



FORTY-SEVENTH WORLD HEALTH ASSEMBLY

WHA47.16

Agenda item 19

11 May 1994

WHO ethical criteria for medicinal drug promotion

The Forty-seventh World Health Assembly,

Recalling resolutions WHA41.17, WHA43.20 and WHA45.30;

Noting the continued need to improve the quality of drug promotion through the use of the concepts embodied in the WHO Ethical Criteria for Medicinal Drug Promotion;

Having considered the report of the Director-General¹ on the outcome of the CIOMS/WHO Consultation on the WHO Ethical Criteria,

1. THANKS the Council for International Organizations of Medical Sciences (CIOMS) for having convened the consultation in collaboration with WHO, and for the valuable report adopted by consensus and which covers a wide range of issues and the action to be taken;
2. APPRECIATES the commitment of the participants - drug regulatory authorities, pharmaceutical manufacturers and distributors, health professionals, universities and teaching institutions, professional associations, patient and consumer groups, and the professional and general media - to a common responsibility, based on fundamental ethical principles, for the well-being of patients individually and the public collectively;
3. ENDORSES the report of the consultation and reaffirms:
 - (1) that the regulation of drugs must ensure not only the safety, efficacy and quality of drugs but also the accuracy of the information provided pursuant to their regulation;
 - (2) that patients, pharmacists and prescribers should have access to appropriate and understandable information about drugs and their side-effects;
 - (3) that the promotion of drugs must be accurate, fair and objective, and presented in such a way as to conform to legal requirements and also to high ethical standards;
 - (4) that promotional claims should not be stronger than valid, up-to-date scientific evidence warrants, every effort being made to avoid ambiguity;

¹ Document A47/7.

