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SENATE JOINT MEMORIAL 8019

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State of Washington

60th Legislature

2007 Regular Session

By Senator Pflug

Read first time . Referred to .

1 TO THE HONORABLE GEORGE W. BUSH, PRESIDENT OF THE UNITED STATES,  
2 AND TO THE PRESIDENT OF THE SENATE AND THE SPEAKER OF THE HOUSE OF  
3 REPRESENTATIVES, AND TO THE SENATE AND HOUSE OF REPRESENTATIVES OF THE  
4 UNITED STATES, IN CONGRESS ASSEMBLED, AND TO THE COMMISSIONER OF THE  
5 FOOD AND DRUG ADMINISTRATION:

6 We, your Memorialists, the Senate and House of Representatives of  
7 the State of Washington, in legislative session assembled, respectfully  
8 represent and petition as follows:

9 WHEREAS, The Food and Drug Administration regulates the promotion  
10 of prescription pharmaceuticals, including the content of direct to  
11 consumer advertising of prescription pharmaceuticals; and

12 WHEREAS, Direct to consumer advertisements prompt millions of  
13 consumers to ask their physicians for specific brand name prescription  
14 pharmaceuticals; and

15 WHEREAS, The Food and Drug Administration issues regulatory letters  
16 to companies that violate Food and Drug Administration guidelines; and

17 WHEREAS, The Food and Drug Administration issues regulatory letters  
18 for only a small percentage of the advertisements it reviews; and

19 WHEREAS, Food and Drug Administration oversight has not prevented

1 companies from making misleading claims in advertisements for  
2 prescription pharmaceuticals; and

3 WHEREAS, The current regulatory scheme is inadequate to deter  
4 pharmaceutical companies from making misleading claims in advertising;

5 NOW, THEREFORE, Your Memorialists respectfully pray that the Food  
6 and Drug Administration adopt rules requiring that direct to consumer  
7 advertising of prescription pharmaceuticals be allowed only when done  
8 through the United States Surgeon General such that consumers are  
9 informed of new products, their purpose, and effects with accuracy and  
10 clarity.

11 BE IT RESOLVED, That copies of this Memorial be immediately  
12 transmitted to the Honorable George W. Bush, President of the United  
13 States, the Commissioner of the Food and Drug Administration, the  
14 President of the United States Senate, the Speaker of the House of  
15 Representatives, and each member of Congress from the State of  
16 Washington.

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