

MEDCHI, THE MARYLAND STATE MEDICAL SOCIETY
HOUSE OF DELEGATES

Resolution 1-21

INTRODUCED BY: Baltimore City Medical Society

SUBJECT: Pharmaceutical Advertising During COVID-19

1 Whereas, The Centers for Disease Control, state and local health departments, and other health care
2 institutions and organizations are encouraging individuals to adhere to safety measures during the current
3 COVID-19 pandemic; and
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5 Whereas, The consistent message to everyone has been and continues to be three-fold: (1) wear a mask;
6 (2) maintain social distances of at least 6 feet; and (3) wash your hands; and
7

8 Whereas, Pharmaceutical companies have developed and will continue to develop vaccines to prevent
9 COVID-19, ameliorate side effects resulting from the vaccine, and conditions resulting from COVID-19;
10 and
11

12 Whereas, During the COVID-19 pandemic pharmaceutical companies should be mindful of the message
13 they send in advertising their products using actors and actresses who are not practicing safety protocols;
14 therefore be it
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16 Resolved, That MedChi request our American Medical Association to encourage pharmaceutical
17 companies to model COVID-19 safety measures in their advertising, by insisting that actors and actresses
18 maintain social distances, wear masks, and wash their hands, as appropriate. Additionally, for any
19 advertisements developed before COVID-19, pharmaceutical companies should be encouraged to include
20 a written or verbal statement that the message was developed prior to the COVID-19 outbreak.
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22 Fiscal Note: Included in existing AMA Delegation budget.