

DRUG ISSUES TOPIC: ADWATCH

The problem: Misleading drug promotion is more common, more influential and more harmful than is generally realised. It is difficult to decide which claims to accept and which to resist. We often lack the time required to check on claims.

The solution: AdWatch is a monthly webpage designed to help doctors, pharmacists and the public defend ourselves from misleading drug promotion. AdWatch explains the tricks used in drug advertisements and provides practical recommendations for optimal medical care. Everyone is invited to participate by providing feedback to AdWatch and to the company responsible for the advertisement.

AdWatch is quick and easy to read, enlightening, and free at:
www.healthyskepticism.org/adwatch.php

AdWatch is produced by Healthy Skepticism Inc. Healthy Skepticism (www.healthyskepticism.org) is an international non-profit organisation aiming to improve health by reducing harm from drug promotion. What do people say about AdWatch? Feedback from around the world:

Thanks for your thought provoking work.

This is an excellent way of educating us.

Great new development. I like this short form.

I enjoy having the ads analysed like this. Keep up the good work.

They use the very same misleading claims up here, in Finland, too.

Very clear comments on confusing advertising. I look forward to the next AdWatch.

A useful way to point out the tricks of the advertising trade to doctors and others.

GREAT WORK!!!! This is JUST what busy physicians need to be able to counterdetail. Thank you so much.

This type of work will definitely create more informed prescribers and ultimately patients will benefit a lot.

This helps not only with this particular drug, but also equips me to better evaluate other drug company claims. Thanks.

