Medical Journalists' Association 2015



Health & Medicine in the Media























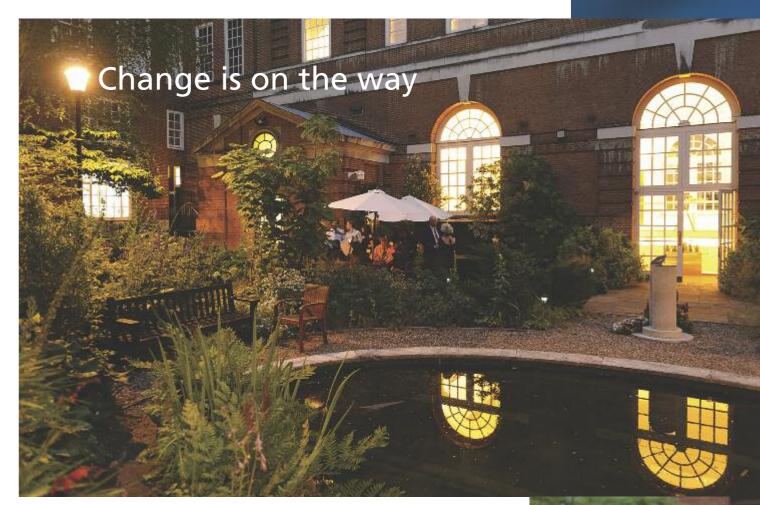






ALISTS. 755 PARTIE NO.

Health & Medicine in the Media



ust before the MJA was founded, Bob Dylan wrote *The Times They Are a-Changin'*. They still are. The NHS is, some say, at breaking point – it will certainly have to change. Science is creating opportunities that will transform medicine. Never have journalists been presented with so many opportunities to do their job of explaining, challenging and investigating while entertaining their audiences.

This year's awards celebrate those who best grasped those opportunities. The competition was stiff, reflecting the vigour of our chosen corner of journalism. In the new Blogger of the year category, for example, there were so many fine entries that three finalists were commended. We received 138 entries for the Winter Awards and 125 for the Summer Awards. On these pages you can see the winners, finalists, MJA members, judges and our generous sponsors, celebrating in style, at the BMA's fragrant herb garden in July, and in the warmth of their indoor rooms in February.

We know that MJA awards matter to our members. They are the best kind of recognition of achievement because they are decided by our peers. The MJA certificate not only induces a warm glow, it can also trigger professional advancement, and a tax-free cheque is always welcome. We want our awards to be even more significant in future.

The MJA executive committee has therefore decided we need to change. That is not a criticism of those who have worked so hard to make the awards a resounding success. I'm not going to mention names here, except for Philippa Pigache whom we all know is the heart and soul of the MJA. But there are many others who have contributed to making the awards respected and influential, and we can now build on that platform.

For starters, we will have one set of awards every year, not two. Moving to annual awards will focus everyone's attention, give us more space to promote them, and more time to organise bigger and better awards nights. We hope it will encourage even more entries. We are keen to tempt in those who haven't entered in the past.

Let us have your ideas and suggestions. They are, after all, your awards.





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skill and extraordinary talent.

As specialist healthcare communicators we understand the academic rigour, research, tenacious curiosity and creativity needed to find and tell the incredible stories that lie within science and clinical data.

We know first-hand that it takes

Summer Awards



Editor of the year (medical publication)

Sponsored by Roche

Winner: Jenni Middleton, Nursing Times

Judge, freelance Richard Vize, former editor of Health Service Journal, said that Jenni had 'demonstrated an impressive record in transforming the fortunes of the publication and its brand, as well as providing lively, thought-provoking, and relevant content for the readership.'

Highly commended:

Giles Newton, Mosaic (Wellcome Trust)

Commended:

Nigel Praities, Pulse

Digital innovation of the year Sponsored by Boehringer Ingelheim

Winner: David Swan. Pulse

Judge Geraldine Holden, senior web editor at the Wellcome Trust, said that David's entry, a GP toolkit app, 'had identified an unmet need and skilfully created an easy-to-use product, with an excellent "less is more" quality to its design and usability. It had also filled a genuine gap in the market, helping GPs in the most vital area of their work: the patient consultation. It was downloaded more than 1,000 times in its first week.

The BBC care calculator team Will Stahl-Timmins, thebmi.com 'As every editor will know, we are nothing without our team. Those in mine have been tenacious in making sure we drive change, are innovative in delivering outstanding news angles, hardworking in delivering great content, and inspiring in building fantastic networks. It is an absolute pleasure, and also a lot of fun to be their editor.' Jenni Middleton

'An award like this is the result of the hard work of a number of individuals, bringing to life an initial idea through hours of testing and work with our developers. There's a great sense of satisfaction that our app has received this recognition – we just hope GPs feel the same way as the judges." **David Swan**



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ONCOLOGY TRANSPLANTATION DERMATOLOGY ANTI-INFECTIVES



Sarah Boseley, one of those prevented from taking her award in person by the transport strike on July 9, photographed when taking the same award, summer 2014





Staff journalist of the year (general audience)

Sponsored by Astellas

Winner: Sarah Boseley, the Guardian

Judge Olivia Timbs, former editor of The Pharmaceutical Journal, said Sarah's entries 'were unusual and of a consistently high standard. Her contributions ranged from an analysis of social ketamine use that helped avert a proposal before the UN to restrict its medical use, to a piece about the tribulations of launching a clinical trial during the Ebola epidemic... the judges all agreed: she gives you a sense of adventure.

Commended:

Steve Connor, The Independent Andrew Gregory, Daily Mirror

Freelance journalist of the year (general audience)

Sponsored by Boehringer Ingelheim

Winner: Patrick Strudwick

Judges Michelle Dixon, of Imperial College NHS Trust, Fiona Lethbridge of the Science Media Centre and Helen Pearson, chief features editor at Nature, said Patrick's stories were 'Original, poignant, beautifully written and important. They picked up the readers and carried them through. The story of a doctor who has dealt with more than 30,000 survivors of rape in the Congo was compelling, gruelling and hard to forget."

Highly commended:

Chloe Lambert

Commended:

Sophie Goodchild

'My apologies to the judges that the Ebola piece was around 7,000 words long. But I thought it was justified as a chronicle of an extraordinary effort by scientists, public health experts and drugdevelopment regulators to get clinical trials going in the middle of an epidemic, when even giving a sick child a drink of water could put a nurse's life at risk. The world is not all internet sound bites.' **Sarah Boseley**

'Rape is rarely written about as a medical issue, but the physical effects can be devastating. Dr Mukwege has dedicated his life, and risked it, to help the victims of conflict rape. Meeting him was a profound experience: the most inspiring man I've ever met – and the most fervently feminist.' **Patrick Strudwick**



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at a family wedding which

Broadcast journalist of the year

Sponsored by Galliard Healthcare Communications

Winner: Liz Tucker, Verve Productions

Judge, film-maker and multimedia producer, Thom Hoffman, said: 'Broadcasting requires you to find not only a great story, but a great way to tell it. Liz Tucker's intimate portrait of Steve Isaac's motor neurone disease and the effect on his family was delicately covered and compelling. That it was filmed, in part, by Steve's son gave us unique access and perspective, immersing the viewer in a topic which many of us find difficult to contemplate.

Highly commended:

Fave Kirkland, BBC 5live

Commended:

Victoria Macdonald, Channel 4 News

Blogger of the year (new award) Sponsored by Merck Serono

Winner: Nick Triggle, BBC

Judge Kat Arney, science information manager at Cancer Research UK, said: 'We liked blogs with clear voices, and those that weren't afraid of voicing controversial opinions or broaching difficult subjects. Perhaps it is only to be expected, given the resources available to Nick, that all the other entries paled in comparison in terms of providing rich content. We were impressed by the innovative content covering a range of topics, using infographics, lists and other techniques to outline stories clearly."

Highly commended:

Jerome Burne, healthinsightuk.org

Richard Lehman, thebmj.com Katie Silver, sciencealert.com

'Our four-year film following MND patient Steve and his family, was the most intellectually and emotionally overwhelming project I have ever worked on. Ensuring all sides of the story were told fairly, without sugar-coating the truth, was incredibly tough. So I couldn't be more thrilled to win this award. Thank you, MJA!' Liz Tucker

'The honour of winning the first MJA blog award was marred only by the fact that I couldn't be there for the awards night. In a field as complicated as health, analysis is becoming increasingly important to help our audiences navigate their way through issues as diverse as NHS politics and the care system or the latest developments in medicine.' **Nick Triggle**



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10





Helen Thomson, who was unable to take her award in person



Staff journalist of the year (specialist audience) Sponsored by Lilly

Winner: Helen Thomson, New Scientist

Judge David Payne, editor of thebmj.com said: 'Helen reminded us of the importance of cultivating contacts for months or even years. She had tenaciously followed the "young blood" area of research for years, and was first on the scene when a group finally got the go-ahead to trial this discovery in patients with Alzheimer's. The story was picked up both nationally and internationally. She was blitzed with requests for TV and radio interviews when she wrote about the first human head transplant. But her personal favourite was the discovery that a hospital in Boston was about to become the first place in the world to perform whole-genome scans on babies, which she reported from an ethical standpoint.'

Commended:

Gareth Iacobucci, *The BMJ* Shaun Lintern, *Health Service Journal*

Freelance journalist of the year (specialist audience) Sponsored by Novo Nordisk

Winner: Jacqui Thornton

Judges Sarah Boseley, the Guardian health editor, Nick Bostock, GP magazine news editor, and Rosamund Snow, BMJ patient editor said: 'Jacqui submitted heartfelt pieces on vaccination in Tanzania, malaria in Burkina Faso and on what the NHS can learn from the response to Ebola in West Africa. We felt these were all interesting, readable pieces, brought to life by speaking directly to people working in the healthcare systems in the countries involved.'

Highly commended: Ingrid Torjesen

Commended:

Janet Wright

'My stories are a bit bizarre at times – how often do you get to use the words "head transplant" as a journalist? But I'm hoping this award means that I'm getting the balance of the weird and the wonderful just right.' Helen Thomson

'Getting access to frontline staff in today's NHS can be difficult. But there's no such reticence in developing countries, where doctors, nurses and managers are happy to give "warts and all" accounts of the difficulties they face in delivering health services with few resources. To win an award for revealing their frustrations and achievements is hugely satisfying.' Jacqui Thornton





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1. International Diabetes Federation. IDF Diabetes Atlas, 6th edn. 2014 update. Brussels, Belgium: International Diabetes Federation, 2014.

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Wass of MSD with Will Hazell

Winner: Will Hazell. Health Service Journal

Judges Susannah Butter of the Evening Standard (last year's winner), Rebecca Coombes of The BMJ, and freelance Jen Taylor, said that Will 'had an enquiring mind and the ability to handle sources, conduct interviews and secure exclusives. His Care Quality Commission inspectors' story was nicely followed-up in a fortuitously-timed interview with the COC boss several weeks later. The high number of reader comments showed that the issues Will tackled were topical."

Highly commended:

Sophie Barnes, Health Service Journal

Alex Matthews-King, Pulse

Regional journalist of the year Sponsored by The BMA

Winner: Matthew Hill. BBC Points West

Judge Mark Nicholls, former news editor at the Eastern Daily Press and now freelance, said: 'We had innovation, investigative reporting and use of Freedom of Information requests to get at the facts behind a story, demonstrating that regional journalists can have impact, influence policy and, above all, make a difference. Matthew submitted pieces that were informative, emotional and dramatic. No stone was left unturned in the pursuit of stories which combined strong human interest with major medical issues.

Commended:

Rob Osborne, ITV Wales

Story of the year (The 2015 general election)

Sponsored by Bayer Healthcare PR

Winner: Alex Matthews-King, Pulse

Judges Helen Crump, Fellow in Health Policy, Nuffield Trust, Richard Hoey, from The Institute of Cancer Research and Sian Jarvis, formerly at the Department of Health, said: 'Alex gave us an exclusive suggesting that political pressure in advance of the election had led to actual changes in how NHS budgets were allocated to fund services. It was a great example of a journalist following up a lead with some leg-work, trawling through board papers and coming up with a report that shaped the political debate.

Highly commended:

Patrick Strudwick, buzzfeed.com

Commended:

Jaimie Kaffash, Pulse

'My story was one of those rare speculative freedom of information requests which happens to come good. It revealed that the organisation entrusted with ensuring that health and care services were safe, had hired over 100 inspectors who had failed competency tests. It's a privilege to be doing work which often genuinely serves the public interest.' Will Hazell

Hayley Knight of Bayer with Alex Matthews-King

> 'My reports included an investigation into patient care which raised questions of a cover-up by one of our major health trusts. These take time, but as a staff correspondent I am in the fortunate position to have that time to dig.' **Matthew Hill**

> 'GP recruitment and workload were firmly embedded in the headlines in the run-up to the election. My story, sparked by a tip-off from a concerned GP, revealed that, to avoid bad press ahead of polling day, funding decisions were being taken which had the potential to undermine the NHS's resilience next winter - something both GPs and politicians were concerned about.' Alex Matthews-King 13





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Winter Awards



Winter Awards, January 2015

Investigative reporting (general audience)

Sponsored by Lilly

Winner: Chris Smyth, The Times

Judge Vivienne Parry, freelance writer and broadcaster, said: 'This is an original approach to the issue of inappropriate patient discharge that we were probably all aware of and all care about (my mum was moved five times in a week), but Chris has made it important, investigated its extent (a surprise to us all), got some high-level political backing and made it game-changing. Top marks.'

Commended:

Kate Kelland, *ThomsonReuters*Ric Esther Bienstock, independent film-maker

Investigative reporting (specialist audience) Sponsored by Astellas

Winner: Andy McNicoll, communitycare.co.uk

Judge Lawrence McGinty, former health and science correspondent at ITN, and MJA chair, said: 'They say that the role of journalists is to snap at the heels of those with power and authority. On the evidence of these entries, those in charge of the NHS can consider their heels well and truly snapped at. Andy's report on the shortage of beds for mental health patients was a substantial and comprehensive investigation of a pressing problem; something former deputy PM Nick Clegg might have called a crisis. And it was enriched by some tragic patient case histories.'

Highly commended:

Caroline Price, Pulse



'Patient dignity is rightly rising up the agenda, but it is still sometimes sacrificed to more pressing concerns in an NHS where what gets measured is what counts. The data I managed to uncover suggested that this was exactly what was happening, and my story aimed to bring the human and medical cost of night-time transfers to life. NHS leaders responded by reminding hospitals that rising demand for beds was no excuse for undignified care.'

Chris Smyth

'A shortage of psychiatric beds has seen unwell adults and children shunted around the country for care. Worse still, days after being told no beds were available, some have taken their own lives. The health secretary and NHS England were warned about the safety implications in 2013, yet little has changed. If it was any other health emergency it would be treated as a national **Andy McNicoll**









Broadcast feature

Sponsored by Roche

Winner: Kerri Smith, Nature

Judge Eleanor Bradford, BBC Scotland's health correspondent, said: 'Kerri's entry hooked the judges from the start. Apparently working alone, producing and presenting her own pieces, she explained significant developments in science, making fantastic use of sound to draw in the listener, and she found some really original interviewees.'

Commended:

Alok Jha, ITV Tonight Fergus Walsh, BBC Panorama

Video journalism

Sponsored by the Medical Journalists' Association

Winner: Fergus Walsh, bbc.co.uk

Judges, Dan Fox, digital editor at *The BMJ*, Alison Gow, editor of Digital Innovation and Rachel Younger, health editor for ITN News, said: 'As you would expect from the BBC, this multimedia report was top-quality, combining video and graphics in a tightly edited package which made excellent use of interactivity and layered storytelling. And it was refreshing and heartening to see a positive health story coming out of Africa.

Commended:

Anna Magee, healthista.com Charlotte Stoddart, nature.com

'Advances in medicine depend on decades of basic scientific research and it was this rich history that I wanted to capture. As a podcast producer it was flattering to be chosen against strong competition from "traditional" broadcast outlets.' Kerri Smith

'Winning an MJA award is a great treat – it is wonderful to get recognition for your work. In addition, it is always a lively and entertaining evening.' Fergus Walsh





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Data journalism

Sponsored by Galliard Healthcare Communications

Winner: Dawn Connelly, The Pharmaceutical Journal

Judge Martin Staabe, head of interactive news at the Financial Times, said: 'Dawn Connelly and her designer made excellent use of data to illustrate a much-covered topic in an engaging way, outclassing many larger publications' efforts. Its easy-to-read visual design and imaginative use of colour helped the reader. The map was both a contextualising geographic element and a key to the colour-coding, while the visual design of the graphic held the page together, zeroing-in on information of direct relevance to The Pharmaceutical Journal's readers.

Commended:

Sabilah Eboo, Raconteur Kerri Smith, Nature Will Stahl-Timmins, thebmj.com

Column or opinion piece Sponsored by MSD

Winner: Daniel Sokol, thebmj.com

Judges Adele Waters, executive editor of the Health Service Journal, and Graham Scott, editor of Nursing Standard, said: 'This was a great piece about when patients lie to doctors. It was an interesting and enjoyable read and well-targeted for its audience. It made us stop and think about the relationships between healthcare professionals and patients in a completely new way."

Elena Cattaneo and Gilberto Corbellini, Nature Patrick Strudwick, the Guardian



'I am only just beginning to explore this exciting area of journalism. The aim of our double-page spread, produced in collaboration with virologists and with designer and scientific illustrator Alisdair Macdonald, was to use graphics to bring key information about the virus to life: its pathogenesis and potential drug targets.' **Dawn Connelly**

'Half the challenge with a column is finding a topic that will be of use and interest to clinicians of all specialties. The other half is writing the piece engagingly and accurately in just 850 words.' **Daniel Sokol**



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Health education

Sponsored by the Medical Journalists' Association

Winner: Neil Hallows, The BMA

Judge Jerome Burne, a former MJA award winner, said: 'The Prostate Cancer UK entry had impressive production values, but in the end it was the charm and freshness of Neil Hallows' in-depth interviews with real doctors that stood out. He said the objective was to reveal what truly made doctors tick because, ultimately, it was an insight that also empowered patients."

Commended:

Prostate Cancer UK multimedia campaign

Science explained Sponsored by Astellas

Winner: Patrick Strudwick, Mosaic (Wellcome Trust)

Judges Anna Hodgekiss, health editor MailOnline, and Lilian Anekwe, senior clinical reporter at Pulse, said: 'Excellent stories: hard-hitting, sensitive, always factual, well-written and overall a tremendous read. They kept us really gripped, even in the long-format. Many of us (including in the health arena) have become complacent about what it means to live with HIV. A difficult story, illustrated with great case-histories. Well done.

Commended:

Chloe Lambert, the Guardian Fergus Walsh, BBC News

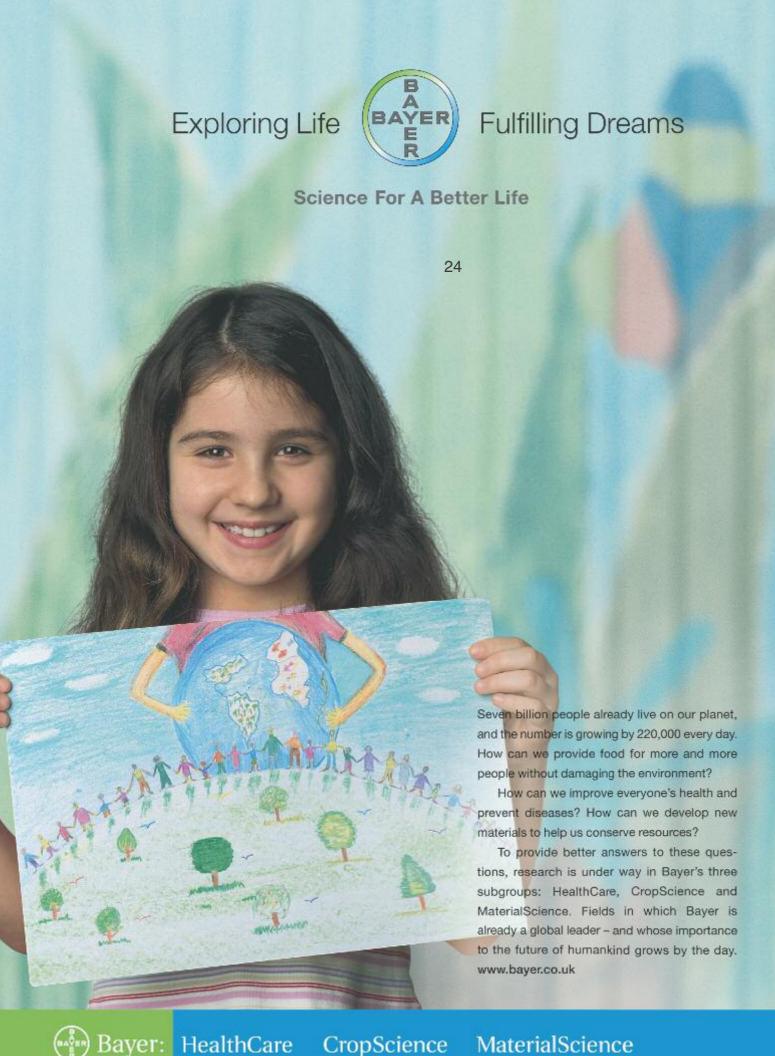
'The idea with Real Doctors was to show the public a different kind of doctor from the ones they see in the TV soaps. Their teeth might not be so white, and their CPR success rate a bit lower, but I think they're much better company." **Neil Hallows**

'Not coming from a science background made it particularly gratifying to win this award. I write as a patient, always, trying to explain issues as if telling a friend. And it had an extra resonance because one of my case studies, Ian Gurnhill, died before the piece came out, so I dedicated the win to him.'

Patrick Strudwick













Judge Marjorie Wallace of mental health charity SANE, and David Adam

Profile of a medical figure

Sponsored by GlaxoSmithKline

Winner: Alison Abbott, Nature

Judge Andy Williams of Cardiff School of Journalism said, 'This excellent piece (seemingly) effortlessly communicates complicated neuroscience, while also telling a lovely human story about two soon-to-be Nobel prize-winners. (The publication date fortuitously coincided with the announcement.) The story weaves complex science with fascinating biography, and the research behind it clearly involved a serious amount of reading plus impressive contextual interviews.'

Catherine de Lange, Mosaic (Wellcome Trust)

Personal story Sponsored by Novo Nordisk

Winner: Peter Docherty, thebma.org.uk, Live and learn blog

Judge Maya Anaokar said, 'Peter Docherty's piece was beautifully written, a great piece of story-telling that evoked a long-ago experience that he brought to life for the reader.'

Highly commended:

Zosia Kmietowitcz, The Telegraph

Tony Thistlethwaite award for a health book Sponsored by the Medical Journalists' Association

Winner: David Adam, The Man Who Couldn't Stop (Picador)

Judge Marjory Wallace, chief executive of the charity SANE, said, 'A brilliant book that explains OCD but also provides a compelling read through the author's vivid account of his own experience. It was the narrative that kept me hooked but David Adam's stylish and clever writing make the chapters that examine the history and medical research highly readable too. A very timely book that illuminates a little-understood condition and in so doing will help to dispel prejudice and fear. A terrific book on every level.

Commended:

Sandra Hempel, The Inheritor's Powder (W&N)

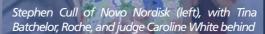
'When I wrote about the Mosers' unbelievably cool research, I was fired up by their discoveries and their personalities. It was a tough journalistic task because the concepts involved were very abstract and hard to translate into everyday language. Winning the award felt like an endorsement of the value of perseverance.' Alison Abbott

'I try to write stories as I would tell them in person. One of my first BMJ stories was about my first night as a junior doctor in Manchester, when jar after jar of donated eyes fell upon me when I opened a fridge too hastily. Medicine is full of intensely formative experiences like that. As an ophthalmologist I hope I've cured more eyes than I destroyed on that night. I can't tell you how satisfied I was when I won a prestigious award like this – for my writing, of all things!' **Peter Docherty**



Summer finalists, standing, from left: Katie Silver, Jerome Burne, Mpini some, John Walton and Alison Holt – t Matthew Hill, Alex Matthews-King, David Swan, Chloe Lambert, Will Hazell, Shaun Lintern, Richard Lehman, Patrick Strudwick, Giles Newton, Faye Kirkland and Ingrid Torjesen. Seated, from left: Sophie Goodchild, Janet Wright, Jenni Middleton, Jacqui Thornton, Liz Tucker, Victoria Macdonald, Sophie Barnes







Stephen Cull of Novo Nordisk (left), with Tina Rachel Cooper, GSK (left) with Helen Pearson of Nature who Batchelor, Roche, and judge Caroline White behind took the award for Alison Abbott, and judge Jill Palm



David Payne (right) with Patrick Strudwick

Thanks

■ he 2015 Medical Journalists' Association Summer Awards were, once again, presented in the courtyard and herb garden at BMA House in London, on July 9. The Winter Awards took place at the same location, indoors, on February 5. The MJA executive committee would like to thank all those who helped to make both events a success. We couldn't do it without you.

Our principal sponsor for the Summer Awards was, once again, Boehringer Ingelheim. Other sponsors, summer and winter, were Astellas, Bayer, The BMA, Galliard Communications, GlaxoSmithKline (GSK), Lilly UK, Merck Serono, Merck Sharp & Dohme, Novo Nordisk, and Roche. The compère for the Summer Awards was comedian and keyboard player Suman Biswas, formerly of Amateur Transplant, and the Winter Awards were compèred by Jess Thom of Touretteshero.

In the course of the year, other events were held at the Worshipful Society of Apothecaries and at the Medical Society of London. The Christmas party and quiz (Apothecaries), was supported by Dr Morton's medical helpline, and a workshop on kidney disease (Medical Society) was supported by the European Renal Association.

Thanks are also due to the MJA's executive committee, particularly those on the awards and sponsorship subcommittees, and to others who contributed ideas, effort and spare time to organise these awards and other MJA events throughout the year. Special thanks go to those stepping back (though not out) this year: to David Payne, vice-chair and stalwart in organising MJA award presentations, who is leaving the committee, though he will continue to work on the awards subcommittee, and MJA hon. sec. Philippa Pigache, who is relinquishing the role, though she also will continue to work on the awards. Dr Charles de Wet, medical director for the UK and Ireland at Boehringer Ingelheim, will be moving to a position that deprives the MJA of his stalwart support. The MJA thanks all three of them.

The MJA, launched in 1967, currently has some 500 members: writers, authors, broadcasters and editors working across all media. The association aims to promote excellence in journalism, to encourage and support its membership and to provide opportunities for networking, training and career development.

Please visit www.mjauk.org for more information. For general and membership inquiries email info@mjauk.org For sponsorship inquiries email sponsorship@mjauk.org



The MJA Awards book was edited by Philippa Pigache and Deanna Wilson Photography, Dan Tsantilis Designed and printed by Republic Media

26

27

