

Prescription Drug Advertising

The Federal Drug Administration (FDA) has rules regarding advertisements for prescription drugs used to manage chronic noncommunicable diseases. Yet every month the FDA issues warning letters to a number of pharmaceutical companies for violations against the rules for drug advertising. Use the activity that follows to help you identify the effects that might result from misinformation found in prescription drug advertising.

Name of drug and what it is prescribed for	Violation (in your own words)	Possible effects of violation (health effects, effects on the perception of the medical condition or the use of the drug)
ephedrine	<i>synthetic source, not plant-derived</i>	<i>no evidence that it's safe or effective</i>

ACTIVITY

Working in groups of three or four, research at least four of the warning letters available at the FDA Web site found in the Web links at glencoe.com. Use the table above to help you determine the types of violations against the FDA's prescription drug advertising policies. List the name of the drug, describe the violation, and note possible effects on a person's health if the drug is used.

EXPRESS YOUR VIEWS

Create a one-page paper discussing the rules and regulations that control information in advertisements for prescription drug products. Explain how effective these rules are in protecting the health of individuals who use these products. Consider these questions: How many warnings are issued each month? Can the effects of these violations be life threatening?