



PAN AMERICAN HEALTH ORGANIZATION
WORLD HEALTH ORGANIZATION



13rd DIRECTING COUNCIL

13rd SESSION OF THE REGIONAL COMMITTEE

Washington D.C., 3 - 13 October 1961

RESOLUTION

CD13.R30

ADVERTISING OF MEDICINAL PRODUCTS

THE 13rd DIRECTING COUNCIL,

Having examined the report of the problems arising from the advertising of medicinal products (Document CD13/24), 1 presented by the Director of the Pan American Sanitary Bureau pursuant to Resolution XXX of the XI Meeting of the Directing Council, which had included this topic on its agenda in conformity with Resolution XXII of the XV Pan American Sanitary Conference;

Bearing in mind that all countries in the Americas recognize the danger to the health of their populations inherent in advertising of medicinal products that is exaggerated and without scientific basis;

Taking into account the difficulties that in some cases are encountered, for various reasons, in the application of existing regulations, as well as the lack, in other cases, of suitable legislation in this field;

Considering, on the other hand, that one of the most effective means of counteracting abuses in the advertising of medicinal products is to develop through better health education a public that recognizes the dangers of self-medication; and

Considering that pertinent self-regulatory measures that the pharmaceutical profession may establish and that the industry itself may adopt in each country are one of the effective means of

solving the problem of advertising of medicinal products that is exaggerated and without scientific basis,

RESOLVES

1. To take note of the report (Document CD13/24) submitted to the Council by the Director of the Pan American Sanitary Bureau.
2. To recommend that the Member Governments of the Organization:
 - a) Keep under review the legislative measures governing the advertising of medicinal products so that deficiencies may be overcome and any new circumstances that arise may be dealt with; and
 - b) Give special attention, as part of their health education activities, to emphasizing the dangers of self-medication.
3. To recommend that the Member Governments enlist the cooperation of the pharmaceutical profession and industry in establishing and applying, respectively, effective self-regulatory measures.
4. To instruct the Director to keep under review the problems related to the advertising of medicinal products and to transmit to the national public health services any information that he may consider of interest in this regard.

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