

Three weeks later, Stetler went before a meeting of the federation in London with an unprecedented proposal: to adopt a resolution calling upon the world's drug companies to adhere to standardized drug labeling and to make full disclosure of hazards.

Stetler said recently that he raised the issue in part because of the Senate hearing and, in an apparent reference to the publicity, "in part because of recurring concern expressed in various other quarters."

The federation rejected Stetler's proposal, asking him instead to prepare a policy statement. As adopted by the federation at a meeting in November, the resolution said:

- That labeling and entries in prescribing guides for a prescription drug "should be consistent with the body of scientific and medical evidence pertaining to that product, taking into account good medical practice and the requirements of each government's regulatory authorities."
- That "particular care should be taken that essential information as to medical products' safety, contraindications and side effects is appropriately communicated."
- That each of the more than 40 member associations "encourage compliance among its member companies with this proposal."

Silverman commented that the federation "unhappily . . . did not propose any method to implement the move." He said that a body such as the World Health Organization could "set up guidelines and maintain surveillance." He added:

"It remains to be seen whether the changes instituted by some global drug companies in Central America will be applied to all their products throughout the world, and whether their lead will be followed by other drug firms."