

Committee: World Health Organization

Topic: Combating False Drug Advertising Worldwide

Submitted by: France, The United States

Co-Submitted by: Japan

Signatories: The United Kingdom, Germany, Saudi Arabia, Greece, Mozambique, Cuba, Italy, Hungary, Turkey

The General Assembly,

Recognising the potential dangers that can come from false drug advertising,

Viewing with appreciation the actions of France's ANSM in ensuring the safe and ethical advertising of drugs, by requiring express permission for any advertisements for non-prescription drugs, and the outright ban on adverts for prescription drugs,

1. *Defines* 'false drug advertising' as any advertisements for a drug which meets any of the following:
 - a. Makes false claims about the effects of the product,
 - b. Makes deliberately misleading claims about the effects of the product,
 - c. Neglects to list all potential side effects of the product,
2. *Strongly recommends* that direct-to-consumer advertising of prescription drugs (DTCA) be phased out in all Member States, resulting in a full ban by 10 years, if not already,
3. *Calls into question* the purpose of DTCA for prescription drugs, as prescription drugs are not selected by consumer choices, but by the informed decisions of medical professionals,
4. *Urges* the creation of strict international rules for pharmaceutical companies with regards to advertising, with harsh fines to be given to any pharmaceutical companies who break these rules,
5. *Encourages* the creation of an educational campaign to inform the public of misleading tactics used in false drug advertisements, possibly working with social media companies to help platform this,
6. *Calls for* the creation of a sub-body, named the Body for Ethical Drug Advertising (BEDA), which, working closely with the WHO, will aim to,
 - a. Create a report on the current state of false drug advertising in all Member Nations,
 - b. Attempt to define more rigorously what constitutes 'misleading' drug claims in advertising,
 - c. In ambiguous cases, will decide whether or not specific adverts can be deemed as 'false'.
7. *Calls upon* Member States to strengthen national boarder control frameworks, ensuring that they enforce stringent measures to combat counterfeit drug trafficking,
 - a. This is for the aim of greater detection of counterfeit drugs as well as establishing each Member Nation's own patterns of trafficking,
 - b. The degree of control is subject to what each Member Nation determines is suitable in response to its counterfeit drug issues.