

14430 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

just the opposite -- that both are bombarded with a surfeit of messages day and night, and they will resolutely ignore all but the most carefully crafted and persuasively conveyed communications which attract their attention.

It is high time for all of us concerned about the health care system to acknowledge the clear truth of that assumption. There are many illustrations of the bankruptcy of a passive communications policy.

The health establishment has a "product", and a worthy one at that. The product is information -- vital, life-giving information. But the life-giving capacity of those data is often aborted in the absence of a determined and effective effort to make them heard and heeded.

The application of the techniques of Social Marketing will be necessary for the technology transfer NIH and FDA and others are required to accomplish and to impact on the prevention, early diagnosis of and appropriate and timely therapy of disease. This will involve communicating with the public and the health professions in such a way as to bring about appropriate attitude and behavior changes.

At this point, it might be useful to recount some real life examples of Social Marketing in several other countries.