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Pharma-Kampagne

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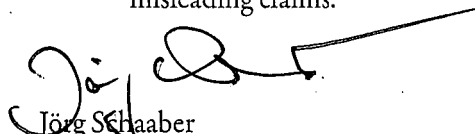
AUSTRALIA

27 July 2010

Statement on the Position paper on the promotion of therapeutic goods and TGA paper: Advertising Therapeutic Goods in Australia

The attempt to improve and streamline the oversight on promotion of therapeutic goods in Australia is welcome. A new regulation should take into account some key elements:

- All forms of promotion of therapeutic goods should be governed by uniform rules. It is misleading to distinguish between "high" and "low risk" goods. Considerable harm can be caused when the promotion of a "low risk" product leads to the use of an inefficient therapy.
- Self regulation by the industry has proven of only very limited efficacy and should be avoided. The German pharmaceutical industry escaped the threat of stricter regulations a few years ago by creating a self-regulation body incorporating other stakeholders. This did not improve the oversight on promotion.
- Promotion of therapeutic goods should therefore be regulated by law.
- Clear criteria what is allowed in advertising and what is forbidden need to be established.
- The industry which is regulated should not be part of the decision making body.
- Any procedure to control advertising must take place in a transparent manner.
- Misleading claims should be fined in a way that make such claims economically unattractive.
- It must be possible to demand corrective statements in the same medium and size to counteract misleading claims.


Jörg Schaaber
(Executive officer)

Parliamentary Secretary for Health	
- 6 AUG 2010	
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