

external stakeholders. I have argued in an earlier editorial that advocacy in favour of capacity building through public health nutrition workforce development is impaired without clear definitions<sup>(2)</sup>, but it is probably less important than clarity about the core functions (the work) of the public health nutrition workforce.

Developing consensus about definitions of our discipline and the principles, values and aspirations explicit in definitions arguably does little to address public health nutrition problems.

We may agree with the socio-ecological approach and the underlying ideologies, but the effectiveness of our work in this discipline will depend on turning the rhetoric into effective operationalisation of these principles in our practice.

Roger Hughes  
Deputy Editor

## References

1. Landman J (2003) Professing public health nutrition (guest editorial). *Public Health Nutr* **6**, 523–524.
2. Hughes R (2008) Workforce development: challenges for practice, professionalisation and progress (editorial). *Public Health Nutr* **11**, 765–767.
3. Hughes R (2003) Definitions for public health nutrition: a developing consensus. *Public Health Nutr* **6**, 616–620.
4. Mason J, Habicht J, Greaves J, Kevany J, Martorell B & Rogers B (1996) Public nutrition. *Am J Clin Nutr* **63**, 399–400.
5. Rogers B & Schlossman N (1997) 'Public nutrition': the need for cross-disciplinary breadth in the education of applied nutrition professionals. *Food Nutr Bull* **18**, 120–133.
6. Habicht J-P (1999) Why public nutrition? *Food Nutr Bull* **20**, 286–287.
7. Beaudry M & Delisle H (2005) Public(s) nutrition. *Public Health Nutr* **8**, 743–748.
8. Cannon G & Leitzmann C (2005) The new nutrition science project. *Public Health Nutr* **8**, 673–694.
9. Cannon G (2008) Out of the Box. *Public Health Nutr* **11**, 1094–1097.
10. Hughes R & Somerset S (1997) Definitions and conceptual frameworks for community and public health nutrition: a discussion paper. *Aust J Nutr Diet* **54**, 40–45.

*Public Health Nutrition: 11(11), 1092–1093*

doi:10.1017/S1368980008003807

## In this issue

### More reasons to promote breast-feeding

Promoting optimal infant nutrition is central to public health nutrition efforts worldwide. In this issue, Camurdan *et al.*<sup>(1)</sup> present results from a descriptive cross-sectional study of infants in Turkey to assess factors associated with premature discontinuation of breast-feeding. Among the findings it is interesting to note that mothers' concern about the adequacy of breast milk supply (and/or quality) continues to be a major determinant of breast-feeding cessation. Breast-feeding cessation introduces infants to a range of risks associated with artificial (non-breast) feeding. Paramount among these risks is the exposure to bacterial contamination associated with unhygienic bottles, water supplies and/or formula preparation. Renfrew *et al.*<sup>(2)</sup> contribute a systematic review of studies to assess the clinical and cost-effectiveness of different methods of cleaning and sterilisation of infant feeding equipment used in the home. They report that the striking finding from their study is the lack of good-quality information on clinical and cost-effective ways of cleaning and sterilising infant feeding equipment in the home, especially under conditions

relevant to families in developed countries in the 21st century.

### Tea with your fish?

Dietary guidance about ubiquitous beverages such as tea and coffee appears to be limited, if not ambiguous. Binns *et al.*<sup>(3)</sup> present a review of the evidence linking tea and coffee consumption with health outcomes and conclude that, based on current evidence, nutritionists should advocate tea as part of a healthy diet and as a superior choice to coffee, primarily because it appears to reduce the risk of succumbing to a range of diseases.

Studies that assess the risks associated with compliance with dietary guidance are rarely published but very important. Regular fish consumption is widely promoted to enhance intakes of long-chain PUFA. Sioen *et al.*<sup>(4)</sup> report on a study in which published nutrient and contaminant data were used in a probabilistic model to calculate the simultaneous nutrient and contaminant intake for different fish consumption scenarios. They conclude that twice weekly consumption of fatty fish does not expose consumers to significant toxicological

risks from heavy metal contaminants such as Hg, but may be a concern for organic pollutants such as dioxin.

### **Beware the Internet**

There has been a lot of interest and debate internationally about the impact of media advertising of foods and beverages, particularly that targeting children. Much of the research to date has focused on television advertising, but there is increasing concern about marketing via the Internet. Kelly *et al.*<sup>(5)</sup> describe the nature and extent of food marketing on popular children's websites and food product websites in Australia. They report that Internet food marketing uses a range of techniques to ensure that children are immersed in brand-related information and activities for extended periods, thereby increasing brand familiarity and exposure.

### **Get friendly with a journalist**

The media's impact on public awareness of food and nutrition issues is not only influenced by the sometimes pernicious effect of advertising, but also by how the media reports on nutrition research. Basu and Hogard<sup>(6)</sup> present research that explores the quality of tabloid articles reporting on nutrition research, and public attitudes towards it. They use a qualitative multi-method approach consisting of a systematic analysis of tabloid articles and a series of focus groups with members of the public. They report that tabloid reporting on nutrition research is not sufficiently accurate, balanced or contextualised, and

public attitudes towards the reporting are not wholly favourable. This may not surprise many who work in this field, but it does point to the need for greater engagement between nutritionists and journalists to ensure that the quality of messages from our research is enhanced.

Roger Hughes  
Deputy Editor

### **References**

1. Camurdan AD, Ilhan MN, Beyazova U, Sahin F, Vatandas N & Eminoglu S (2008) How to achieve long-term breast-feeding: factors associated with early discontinuation. *Public Health Nutr* **11**, 1173–1179.
2. Renfrew MJ, McLoughlin M & McFadden A (2008) Cleaning and sterilisation of infant feeding equipment: a systematic review. *Public Health Nutr* **11**, 1188–1199.
3. Binns CW, Lee AH & Fraser ML (2008) Tea or coffee? A case study on evidence for dietary advice. *Public Health Nutr* **11**, 1132–1141.
4. Sioen I, De Henauf S, Verbeke W, Verdonck F, Willems JL & Van Camp J (2008) Fish consumption is a safe solution to increase the intake of long-chain *n*-3 fatty acids. *Public Health Nutr* **11**, 1107–1116.
5. Kelly B, Bochynska K, Kornman K & Chapman K (2008) Internet food marketing on popular children's websites and food product websites in Australia. *Public Health Nutr* **11**, 1180–1187.
6. Basu AJ & Hogard E (2008) Fit for public consumption? An exploratory study of the reporting of nutrition research in UK tabloids with regard to its accuracy, and a preliminary investigation of public attitudes towards it. *Public Health Nutr* **11**, 1124–1131.