WHEREAS, prescription controlled substances have an important therapeutic role in patient care;

WHEREAS, prescription controlled substances also have potential for abuse, addiction, and overdose with serious health consequences;

WHEREAS, prescription controlled substances must only be utilized in patient care after careful and thorough practitioner evaluation; and

WHEREAS, direct to consumer advertising can lead to demand for prescription controlled substances that are not medically necessary;

THEREFORE, BE IT RESOLVED, that the National Association of State Controlled Substances Authorities strongly oppose direct to consumer advertising of prescription controlled substances by urging the pharmaceutical industry to voluntarily cease this activity. The National Association of State Controlled Substances Authorities also requests Federal agencies to prohibit direct to consumer advertising, legislatively if necessary.

BE IT FURTHER RESOLVED, that the Executive Committee of the National Association of State Controlled Substances Authorities transmit this resolution to the pharmaceutical industry, FDA, DEA and FCC.

ATTEST: ___________________________

President

Date: _____________________________