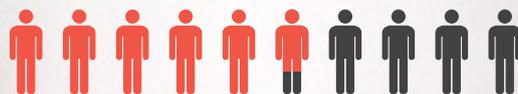


# MAJORITY SAY “NO” TO DRUG ADS



57%

OF CONSUMERS  
WANT DRUG  
ADVERTISING  
BANNED.

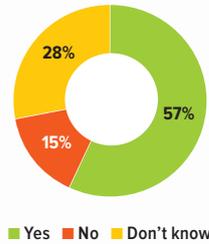
New Zealand and the US are the only two countries in the developed world that allow direct-to-consumer advertising (DTCA) of prescription medicines. We've been campaigning for it to be banned because these ads don't provide consumers with useful information and increase the risk of medicines being overprescribed.

**consumer.**

## Majority support ban

Our latest survey found the majority of Kiwis want the ads to go. Fifty-seven percent supported banning ads for prescription medicines, in favour of a health information service that provided independent information about treatment options. Just 15 percent thought drug advertising should continue.

Would you support banning advertising of prescription medicines in favour of a health information service that provided independent information about treatment options?



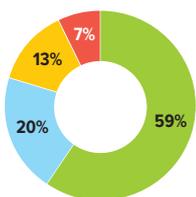
## Information not helpful

Our survey also found most consumers had a negative opinion of the information these ads provide. Drug companies claim DTCA helps inform consumers but most Kiwis don't share this view.

Just eight percent strongly agreed drug ads provided unbiased and comprehensive information about treatment.

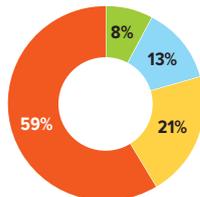
Fifty-nine percent disagreed. The same proportion strongly felt drug companies were likely to spend most money advertising medicines that gave them the most profit.

Drug companies are likely to spend most money on ads for medicines that give them the most profit.



■ Strongly agree ■ Somewhat agree ■ Neutral ■ Disagree

Drug company ads provide unbiased and comprehensive information about treatment.



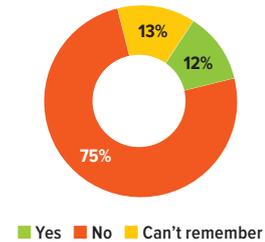
## More medication

One of our major concerns about drug advertising is that it can lead to unnecessary prescribing. Ads sell the promise of a quick fix, but we don't think they provide all the facts needed for consumers to make an informed choice.

Ads also put pressure on doctors to prescribe medications.

One in eight consumers said an ad had prompted them to ask for a prescription medicine from their doctor or other health professional. Of those, 45 percent got the prescription they requested while 21 percent got a prescription for another medicine.

Has an ad ever prompted you to ask for a prescription medicine?



■ Yes ■ No ■ Can't remember

If yes, did you ...

45%



Receive a prescription for the medicine

21%



Receive a prescription for another medicine

32%



Not receive any prescription

1%



Other

## WHAT WE'RE DOING

The Ministry of Health has been consulting on whether the law should continue to allow medicine advertising. We've submitted in favour of a ban and we'll be providing the results of our latest research to the ministry and Minister of Health David Clark.