



HR1018

LRB099 17084 GRL 41442 r

1 HOUSE RESOLUTION

2 WHEREAS, A recent study by the Mayo Clinic found that 7 of  
3 every 10 Americans currently take at least one prescription  
4 medication; and

5 WHEREAS, The State of Illinois has a population of  
6 approximately 12.8 million, which equates to nearly 9 million  
7 Illinois citizens taking prescription drugs; and

8 WHEREAS, The number of people who take prescription drugs  
9 has risen by 5% in recent years; and

10 WHEREAS, According to Express Scripts, average prices for  
11 brand name prescription drugs have risen 128% in recent years;  
12 and

13 WHEREAS, The only 2 countries in the world that allow for  
14 direct-to-consumer advertising of prescription drugs are the  
15 United States and New Zealand; and

16 WHEREAS, A recent study found that drug makers have spent  
17 \$4.5 billion in the last 2 years on advertising prescription  
18 drugs, representing a 30% increase in marketing; and

19 WHEREAS, There is anecdotal evidence that increased

1 marketing of brand name prescription drugs results in patients  
2 requesting expensive and unnecessary prescriptions, leading to  
3 increased health-care costs; and

4 WHEREAS, At a recent meeting, the American Medical  
5 Association adopted a policy seeking to ban direct-to-consumer  
6 advertising of prescription drugs given its concern with  
7 proliferation of expensive treatments and escalating drug  
8 prices; therefore, be it

9 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE  
10 NINETY-NINTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that we  
11 urge Congress to adopt legislation banning direct-to-consumer  
12 advertising of prescription drugs; and be it further

13 RESOLVED, That we urge the United States Food and Drug  
14 Administration to adopt appropriate rules and regulations  
15 banning direct-to-consumer advertising of prescription drugs;  
16 and be it further

17 RESOLVED, That a suitable copy of this resolution be  
18 presented to the members of the Illinois congressional  
19 delegation, the United States Food and Drug Administration, and  
20 the American Medical Association.