

in general practice are necessary and important. They are not for all general practitioners; some will not have an interest in this form of research and others will feel they do not have enough time, but fortunately there are many who will want to provide this important service.

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References

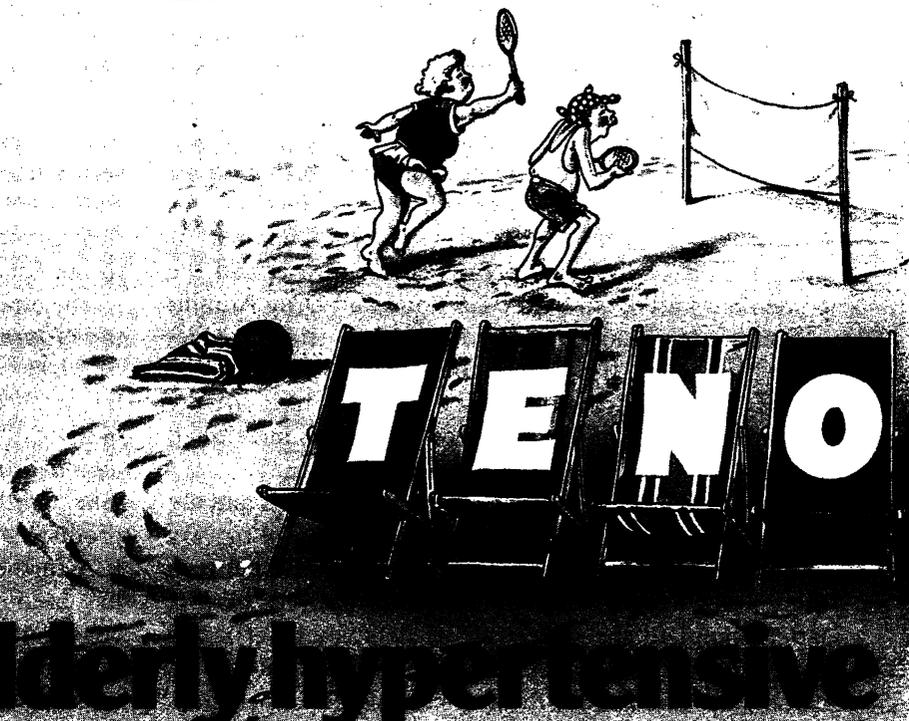
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## Switch on to patient education

SHOULD general practitioners be required to watch television as part of their job of patient care? With the increase in the number of television programmes designed to change patient behaviour, and the decision of this journal to publish details of such programmes (News and Views, page 256), it may well be the case that the general practitioner who is unaware of the messages being directed to his patients will be hampered in discussion of the sort of preventive topics that are the subject of such programmes.

This would only be true, of course, if the programmes are effective. Until recently, the policy of television controllers in tucking such programmes into ghetto slots

operation between the broadcast media and general practitioners. For such co-operation to be successful, however, the media have to be taken seriously and on their own terms. Doctors sometimes give the impression that when it comes to medical programmes no one is able to decide on content, style and priorities other than a person who has been through seven years of medical training. The time, effort and skills that go into some of the major projects now being produced by the media are every bit as professional as the medical profession's activities in the area of patient education, which have not in any case been consistently successful. However low a priority television viewing has in the average



for the elderly hypertensive

Prescribing Notes

Presentation: 'Tenore' 50 tablets, containing 50 mg atenolol and 12.5 mg chlorzothalidone in calendar packs of 28. Uses: Hypertension: Particularly suited to the older patients. The combination of low effective doses of a beta-blocker and a diuretic may be suited to older patients where full doses of both may be considered inappropriate. Dosage: One tablet daily. Adults: Older patients with hypertension who do not respond to low dose therapy with a single agent should have a satisfactory response to a single tablet daily of 'Tenore' 50. Contraindications: Heart block. Co-administration with verapamil. Precautions: Untreated cardiac failure, bradycardia, renal failure, anaesthesia, pregnancy



