



PAN AMERICAN HEALTH ORGANIZATION
WORLD HEALTH ORGANIZATION



11th DIRECTING COUNCIL

11th SESSION OF THE REGIONAL COMMITTEE

Washington D.C., 21 - 30 September 1959

RESOLUTION

CD11.R30

ADVERTISING OF MEDICAL PRODUCTS

THE 11th DIRECTING COUNCIL,

Bearing in mind that at both the XV Pan American Sanitary Conference and the X Meeting of the Directing Council the Member Governments of the Pan American Health Organization expressed their deep and constant concern over the problems arising from the misleading advertising of medicinal products directed to the general public;

Taking into account the fact that at present there are no available means of control that are easily applied and are acceptable to all the Governments; and

Considering that, in conformity with Resolution XXV of the X Meeting of the Directing Council, the Pan American Sanitary Bureau already has under study the problem of drug registration in the Member Countries,

RESOLVES

1. To instruct the Director to study the present situation of the control of advertising directed to the general public and to inform the next meeting of the Council on the progress and studies made with respect to the following points:

- a) Nature of the control of advertising in the different countries;
 - b) Measures of self-regulation within the industry; and
 - c) Practical problems arising from the application of various legislations or activities for the control of advertising.
2. To recommend that the Governments of the Member Countries adopt measures to prohibit false or misleading advertising of medicinal products.

Sept. 1959 OD 32, 29