



FORTY-FIFTH WORLD HEALTH ASSEMBLY

Agenda item 19.2

WHO ETHICAL CRITERIA FOR MEDICINAL DRUG PROMOTION

Amendments proposed to Resolution EB89.R2 contained in document EB89/1992/REC/1

The Forty-fifth World Health Assembly,

Recalling resolutions WHA41.17 and WHA43.20;

Having considered the report on the use of the WHO ethical criteria for medicinal drug promotion;

Accepting that progress has been made in the ethical aspects of medicinal drug advertising through the use of the concepts embodied in the WHO ethical criteria;

Norway proposes to replace the above paragraph by the following:

Noting with concern that little information is available on any progress in controlling medicinal drug promotion through the use of the concepts embodied in the WHO ethical criteria;

Norway proposes two amendments [in bold] to the following paragraph:

Noting that many drug regulatory authorities do not **[yet]** have the administrative resources to regulate drug advertising **[promotion]**;

Mindful that a high level of compliance and self-regulation by the pharmaceutical industry is necessary,

Norway proposes one amendment [in bold] to operative paragraph 1:

1. URGES Member States to **[intensify efforts to]** involve government agencies including drug regulatory authorities, as well as pharmaceutical manufacturers, distributors and the promotion industry, health personnel involved in the prescription, dispensing, supply and distribution of drugs, universities and other teaching institutions, professional associations, patient and consumer groups, and the professional and general media (including publishers and editors of medical journals and related publications), in the implementation of the principles embodied in the WHO ethical criteria on medicinal drug promotion;

2. REQUESTS the Director-General:

(1) to suggest to the Council for International Organizations of Medical Sciences (CIOMS) that it convene a meeting of interested parties to discuss possible approaches to further advancing the principles embodied in WHO's ethical criteria for medicinal drug promotion;

