



Conference Abstract

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Title: **Legal regulations of pharmaceutical advertising in Poland – bioethical challenges**

Abstract text: What are the main ethical problems concerning drug advertising in Poland? Are Polish institutions effective in supervising this field? If not, why is it so?

The DTC advertising (direct-to-consumer) of OTC drugs (over-the-counter) and dietary supplements was severely criticized by the National Broadcasting Council and the Supreme Audit Office in 2016 and 2017. During the presentation the main aspects of this criticism will be analyzed. The Polish Chamber of Physicians and Dentists has even called for a complete ban on advertising of drugs and dietary supplements. Would that be the best solution from the bioethical point of view? How, in this case, should we legally protect both individual freedom and public health?

The goal of the presentation is to face all of those issues. The speech will be divided into two main parts. The first one will be descriptive and concentrated on the recent statistics and legal regulations of pharmaceutical marketing in Poland. The second one will be normative and devoted to moral arguments for and against DTC advertising of drugs.

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