And here is a LISTING of the respondents’ IDEAS ABOUT THE AIMS OF SUCH A TOOL.

Most importantly, the RESPONDENTS Wanted students to learn how to CRITICALLY APPRAISE promotion AND CLOSE BEHIND THAT, They also wanted them to become more FAMILIAR with INDEPENDENT SOURCES OF INFORMATION ABOUT MEDS Teachers also wanted students to GAIN BETTER PRESCRIBING OR DISPENSING skills

<table>
<thead>
<tr>
<th>Objetivos llave identificados por los educadores</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Análisis Crítica de la Promoción</td>
<td>77%</td>
</tr>
<tr>
<td>Intensificar el uso de fuentes de información independientes</td>
<td>76%</td>
</tr>
<tr>
<td>Mejor prescripción y dispensación de medicamentos después de terminar la universidad</td>
<td>64%</td>
</tr>
<tr>
<td>Exponer los estudiantes a perspectivas distintas</td>
<td>52%</td>
</tr>
</tbody>
</table>
Just to show SOME RESULTS:

WE ASKED EDUCATORS HOW MUCH TIME WAS SPENT TEACHING STUDENTS ABOUT PROMOTION ISSUES as part of the curriculum.

You’ll see that MORE THAN A THIRD of MEDICAL schools spent half a day or less on promotion, while pharmacy schools did better.

Respondents whose schools SPENT LITTLE TIME on promotion did report that they DIDN’T THINK the education was very successful.
This is the COVER of draft manual

THE MANUAL provides a model curriculum on drug promotion for pharmacy and medical students
With the idea that they can develop skills they can use throughout their professional lives

It should be seen as a companion guide to WHO’s earlier manual Guide to Good Prescribing

The aim is that the manual will help lead to improved therapy and ethical choices and ultimately, to better patient health

The draft manual is now available in English, Spanish and Russian. It may be translated into other languages in the future, depending on interest and use

So what does it include?
So what does it include?

A DESCRIPTION OF TECHNIQUES that USED to INFLUENCE how doctors’ prescribe and pharmacists’ dispense

A good OVERVIEW of the MATERIAL included in PHARM ADVERTS for health professionals (and consumers)

It raises questions about CONFLICTS OF INTEREST between researchers, prescribers, dispensers and companies and how this cooperation is often hidden or unknown

It explains how medicines are REGULATED in different countries, how EFFECTIVE the regulations are, and HOW health professionals can RAISE QUESTIONS OR LODGE COMPLAINTS about questionable promotion in their own country

It also highlights the need for independent, unbiased, comparative information about medicines and lists many sources for it so that health professionals are not dependent on the industry for knowledge about medicines

LETS LOOK AT SOME EXAMPLES INCLUDED IN THE MANUAL
This chart gives students an idea of the MONEY spent on promo IN US, despite the fact that there’s not often huge differences between drugs or no real improvement is gained.

- It shows where money is generally going: such as red: sales reps are big part of pie
- Dark blue: free samples also a big spend
- Light blue: growing amount for unmonitored promotion (mix of new types of promo being used)
- Such as industry sponsored CME or pharmacy education
- Funding of key opinion leaders
- Ghostwriting of journal articles
- Funding of diagnostic and treatment guidelines
- Funding of patient groups
- Pharmacy discounts
Another example, That gets students to start thinking about how drugs are promoted to health professionals, Sometimes including off label uses, that is non-approved indications Showing how this can open a whole new market for medicines and increase sales But because it’s used in situations other than those approved, there is an increased potential for harm, greater risks [company admitted violations of FDA guidelines regarding promotion for off label uses]
Que información deberían contener los anuncios de las revistas médicas?

The manual also includes many real advertisements for medicines and helps students learn what kind of information should be included and what should not be said.
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LETS LOOK AT SOME EXAMPLES INCLUDED IN THE MANUAL
Here’s a graphic showing how free trips can influence prescribing

The chart shows how many prescriptions were written for a new antibiotic at a hospital.

After doctors were sent on an all-expenses paid trip to a fancy resort where they heard about the medicine,

Compare gray line: doctors at hospital

With green line: prescribing at other medical institutions in the country
Ejercicio – Debate

Formar equipos de 4 a 6 personas.

**Equipo 1:** El hecho que los médicos y los farmacéuticos acepten dinero de las empresas farmacéuticas no entraña conflicto ético.

**Equipo 2:** El hecho que los médicos y los farmacéuticos acepten dinero de las empresas farmacéuticas es éticamente inaceptable.

Finally, each chapter includes activities for students to carry out as class work or homework.

Here’s a debate on a key topic.
La calidad de la información que acompaña los medicamentos, puede ser la diferencia entre un "veneno y una cura": entre el uso que mejora la salud y el uso que lleva a más daños.

Health Action International (HAI) is an independent, global network, working to increase access to essential medicines and improve their rational use through research excellence and evidence-based advocacy.
Gracias

- Para más informaciones…

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  www.haieurope.org