BAN DRUG ADVERTISEMENTS

To the editor: In 2009, I published an opinion piece in the Canadian Journal of Emergency Medicine (CJEM) calling for the journal to stop accepting advertisements from pharmaceutical companies.1 The president of the Canadian Association of Emergency Physicians (CAEP) replied that “CAEP’s current position is that relationships between CAEP and industry, including pharmaceutical companies, are acceptable.”2 Now comes news that Emergency Medicine Australasia, the journal of the Australasian College for Emergency Medicine, is going to ban advertisements. In a joint statement, two of the editors said, “It is time to show leadership and make a stand, and medical journals have a critical role to play in this... We invite other journals to show their support and follow suit by declaring their hand and doing the same.”3 CAEP and CJEM should follow the leadership from Australia.

Competing interests: In 2007, I was a consultant to a law firm representing Apotex Inc regarding the influence of promotion on sales. In 2007–2008, I was a consultant to the Canadian federal government in its defense against a lawsuit challenging the ban on direct-to-consumer advertising. In 2010, I was a consultant to a law firm regarding a lawsuit against Allergan Inc.

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References
2. Evan C. CJEM and pharmaceutical advertisements. CJEM 2010;12:5.