University of Victoria School of Nursing

Position Statement: Pharmaceutical and Health Care Product Marketing

The University of Victoria (UVic) School of Nursing (SON), and all its programs, is committed to excellence in nursing education and practice and the advancement of societal health, and the SON has an important leadership role in setting the direction for best practices in relationships between nurses and industry (Brennan et al., 2006). Health care decisions taken by registered nurses and nurse practitioners must be unbiased, with reliance on scientific evidence rather than on advertising and other promotional strategies commonly employed by the pharmaceutical and health care product industries (Sismondo, 2009). At the UVic SON, our priority is to advance societal health.

Historical tensions between advancing societal health and pharmaceutical and health product industry practices mean that the School of Nursing must exercise caution in relationships with industry. Gifts have the potential to influence nurses’ health care decisions in ways that may conflict with the best interests of the people for whom they care (Katz, Caplan & Merz, 2003; Wazana, 2000).

Given the prevalence of industry marketing and support in health care, UVic SON faculty members and students engage in critical reflection and discussion about the costs and benefits of accepting money, grants, supplies or other gifts from industry for professional development activities, conferences, research grants and scholarships. Direct involvement of industry funders in program development, choice of speakers, award selection and so on is seen as undue influence and unacceptable practice.

The UVic SON, and all its programs, will not serve as vehicles for contacting faculty or students, and no aspect of the curriculum will serve as a forum for the promotion or marketing of pharmaceuticals or health care products. With acceptance of this position statement, faculty members strongly encourage students to reject gifts from pharmaceutical and health care product industries.

References


Approved Grad Ed Committee, January 18, 2013