HOUSE JOINT RESOLUTION NO. 12

INTRODUCED BY C. KNUDSEN, R. LYNCH, B. LER, J. CARLSON, B. MITCHELL, K. SEEKINS-CROWE, A. BUCKLEY, M. BINKLEY, S. ESSMANN, G. OBLANDER, J. ETCHART

A JOINT RESOLUTION OF THE SENATE AND THE HOUSE OF REPRESENTATIVES OF THE STATE OF MONTANA REQUESTING THE FEDERAL GOVERNMENT PROHIBIT PRESCRIPTION DRUG ADVERTISING ON RADIO AND TELEVISION.

WHEREAS, direct-to-consumer advertising (DTCA) can lead to overdiagnosis and overtreatment; and

WHEREAS, DTCA can lead to the overuse of antibiotics, which creates newer and deadlier antibiotic-resistant strains of diseases; and

WHEREAS, DTCA can lead to patients pressuring physicians to prescribe drugs they may not need; and

WHEREAS, DTCA can mislead patients into thinking all drugs are safe and effective, without providing adequate information on risks and side effects; and

WHEREAS, DTCA can increase the cost of health care by promoting drugs that are not cost effective; and

WHEREAS, DTCA can contribute to the opioid epidemic by promoting opiate painkillers without adequately warning patients of the risks of addiction and overdose; and

WHEREAS, DTCA can interfere with the provider-patient relationship by introducing outside influences into medical decisions; and

WHEREAS, DTCA can cause patients to neglect important lifestyle changes and self-care measures that can improve health and reduce the need for prescribed drugs; and

WHEREAS, DTCA contributes to the overall commercialization of the health care system, leading to a focus on health care institution profits over patient well-being.

NOW, THEREFORE, BE IT RESOLVED BY THE SENATE AND THE HOUSE OF REPRESENTATIVES OF THE STATE OF MONTANA:

That the President of the United States and the United States Congress be urged to prohibit prescription drug advertising on television and radio in the interest of promoting and protecting the health of Montanans and our fellow United States citizens.

BE IT FURTHER RESOLVED, that the Secretary of State send copies of this resolution to the President of the United States and the United States Congress.

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