

Do not get sold on drug advertising

- 1) In what countries are drug makers allowed to market prescription drugs directly to consumers? a) The UK b) the US c) Germany d) New Zealand
- 2) What is a product claim? What is a reminder ad? Look at the 2 definitions below, which corresponds to which?
 - a) It gives the drug's name but not the drug's use
 - b) It names a drug, mentions its generic name + condition it treats, talks about benefits and risks
- 3) Are ads submitted to the FDA before or after appearing in public?
- 4) The money spent on drug advertising is regulated by the FDA and is the same for all companies. True False
- 5) Companies cannot advertise for drugs that can trigger severe risks. True False
- 6) Companies can advertise for off-label uses. True False
- 7) Dr Sarpatwari believes that drug ads are dangerous and useless. True False