APHORISM OF THE MONTH

No evidence of proof is not evidence of no proof

This simple fact can be of major significance in risk communication, as evidenced in the BSE saga. Public health practitioners spend a lot of time communicating to each other through journals such as this, but do we spend enough time getting the messages right to empower the public to deal with the risks of every day life?

JRA
No evidence of proof is not evidence of no proof

John R Ashton

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