LETTERS/ERRATA

PK Sarkar, M Obstet Gynae, FRCOG
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References

Inappropriate advertising

I was shocked to see the Emotional Bliss advertisement in the last issue of the Journal (J Fam Plann Reprod Health Care 2005; 31: 301). I do not feel that such advertisements conform to the ethical medical standards of a scientific journal. I fully understand that commercials are essential to finance the publication of a journal but advertisements of sex toys are totally out of character of a scientific journal.

N S Qureshi, MRCOG, DFFP
Specialist Registrar, Wrexham Maelor Hospital, Wrexham, UK. E-mail: nsq@doctors.net.uk

Reply

I was sorry to hear that Dr Qureshi objected to this advertisement. Many of the readers of this journal are necessarily involved in psychosexual therapy as part of their professional activities. In 2004, the journal published a special supplement about parenthood, emotional well-being and sexuality in which an advertisement for the firm Emotional Bliss appeared and was welcomed by the readership. Our readers are mainly concerned with contraception and reproductive health and, because of this, they treat more women than men. The commonest sexual problem in women is loss or lack of libido. Whatever a therapist’s personal feelings about the use of sexual aids, it has been shown that they are a useful adjunct to treatment for sexual responsiveness in many women. The Journal’s Editorial Board believes that enabling doctors and therapists to recommend a safe and discrete source for sexual aids assists the women that they are treating.

Anne Szarewski, PhD, FFPP
Editor-in-Chief, Journal of Family Planning and Reproductive Health Care (on behalf of the Editorial Board)

ERRATA

Chlamydia screening in general practice: views of professionals on the key elements of a successful programme


The Journal wishes to apologise for any inconvenience or embarrassment caused to Dr Aileen Clarke that might have resulted from her name appearing in print as Aileen Clark within this article and on the contents page of the journal issue.

Community-based distribution and contraception usage in Iran


Unfortunately the details printed in the article for one of the contributing authors, Dr Zahra Ghodsy, were incorrect. The correct information is as follows: Dr Zahra Ghodsy, Azad University of Toyserkon, Hamedan, Iran. The Journal wishes to apologise unreservedly to Dr Ghodsy for any inconvenience or embarrassment this inadvertent error might have caused.