



CPhA POSITION STATEMENT

Direct-to-Consumer Advertising (DTCA)

The Canadian Pharmacists Association recognizes that:

- patients, governments, pharmaceutical manufacturers and health care providers have a vested interest in achieving optimal drug therapy for all Canadians.
- pharmaceuticals should not be considered as a consumer commodity but rather as one of the most cost-effective therapeutic interventions that exists today.
- patients have a right to receive information on all therapeutic interventions available to them in order to participate in decisions about their health.
- the information available to patients must be objective, accurate and comprehensive.
- the media used to disseminate information must not encourage patients to seek unnecessary or inappropriate treatments thus increasing the risks to their health and the costs of our health care system.

Therefore, the Canadian Pharmacists Association:

- opposes direct-to-consumer advertising of prescription medications for patient safety reasons.
- supports joint efforts by patient groups, governments, pharmaceutical manufacturers and health care providers to develop objective information about pharmaceuticals and disseminate it broadly in plain language.