



# SEMINAR

Department of Public Health



University of Otago, Wellington | 23A Mein Street | Newtown | Wellington

## Direct To Consumer Advertising of prescription medicines: for health or for profit?

Les Toop, Professor of General Practice, University of Otago Christchurch

**Friday 6<sup>th</sup> September 2019, 12.30-1.15pm**

Les will outline the history of Direct To Consumer Advertising (DTCA) in New Zealand, a practice that is only permitted and not prohibited here and in the United States. He will summarise the evidence with examples of why other countries see it as of net harm to public health, and provide an update on the politics around the position taken in the substantial new Therapeutic Products legislation that is currently open for consultation to replace the 1981 Medicines Act.



Les has been involved in promoting the rational use of medicines for three decades, in particular through education of prescribers, and was very involved in the campaign to ban DTCA in favour of greater independent consumer health information 15 years ago. Les has worked as a family doctor in Philipstown, Christchurch since 1986 and headed the Department of General Practice at University of Otago Christchurch from 1997 until earlier this year.

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**Small Lecture Theatre, Level D, University of Otago Wellington**

**To join by web-conference:** [https://otago.ac.nz/zoom/ph\\_seminars](https://otago.ac.nz/zoom/ph_seminars)

For more information: <http://otago.ac.nz/UOWevents>

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**Nau mai, haere mai! All welcome!**