THE JECH GALLERY.....

Pseudoreplication

'PSEUDOREPLICATION'

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APHORISM OF THE MONTH.....

"You shouldn't be in public health if you can't start a rumour"

I have always thought that being able to arouse the interest of the general public in important issues that may not be at the forefront of their minds was an essential aspect of public health practice. Influencing channels of communication from various quarters simultaneously to create a dynamic for change seems to me to be an essential skill in the public health practitioner's toolbox. This talent has been described at some length in the best selling book, *The Tipping Point* (Malcolm Gladwell, New York: Little, Brown, 2002.), which is a recommended text in marketing courses in North America. It should also be recommended reading in departments and schools of public health.

JRA