



BRIEFING

62nd World Health Assembly

From Education to Regulation: Innovative Tools for the Rational Use of Medicines

Wednesday 20 May 2009, 17.30-19.00hrs
Room IX (9), Palais des Nations, Geneva

WHO/HAI Manual aims to help Medical and Pharmacy students understand and respond to Pharmaceutical Promotion

Presentations will focus on:

- the imbalance between promotional material and independent information about medicines available to health professionals and the public, and the consequences for public health
- the aims and contents of the HAI/WHO manual developed as part of a collaborative project
- the methodology that will be used to test the manual at selected pilot sites in 2009 to 2010
- evidence of unethical promotion from HAI Africa and HAI Latin America, and tools now being developed in collaboration with HAI Asia-Pacific to help governments assess pharmaceutical promotion

To find out more about the briefing session, contact:

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