

**BAN DRUG ADVERTISEMENTS**

*To the editor:* In 2009, I published an opinion piece in the *Canadian Journal of Emergency Medicine (CJEM)* calling for the journal to stop accepting advertisements from pharmaceutical companies.<sup>1</sup> The president of the Canadian Association of Emergency Physicians (CAEP) replied that “CAEP’s current position is that relationships between CAEP and industry, including pharmaceutical companies, are acceptable.”<sup>2</sup> Now comes news that *Emergency Medicine Australasia*, the journal of the Australasian College for Emergency Medicine, is going to

ban advertisements. In a joint statement, two of the editors said, “It is time to show leadership and make a stand, and medical journals have a critical role to play in this... We invite other journals to show their support and follow suit by declaring their hand and doing the same.”<sup>3</sup> CAEP and *CJEM* should follow the leadership from Australia.

**Competing interests:** In 2007, I was a consultant to a law firm representing Apotex Inc regarding the influence of promotion on sales. In 2007–2008, I was a consultant to the Canadian federal government in its defense against a lawsuit challenging the ban on direct-to-consumer advertising. In 2010, I was a consultant to a

law firm regarding a lawsuit against Allergan Inc.

**Joel Lexchin, MD**

Professor, School of Health Policy and Management, York University, Toronto, ON

**References**

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