

PHARMACEUTICAL MANUFACTURERS ASSOCIATION,
Washington, D.C., January 26, 1968.

DEAR NARD MEMBER: As you may know, the Pharmaceutical Manufacturers Association recently launched a major advertising program with the Reader's Digest.

Our first supplement of "Medicines and Your Family's Health", which appeared in the November issue, was widely distributed to Congressmen, government administrators and related health groups. The response from the general public was indeed gratifying, and over one million reprints of the ad were distributed to the public through various sources, among them the community pharmacy.

Because pharmacists are directly and we hope favorably affected by this program, Willard Simmons, the Secretary of NARD has suggested that members of your association might be interested in having an opportunity to play a greater role in disseminating this health information to the public. We hope that you will agree with us that this successful public information effort can be a useful public relations medium between you and your customers.

A copy of the February insert¹ is enclosed along with a pre-paid post card requesting 50 copies of the reprint. Present inventory precludes us from offering more; however, if you would like more than 50 copies of the June reprint at no cost, please indicate and we will forward them in the latter part of May.

We certainly hope that this joint venture will continue to strengthen relationships between your profession and our industry. Any comments you have will be appreciated.

Sincerely,

C. JOSEPH STETLER.

Senator NELSON. Now you have commented that you were distressed by this type of advertising. Is there anything FDA intends to do about it?

Dr. GODDARD. There is nothing under our present regulations we can do about this type of advertising. Is that correct, Mr. Goodrich?

Mr. GOODRICH. So long as it is used by PMA. Now, if this ad were used by Parke, Davis, in accordance with the law it would be the responsibility of the manufacturer to include in all advertisements issued or caused to be issued, adequate information on side effects, contraindications, and effectiveness.

As long as this is a PMA ad, and not a Parke, Davis ad, the law would not apply to it.

There would still be an issue whether or not Parke, Davis caused this advertisement to be disseminated. We have no evidence that they did.

In the area of the oral contraceptives, where the message went to the public, we issued a statement of policy saying that where such drugs, prescription drugs, were advertised to the patient directly, that the promotional material would have to have adequate information for the patient on side effects, contraindications, at least, in terms that the laity could understand.

When we put our regulations out, we proceeded on the assumption that you hold, that the audience was the profession, and the regulations were oriented to get before the profession the knowledgeable understanding of this drug in terms professionals can understand, but which would not be particularly useful to the laity.

We have no regulations so far on advertising copy for prescription drugs that goes directly to the public.

You will recall that we did write to you in answer to your inquiry in connection with the first PMA Reader's Digest advertisement, stating where we were in this program, and what we could do and planned to do.

¹ Retained in committee files.