

"One extra unit a day increases a woman's risk of breast cancer by **12%**"

"Two units a day reduce the risk of heart disease by about **17%**"

It's A Lovely Poster…But Is It News?



A Good Story?

A nanopore sensor based on the α-haemolysin protein can selectively detect microRNAs at the single molecular level in plasma samples from lung cancer patients without the need for labels or amplification of the microRNA. The sensor, which uses a programmable oligonucleotide probe to generate a target-specific signature signal, can quantify subpicomolar levels of cancer-associated microRNAs and can distinguish single-nucleotide differences between microRNA family members.

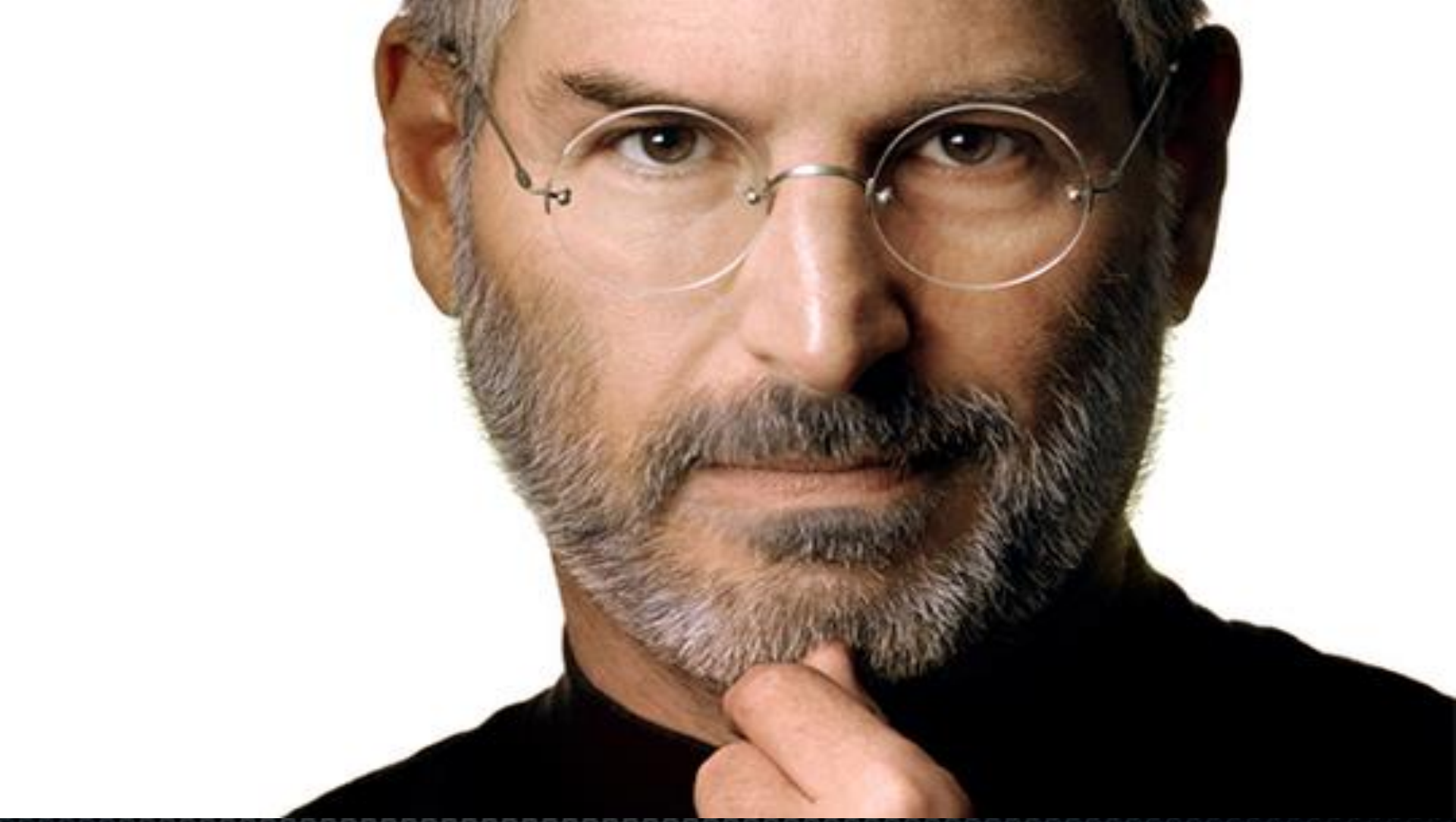
With A Little Help: YES!

University of Missouri School of Medicine Communications Office

(Science Daily)

When lung cancer strikes, it often spreads silently into more advanced stages before being detected. In a new article published in *Nature Nanotechnology*, medical scientists at the University of Missouri reveal how their discovery could provide a much earlier warning signal.

Leave Nothing to Chance



“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple.”

Elevator Pitch

RLS is an under-diagnosed and under-treated neurological condition

It can severely disturb your sleep

Effective treatments are now available, so don’t suffer in silence

equipment, and to Dr. G. E. R. Deacon and the captain and officers of R.R.S. *Discovery II* for their part in making the observations.

[1] Young, F. B., Gerrard, H., and Jevons, W., *Phil. Mag.*, **40**, 149 (1920).
[2] Longuet-Higgins, M. S., *Mon. Not. Roy. Astro. Soc., Geophys. Supp.*, **5**, 285 (1949).
[3] Von Arx, W. S., Woods Hole Papers in Phys. Oceanog. Meteor., **11** (3) (1950).
[4] Ekman, V. W., *Arkiv. Mat. Astron. Fysik. (Stockholm)*, **2** (11) (1905).

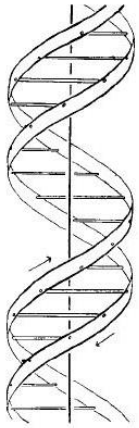
MOLECULAR STRUCTURE OF NUCLEIC ACIDS

A Structure for Deoxyribose Nucleic Acid

WE wish to suggest a structure for the salt of deoxyribose nucleic acid (D.N.A.). This structure has novel features which are of considerable biological interest.

A structure for nucleic acid has already been proposed by Pauling and Corey[1]. They kindly made their manuscript available to us in advance of publication. Their model consists of three intertwined chains, with the phosphates near the fibre axis, and the bases on the outside. In our opinion, this structure is unsatisfactory for two reasons: (1) We believe that the material which gives the X-ray diagrams is the salt, not the free acid. Without the acidic hydrogen atoms it is not clear what forces would hold the structure together, especially as the negatively charged phosphates near the axis will repel each other. (2) Some of the van der Waals distances appear to be too small.

Another three-chain structure has also been suggested by Fraser (in the press). In his model the phosphates are on the outside and the bases on the inside, linked together by hydrogen bonds. This structure as described is rather ill-defined, and for this reason we shall not comment on it.



This figure is purely diagrammatic. The two ribbons symbolize the two phosphate—sugar chains, and the horizontal rods the pairs of bases holding the chains together. The vertical line marks the fibre axis

We wish to put forward a radically different structure for the salt of deoxyribose nucleic acid. This structure has two helical chains each coiled round the same axis (see diagram). We have made the usual chemical assumptions, namely, that each chain consists of phosphate diester groups joining β-D-deoxyribofuranose residues with 3′,5′ linkages. The two chains (but not their bases) are related by a dyad perpendicular to the fibre axis. Both chains follow right-handed helices, but owing to the dyad the sequences of the atoms in the two chains run in opposite directions. Each chain loosely resembles Furberg's[2] model No. 1; that is, the bases are on the inside of the helix and the phosphates on the outside. The configuration of the sugar and the atoms near it is close to Furberg's 'standard configuration', the sugar being roughly perpendicular to the attached base. There is a residue on each chain every 3·4 A. in the *z*-direction. We have assumed an angle of 36° between adjacent residues in the same chain, so that the structure repeats after 10 residues on each chain, that is, after 34 A. The distance of a phosphorus atom from the fibre axis is 10 A. As the phosphates are on the outside, cations have easy access to them.

The structure is an open one, and its water content is rather high. At lower water contents we would expect the bases to tilt so that the structure could become more compact.

The novel feature of the structure is the manner in which the two chains are held together by the purine and pyrimidine bases. The planes of the bases are perpendicular to the fibre axis. They are joined together in pairs, a single base from one chain being hydrogen-bonded to a single base from the other chain, so that the two lie side by side with identical *z*-co-ordinates. One of the pair must be a purine and the other a pyrimidine for bonding to occur. The hydrogen bonds are made as follows: purine position 1 to pyrimidine position 1; purine position 6 to pyrimidine position 6.

If it is assumed that the bases only occur in the structure in the most plausible tautomeric forms (that is, with the keto rather than the enol configurations) it is found that only specific pairs of bases can bond together. These pairs are: adenine (purine) with thymine (pyrimidine), and guanine (purine) with cytosine (pyrimidine).

In other words, if an adenine forms one member of a pair, on either chain, then on these assumptions the other member must be thymine; similarly for guanine and cytosine. The sequence of bases on a single chain does not appear to be restricted in any way. However, if only specific pairs of bases can be formed, it follows that if the sequence of bases on one chain is given, then the sequence on the other chain is automatically determined.

It has been found experimentally[3,4] that the ratio of the amounts of adenine to thymine, and the ratio of guanine to cytosine, are always very close to unity for deoxyribose nucleic acid.

It is probably impossible to build this structure with a ribose sugar in place of the deoxyribose, as the extra oxygen atom would make too close a van der Waals contact.

The previously published X-ray data[5,6] on deoxyribose nucleic acid are insufficient for a rigorous test of our structure. So far as we can tell, it is roughly compatible with the experimental data, but it must be regarded as unproved until it has been checked against more exact results. Some of these are given in the following communications. We were not aware of the details of the results presented there when we devised our structure, which rests mainly though not entirely on published experimental data and stereochemical arguments.

It has not escaped our notice that the specific pairing we have postulated immediately suggests a possible copying mechanism for the genetic material.

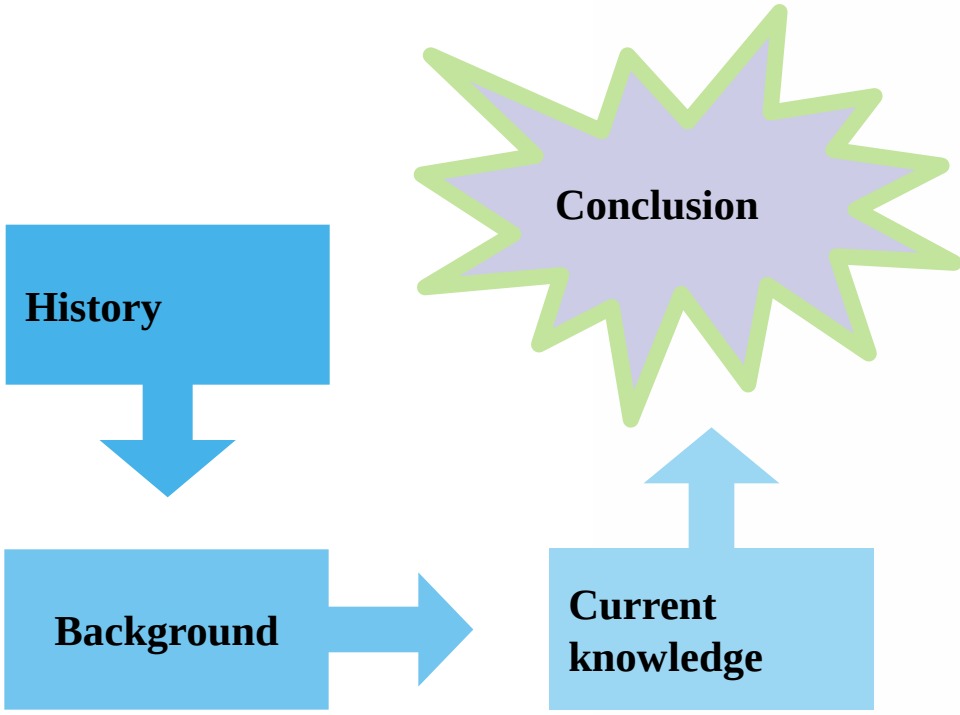
Full details of the structure, including the conditions assumed in building it, together with a set of co-ordinates for the atoms, will be published elsewhere.

We are much indebted to Dr. Jerry Donohue for constant advice and criticism, especially on interatomic distances. We have also been stimulated by a knowledge of the general nature of the unpublished experimental results and ideas of Dr. M. H. F. Wilkins, Dr. R. E. Franklin and their co-workers at King's College, London. One of us (J. D. W.) has been aided by a fellowship from the National Foundation for Infantile Paralysis.

J. D. WATSON
F. H. C. CRICK

Medical Research Council Unit for the Study of the Molecular Structure of Biological Systems, Cavendish Laboratory, Cambridge. April 2.

[1] Pauling, L., and Corey, R. B., *Nature*, **171**, 346 (1953); *Proc. U.S. Nat. Acad. Sci.*, **39**, 84 (1953).
[2] Furberg, S., *Acta Chem. Scand.*, **6**, 634 (1952).
[3] Chargaff, E., for references see Zamenhof, S., Brawerman, G., and Chargaff, E., *Biochim. et Biophys. Acta*, **9**, 402 (1952).
[4] Wyatt, G. R., *J. Gen. Physiol.*, **36**, 201 (1952).
[5] Astbury, W. T., Symp. Soc. Exp. Biol. 1, Nucleic Acid, 66 (Camb. Univ. Press, 1947).
[6] Wilkins, M. H. F., and Randall, J. T., *Biochim. et Biophys. Acta*, **10**, 192 (1953).



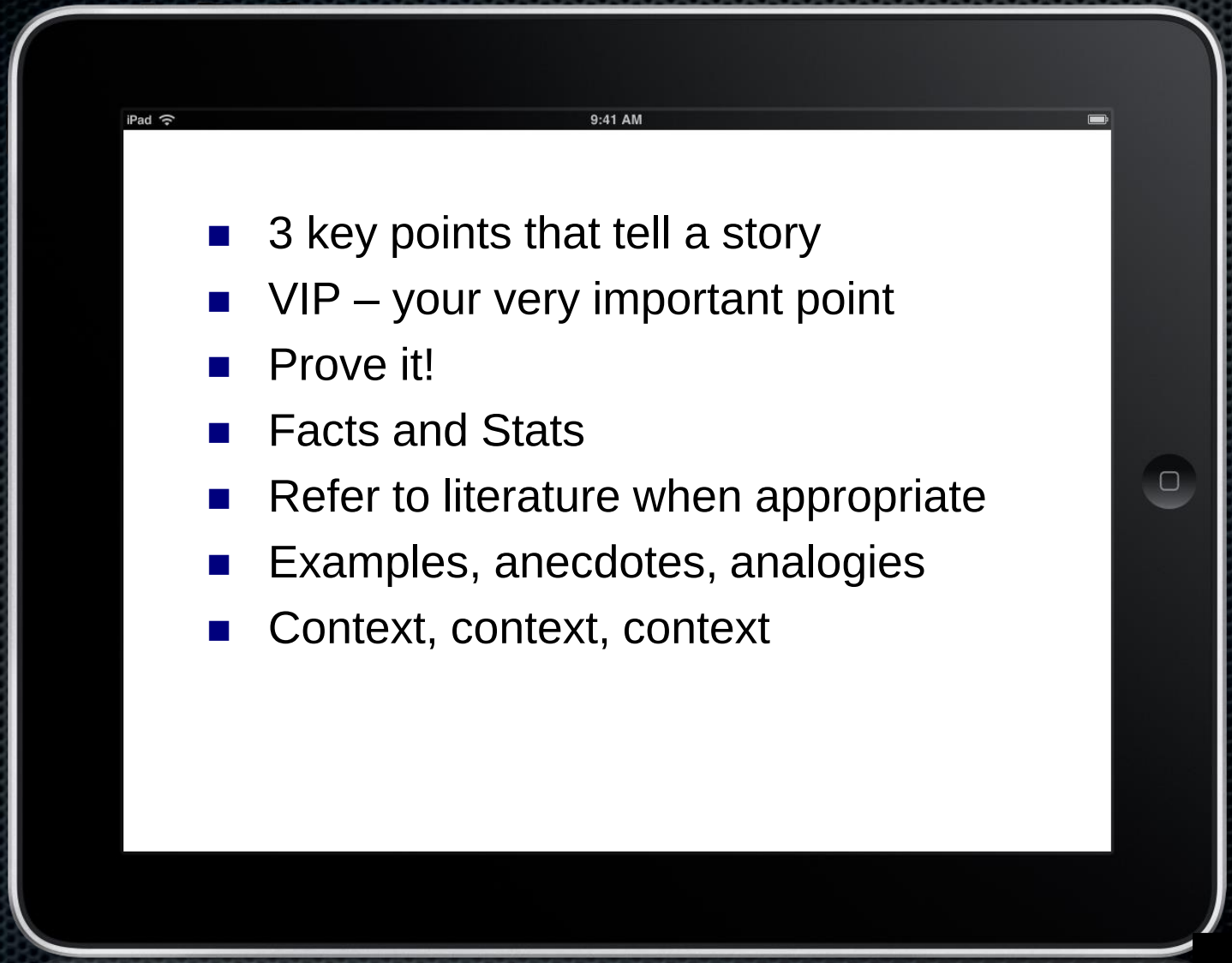
Conclusion

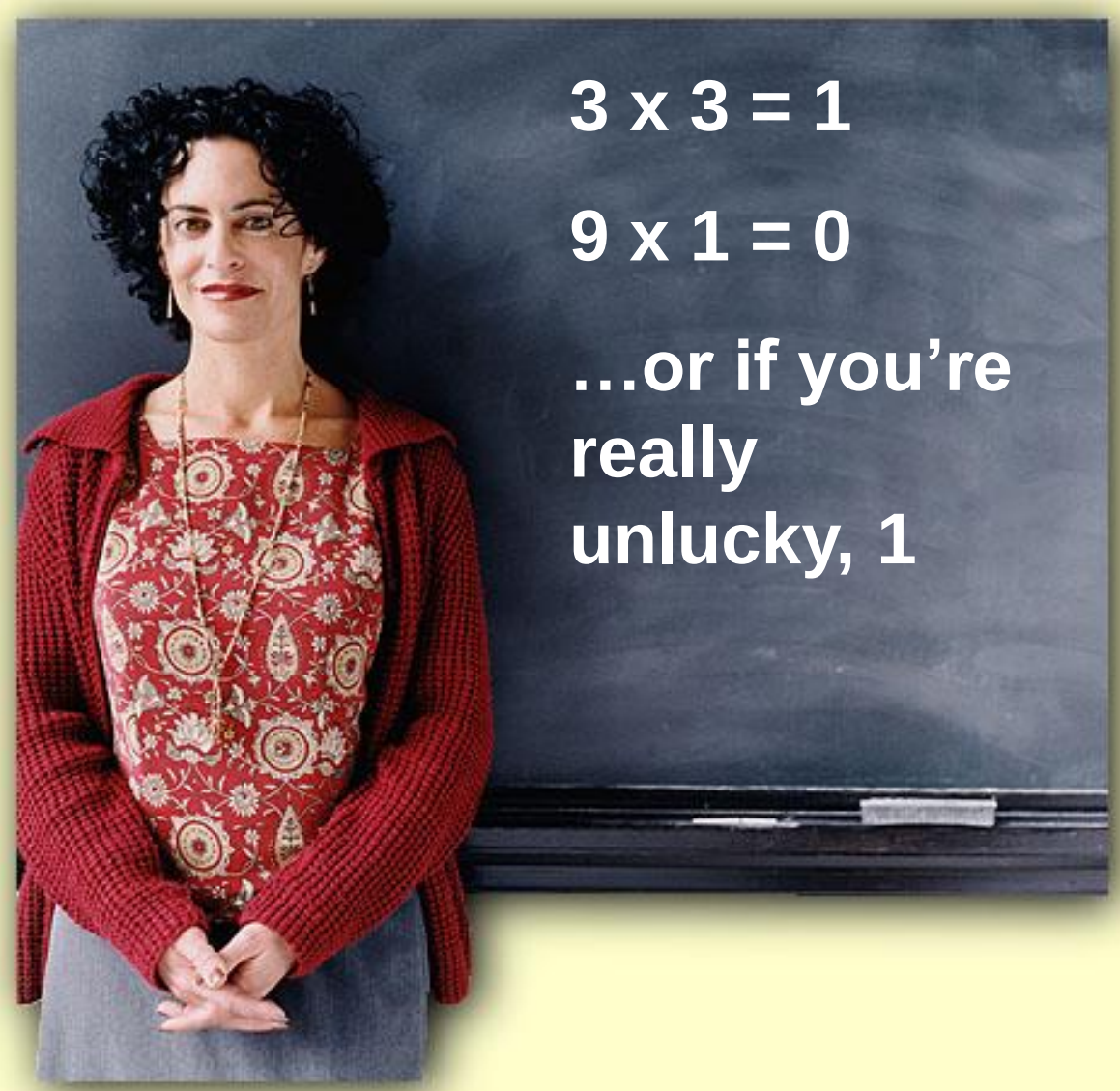
Key Message

Key Message

Key Message

Prepare Your Agenda




3 x 3 = 1
9 x 1 = 0
…or if you're really unlucky, 1

The F.A.B. factor

Features

and

Benefits

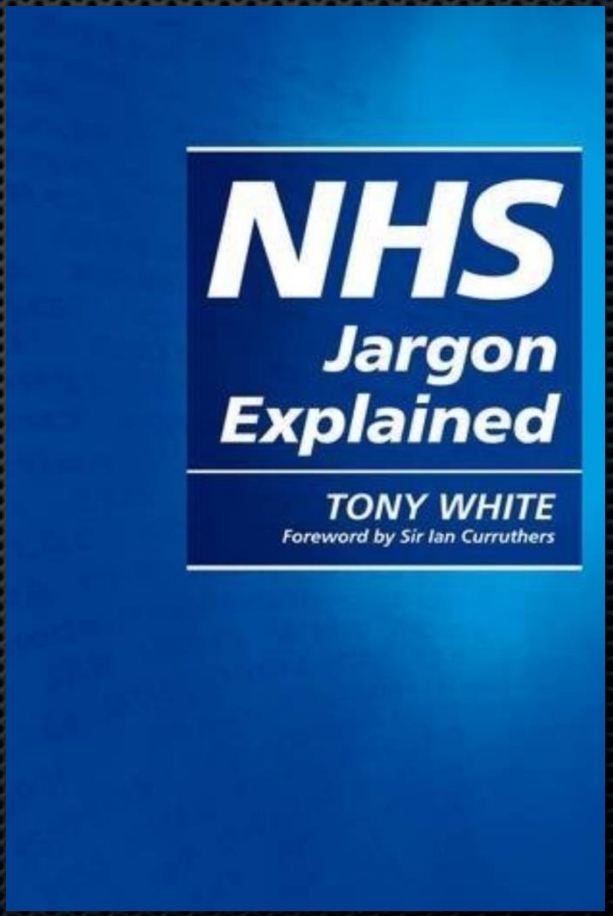
… which means that ...

The F.A.B. Factor

In clinical studies, New-drug-izumab showed a much improved safety and tolerability profile when compared to standard of care, *which means that* patients are likely to have a better quality of life.

Discovering new antibiotics to treat resistant superbugs has proved increasingly difficult, *which means that* doctors should prescribe appropriately, and restrictions should be put in place on the use of antibiotics in animals

Avoid Jargon!



Onco-Speak

Overall survival (OS)
Disease free survival (DFS)
Objective response rate (ORR)
Pathologic complete response (pCR)
Progression free survival (PFS)
Median survival / mean survival
Time to progression (TTP)
Intent-to-treat population (ITT)

Decode What Your Results Mean....

Trial end points

Ways of measuring how well treatment works

Response rate

How many cancers shrink in treated patients

Duration of response

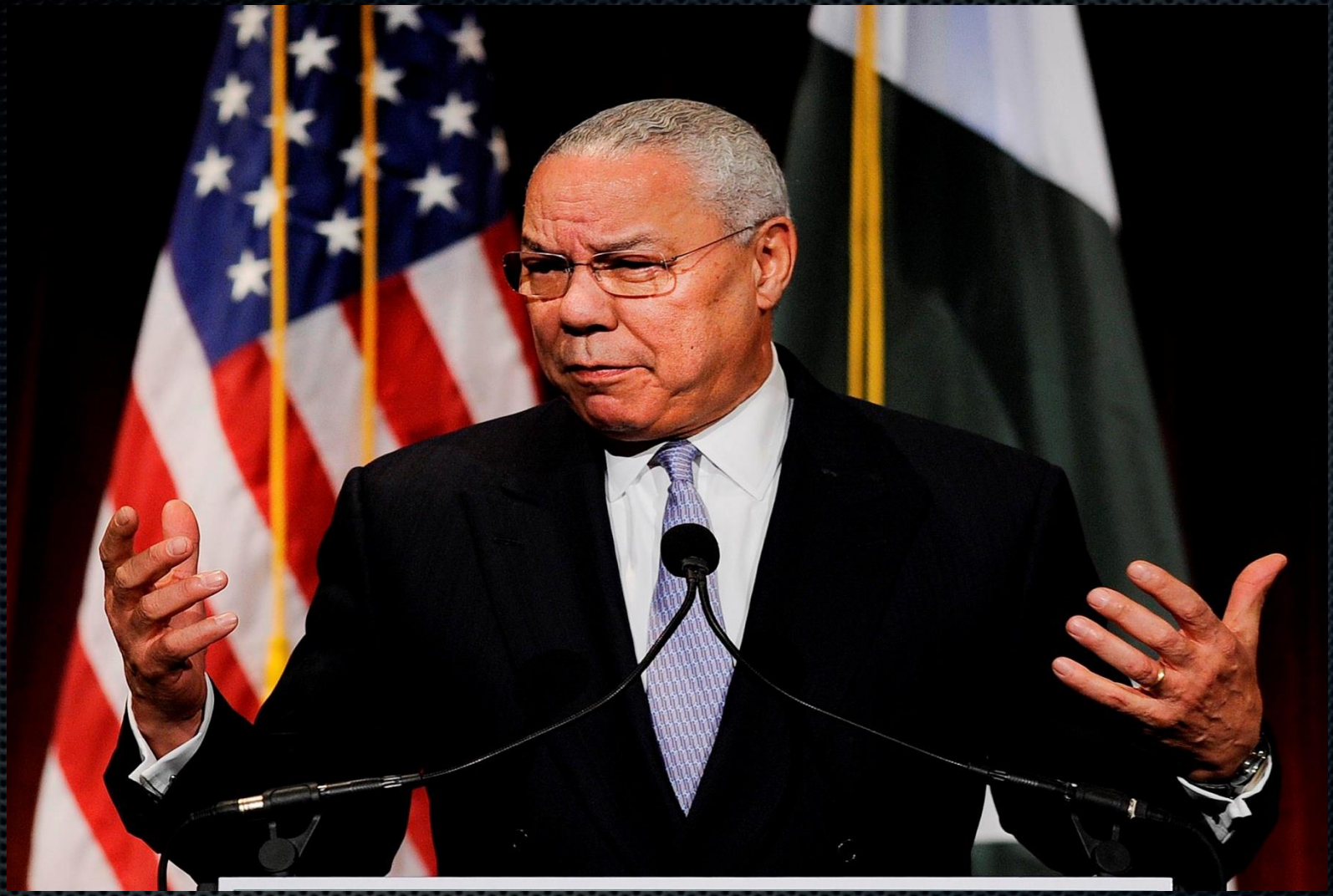
How long before cancer returns or starts to grow again

Median overall survival

The time at which 50% of patients studied will have died

Disease progression

Cancer continues to grow despite treatment



“They get to ask the questions. We get to give the answers!”

Bridging The Gap

Acknowledge **Bridge** **Communicate**

“Yes, that’s true, and what’s even more important is….”

“Well, actually, that’s not the case. Let me explain why...”

“I don’t agree. Let me give you a good example of how this drug’s different….”

“That may have been so in the past, but what patients tell us is…..”

“We need more data to confirm that, but what we can now confidently say is……”

Key Do's

Know your agenda thoroughly

Think context: highlight "The Bigger Picture" and what it means for patients

Think sound bites for verbatim quotes!

Key Don’ts

Don’t “blind us” with science: illuminate!

Don’t forget our deadlines!

Don’t give TOO MUCH detail

How Not To Do It!

A physician volunteer demonstrates many of the pitfalls of being unprepared for a TV interview about a new drug for Alzheimer's dementia.


Italian

ARTICLE IN PRESS

European Journal of Cancer (2013) xxx, xxx–xxx

Available at www.sciencedirect.com

SciVerse ScienceDirect

journal homepage: www.ejcancer.com

Position Paper

Drug of the year: Programmed Death-1 receptor/Programmed Death-1 Ligand-1 receptor monoclonal antibodies

Caroline Robert, Jean-Charles Soria, Alexander M.M. Eggermont *

Gustave Roussy Comprehensive Cancer Center, 114 Rue Edouard Vaillant, 94800 VillejuiflParis-Sud, France

Interview Two: Professor Sean Whittaker

Manage the Media!