

Recent Literature of Interest

Social Marketing: Application to Medical Education

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www.annals.org/issues/v.134n2/full/200101160-00013.html

Abstract

Medical education is often a frustrating endeavor, particularly when it attempts to change practice behavior. Traditional lecture-based educational methods are limited in their ability to sustain concentration and interest and to promote learner adherence to best-practice guidelines. Marketing techniques have been very effective in changing consumer behavior and physician behavior. However, the techniques of social marketing – goal identification, audience segmentation, and market research – have not been harnessed and applied to medical education. Social marketing can be applied to medical education in the effort to go beyond inoculation of learners with information and actually change behaviors. The tremendous potential of social marketing for medical education should be pilot-tested and systematically evaluated.

Ann Intern Med. 2001;134:125-127

Debating Ontario's Mass Influenza Vaccination Program

Mass Influenza Vaccination in Ontario: A Sensible Move

Richard E. Schabas
www.cma.ca/emaj/vol-164/issue1/0036.htm

A public program of universal influenza immunization is a sensible and logical extension of our long-standing program of immunization of the high-risk population. The recent decision of the Ontario government to follow this course is a bold and innovative step. If this program achieves its promise, it will become the standard for influenza control across Canada.

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Mass Influenza Vaccination in Ontario: Is It Worthwhile?

Vittorio Demicheli
www.cma.ca/emaj/vol-164/issue1/0038.htm

The recent decision of the Ontario government to make the influenza vaccine available at no charge to all its citizens for the forthcoming "influenza season" may produce mixed reactions.

This decision involves the extension of the current vaccination policy (of actively offering the vaccine to elderly and ill people with a high probability of developing serious complications and dying) to healthy adults, regardless of their risk status.

Influenza is a global disease with a high societal burden, but the decision calls into question the rules of evidence-based decision-making, which are still largely undefined in this particular field of public health.

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