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

List of Presentations

Welcome
Tim Reed, PhD, (Co-chair) Director, HAI Global, Amsterdam, The Netherlands

Opening remarks
Hans Hogerzeil, MD, PhD, (Co-chair) Director, Essential Medicines and Pharmaceutical Policies, WHO, Geneva, Switzerland

The need to educate health professionals about pharmaceutical promotion: The Latin American experience
Carlos Fidel Berrios Cruz, MD, MPH, Director of Projects, Farmacéuticos Mundi, Managua, Nicaragua and member, AIS-Nicaragua (HAI-Nicaragua)

Introduction to the WHO/HAI manual
Barbara Mintzes, PhD, (Manual editor), HAI Global, Amsterdam, The Netherlands and Assistant Professor, Department of Anesthesiology, Pharmacology & Therapeutics, Therapeutics Initiative, University of British Columbia, Vancouver, Canada

Assessing the manual: Methodology for pilot testing
Dee Mangin, (Manual editor), MB, ChB, DPH, Associate Professor and Director, Primary Care Research Unit, Department of Public Health and General Practice, University of Otago, Christchurch, New Zealand

Discussion
Medical journal advertisements and the WHO Ethical Criteria:  
A study in five African countries  
Carole Piriou, HAI-Africa, Nairobi, Kenya

Regulation of pharmaceutical promotion: Assessment, analysis and advocacy  
Lilia Ziganshina, MD, PhD, Doctor of Sciences, Professor, Kazan State Medical Academy, Russia  
and HAI Global, Amsterdam, The Netherlands

Discussion  
(Including panellist Rachel Dechenne, Campaigns officer, Consumers International, London, UK)

Closing