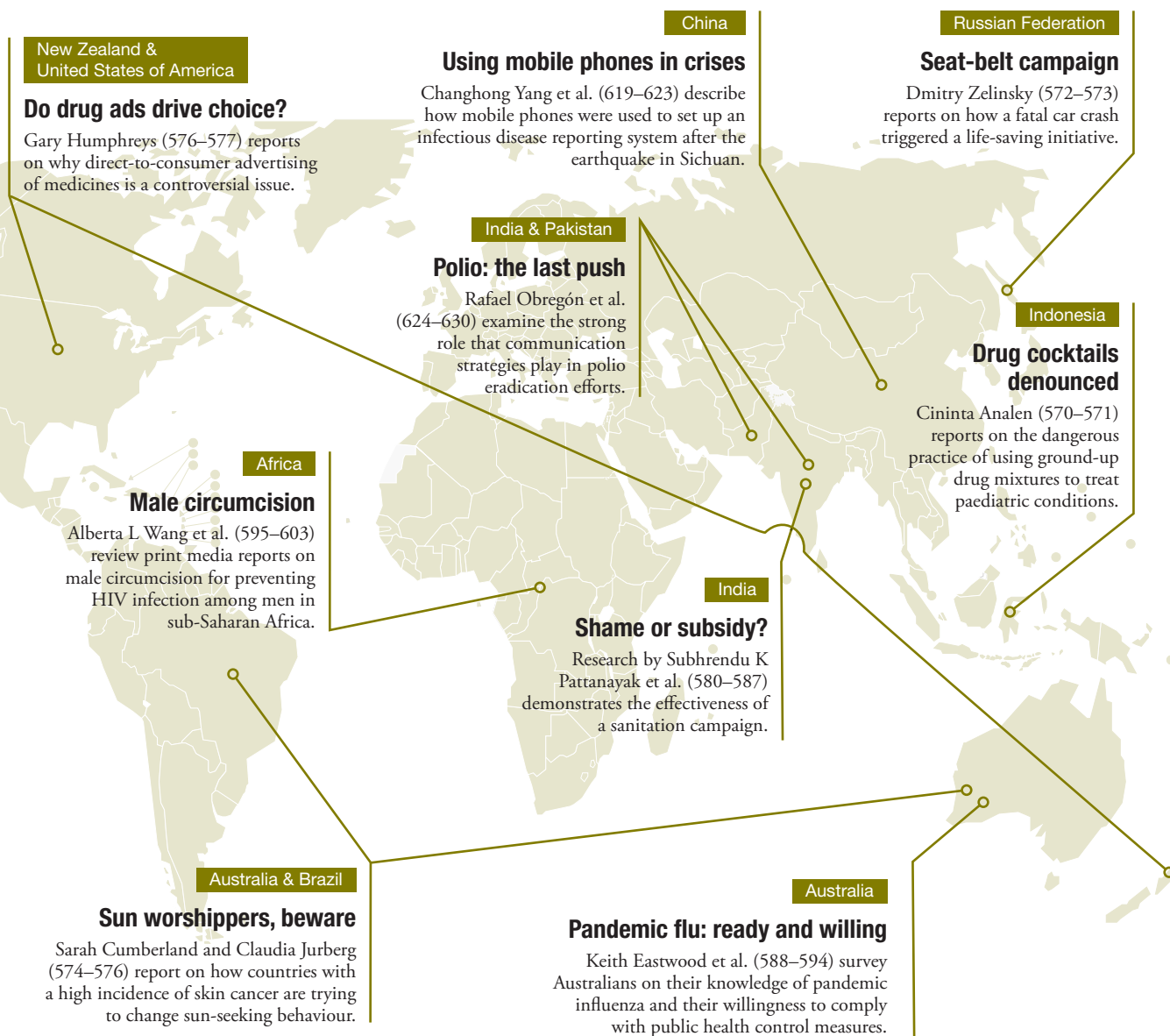


This month's special theme is public health communication. In an editorial, Christine McNab (566) looks at how the Internet and mobile communication technologies are revolutionizing access to and dissemination of, public health information.

Also in editorials on the theme of health communication, Gerd Gigerenzer (567) highlights the importance of understanding how to interpret and communicate statistics in health; Ellen O Wahoush (568) discusses the challenges for health professionals in communicating with asylum seekers and refugees; and Rob Cunningham (569) looks at how an international treaty is driving the introduction of tobacco health warnings around the world.

In an interview, Shereen Usdin (578–579) talks about how South Africa's Soul City Institute has harnessed popular culture to become a force for social change.



## Pictures worth a thousand words

Geoffrey T Fong et al. (640–643) show that gruesome images on cigarette packages are an effective tool for publicizing the health risks of smoking.

## What's all the fuss about?

Jeremy Shiffman (608–613) proposes an explanation of why some health issues attract political and donor attention while others are neglected.

## Transparency is key

P O'Malley et al. (614–618) call on governments to develop public health information policies to improve transparency during emergencies.

## Breaking down the barriers

In a round table discussion (631–637), Leslie Chan et al. insist that open access to health research publications is essential to bridging health inequities. Alma Swan, Robert Terry and T Scott Plutchak each provide their views.

## Lessons for managing outbreaks

Thomas Abraham (604–607) extracts some useful lessons from existing approaches to risk communication.

## Are we reaching refugees?

Ann Burton & Franklin John-Leader (638–639) explore key issues on communicating health messages to refugees and displaced populations.