



## **PAAB ADVISORY**

### **4-DAY TURNAROUND**

**For Written DTCARx and Opinion Advisories**

We are pleased to announce that, effective April 1, 2007, the PAAB has changed its policy for providing written opinions. Written opinions regarding Direct-to-Consumer Advertising of Prescription Drugs and opinions regarding whether an activity is advertising subject to the PAAB Code will be given to the client within 4 business days. Please use the PAAB submission form available at [www.paab.ca](http://www.paab.ca) and clearly indicate your request for an opinion. If you have any questions please call Glenn Golaz or John Wong at the PAAB office 905-509-2275.

The PAAB will give an advisory opinion on specific projects that involve advertising or information directed at the general public. Currently, companies cannot advertise prescription drugs except for name, price, and quantity or treatments of Schedule A diseases to the general public. We can assist you in interpreting Health Canada guidelines on what is advertising and what is not considered to be advertising. Activities include branded ads, help-seeking ads and consumer brochures and reviews are based on the Health Canada document "The Distinction between Advertising and Other Activities". PAAB will charge a review fee for written opinions, including e-mail. Advertisers should note that the PAAB members have agreed to the Health Canada request that it be copied on final versions of DTCARx material reviewed by the PAAB.

Please note that the PAAB will continue its policy of not charging fees for verbal answers on the telephone.

Ray Chepesiuk

PAAB Commissioner