

**Strategic Plan for Tackling Illegal Advertisements of  
Drugs, Foods and Health Products (2014-2018)**

The Sixth National Health Assembly has considered the report of Strategic Plan for Tackling Illegal Advertisements of Drugs, Foods, and Health Products (2014-2018)<sup>1</sup>;

Noting the Measure (8) of Section 71, Chapter 8 Consumer Protection of the Statue on the National Health System and Resolution of the 4th National Health Assembly on Tackling illegal advertisement of drugs, food and health products on radio, television, and internet;

Having concerned that the resources used in tackling illegal advertisement of drugs, foods, and health products are limited while the goal must be achieved comprehensively, effectively, continuously, sustainably and able to control the new communication channels created in the future. Thus, the operation must be strategic and involve all allied networks;

Realizing the advantages of drafting, approving, and driving this strategic plan (2014-2018) with responsible allied networks;

Appreciating the efforts of all stakeholders in the drafting of this strategic plan (2014-2018) to eliminate exaggerated, deceitful or hypocritical advertising;  
and

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<sup>1</sup> Documentary of Health Assembly 6/ Main 2

Considering that this strategic plan (2014-2018) will be the framework and guideline for social mobilization of all stakeholders in order to create a national network for tackling illegal advertisement of drugs, foods, and health products sustainably.

Here, therefore, the following resolutions have been adopted:

1. Approve the Strategic Plan for Tackling Illegal Advertisements of Drugs, Foods, and Health Products (2014-2018) as in the Annex attached <sup>2</sup>;

2. Request the National Health Commission to propose the Strategic Plan for Tackling Illegal Advertisements of Drugs, Foods, and Health Products (2014-2018) to the cabinet for approval and announcement as the National Agenda;

3. Appreciate the Ministry of Public Health, especially Food and Drug Administration acting as the core of action to appoint a joint committee among Food and Drug Administration, Office of the National Broadcasting and Telecommunications Commission, Office of the Consumer Protection Board, Ministry of Information and Communication Technology, Royal Thai Police, Entrepreneur Organization or representative, Village Health Volunteer, Department of Local Administration, Department of Provincial Administration, Ministry of Interior, civil society, and relevant organizations. This joint committee is the main mechanism for strategic movement from the National Policy to the Local Practice superseding of the previous driving committee of management of illegal advertisement of drugs, foods, and health products in radio, television, and internet which has been revoked;

4. Request the members of National and Provincial Health Assemblies to promote the popular sector network to strongly participate in the surveillance of illegal advertisement and to cooperate with this strategic movement;

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<sup>2</sup> Document of Health Assembly 6/ Resolution 4. Annex 1

5. Request the Food and Drug Administration to disseminate information concerning the proper consumption of health products and the disseminating procedure should be easily accessible for the general population; and

6. Request the secretary-general of the National Health Assembly to report the progress in the 9<sup>th</sup> and 11<sup>th</sup> National Health Assembly.