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APA Calls PhRMA's Guiding Principles on Drug Advertising "a Helpful Step"

Arlington, Va. - The American Psychiatric Association (APA) welcomes PhRMA's announcement of "Guiding Principles" on direct-to-consumer (DTC) advertising of pharmaceutical products. The document, which was released yesterday in Dallas, is a helpful step by the pharmaceutical industry to examine this issue – an examination we are pleased industry acknowledges is needed.

The APA believes public policymakers, physicians, patients and industry must work together to minimize potential negative impacts of DTC. We believe PhRMA's principles are a useful starting point and should be considered a floor, and not a ceiling. We also believe there are issues relative to DTC that have been raised but not yet addressed. Therefore, to help fully evaluate DTC and its consequences, the APA recently sought and won a commitment from the American Medical Association's House of Delegates to prepare a comprehensive report on the issue.

We look forward to participating in the important dialog on this issue in the months ahead.

About the American Psychiatric Association:

The American Psychiatric Association is a national medical specialty society whose more than 37,000 physician members specialize in the diagnosis, treatment and prevention of mental illnesses including substance use disorders. Healthy Minds. Healthy Lives. Care that works to get your mind healthy again so you can lead a healthy life. Visit APA at www.psych.org and www.healthyminds.org.

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