



TALKING POINTS

Exposing Drug Company Tactics

You can use these talking points to give you ideas for:

- ✓ Blog comments
 - ✓ Letters to the editor
 - ✓ Conversations with friends
 - ✓ Radio call-ins
 - ✓ Letters to your representative
-

1. **Free samples aren't free.** Those free samples may seem great, but drug companies actually use them to get your doctor to prescribe the latest, most expensive drugs – even when those drugs are less effective than older, cheaper medications. Bottom line: those free samples mean that in the long run, you often pay more for drugs that are less effective.
2. **Drug advertising puts you in danger and costs you money.** The media is filled with ads for drugs that promise cures for everything from impotence to shyness. But did you know that drug companies do not have to get their ads approved before airing them? That means they can over-claim the benefits and under-claim the risks of the drugs they offer. And who do you think pays for those expensive ads? You do, in the form of more expensive prescriptions!
3. **Drug companies are the most powerful lobby in Washington.** Concerned about big special interests in politics? The drug company lobby is the largest in the country – bigger than oil & gas or tobacco. Drug companies spend \$800 million a year to make sure laws that are supposed to protect you protect them instead.
4. **Drug money funds the FDA.** Huge budget cuts for the FDA and the National Institutes of Health mean that drug companies now fund much of the research that these public agencies do. When for-profit drug companies fund public agencies that are supposed to protect us, we can't trust these agencies to give us the un-biased information we need to protect the safety of ourselves and our loved ones.
5. **What do you care about?** Add your own concerns to the list!