



Effective January 17, 2003

## PAAB ADVISORY: IMPORTANT PAAB CODE REVISION

### Code Section 5.9 Analysis of data.

To be considered as evidence, results must achieve the statistical significance level of  $p < 0.05$ , which can also be stated in terms of 95% confidence intervals. Failure of study results to demonstrate a statistically significant difference in the measured effect is not sufficient to support a claim of **equivalence** between the treatments studied.

### 9.4.5 Options facing complainant.

When the complainant receives a response from the advertiser, the complainant may wish to assess whether to:

- a) continue discussion with the advertiser, possibly by writing another letter narrowing the points of dispute;
- b) accept the advertiser's response and therefore not pursue the complaint; or
- c) conclude that further intercompany dialogue will not be productive and therefore seek review by the PAAB Commissioner in Stage 2. **The complainant should send a letter of intent to proceed to stage two. The letter should be received by the Commissioner within 10 working days of the date of receipt of the advertiser's Stage 1 response by the complainant. The Stage 2 allegations should be clearly stated. Failure to comply with this section will result in the Commissioner voiding the complaint. If the complainant requests action after the ten working day deadline, they may file a new Stage 1 complaint.**

### 9.5.4 Registration of complaint.

In order for a complaint to pass to Stage 2, the complaint must be registered. Under Section 9.5, complainants other than from pharmaceutical companies are not liable to pay registration fees. If the advertiser does not respond by 10 working days after receipt of the complaint, registration is deemed to occur on the subsequent working day. If the advertiser does respond within 10 working days, the complainant may request registration by notifying the Commissioner. The complainant should send a letter of intent to proceed to stage two. The letter should be received by the Commissioner within 10 working days of the date of receipt of the advertiser's Stage 1 response by the complainant. The Stage 2 allegations should be clearly stated. Failure to comply with this section will result in the Commissioner voiding the complaint. If the complainant requests action after the ten working day deadline, they may file a new Stage 1 complaint.

For more information please speak to PAAB Commissioner Ray Chepesiuk or Senior Reviewer John Wong.

Ray Chepesiuk  
Commissioner