



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
Understanding and Responding to Pharmaceutical Promotion:
A Practical Guide

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 Berríos 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