

15440 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

In my opinion the regulatory policies related to the promotion and dispensing of chloramphenicol in Mexico and other Latin American countries are seriously inadequate and pose a threat to world health. Not only must the regulations relating to the drug industry be changed, but those relating to prescribing and dispensing must also be changed.

In discussing the occurrence of chloramphenicol resistant strains of Salmonella typhi in England, Anderson and Smith of the Enteric Reference Laboratory, Public Health Laboratory Service, pointed the way to what must be done:

The British cases of typhoid infected in Mexico, and the epidemic which caused them, are a warning of this, and are a reminder that if antibiotics such as chloramphenicol are to retain their efficacy for important diseases, their use should be largely if not entirely restricted to those diseases throughout
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the world.

In concluding, Mr. Chairman, I would like to propose a five step course of action to begin to deal with the promotional practices of multinational drug companies in Latin America.

First, all major United States pharmaceutical firms that market drugs in Latin America should be asked to review their present promotional practices and adopt a standard of promotion and marketing throughout the world that is fully consistent with, if not identical to, the practices required in the United States.

Second, the American public should be made aware of the hazards posed by the misuse of antibiotics, particularly the problems posed for travelers to