

directing council



PAN AMERICAN
HEALTH
ORGANIZATION

XIII Meeting

regional committee

WORLD
HEALTH
ORGANIZATION



XII Meeting

Havana, Cuba
August 1960

CD12/16 (Eng.)
21 July 1960
ORIGINAL: ENGLISH

Topic 16: ADVERTISING OF MEDICINAL PRODUCTS

At the XV Pan American Sanitary Conference (1958), the Delegation of Panama presented a paper entitled "Advertising of Medicinal Products" (Document CSP15/35). The discussions that followed clearly indicated the concern of the Member Governments that the public be protected from uncontrolled and misleading advertising of medicinal products. The over-all nature of the problem was considered to be international in scope and requiring further study. Accordingly, the Conference unanimously approved Resolution XXII:

"The XV Pan American Sanitary Conference,

Having examined Document CSP15/35, presented by the Delegation of Panama, on the advertising of medicinal products,

RESOLVES:

To instruct the Director of the Pan American Sanitary Bureau to include on the agenda of the XI Meeting of the Directing Council a topic on the problems arising from the advertising of medicinal products."

At the XI Meeting of the Directing Council (1959) the subject was again discussed at some length and after examining the document (CD11/22) describing the problems arising from the advertising of medicinal products, it was agreed that the matter deserved continuing consideration.

Resolution XXX, which follows, reflected this position.

"The 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;

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 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."

The Director wishes to report to the Directing Council that the studies noted in Resolution XXX above have been initiated. As a first step he requested the Member Governments to furnish the Bureau with the existing regulations, as well as any other information, on the control of advertising of medicinal products. To date replies have been received from Argentina, Bolivia, Chile, Ecuador, El Salvador, Guatemala, Paraguay, Peru, Uruguay, the United States and Venezuela.

Although material has been received from only 11 Governments, it is clear that the problem of controlling the advertising of medicinal products is technically complex and difficult. From one Government alone, more than 300 pages of material were received. Some time will be required to analyze and to summarize the documentation submitted to date and to gather additional data from Governments, the World Health Organization, and interested professional and other organizations. The Director will continue the studies requested, and expects to submit his findings to the next meeting of the Directing Council.