

MEDICINES ADVERTISING LIAISON GROUP
8 July 2015
R-G-2 (Ground Floor) at 2:30pm
MHRA

PROPOSED AGENDA

1. Agreement of Agenda
2. Minutes of last meeting – 25 September 2014
3. Matters Arising
 - European report on statutory information
 - Implementation of changes to essential information in advertising to healthcare professionals
 - Website transfer to www.gov.uk and MHRA branding
 - PAGB and devices for self care
4. Roles of self-regulation and statutory regulation - MHRA/ALL
5. Advertising and regulation of nicotine products - MHRA/ASA
6. Guidance and Codes of Practice - ALL
 - Review of Codes of Practice
7. Areas of current concern - ALL
 - Invitation for contributions
 - Prioritisation Principles - ASA
 - Tissue salts - MHRA
 - Traditional Herbal Remedies - MHRA/PAGB
 - Advertising of POMs to the public - ASA/MHRA
 - Other issues around the table
 - Forum on Advertising Medicines (FOAM) - MHRA
8. Any Other Business