example. I am not suggesting that it happens in all cases in which information is provided the government on the efficacy of a drug, but if there is no testing procedure carried on by the directorate, there is a great likelihood that information provided to the government on the understanding that the government will not do any testing on its own, could very well contain some misinformation.

Miss Campbell: In answer to the hon. member for Athabasca, the department does review very carefully the research material with a view to verifying claims made by the manufacturer. I have already stated that the health protection branch will set out the criteria which must be followed by the manufacturer before it can place a product on the market. The criteria set out by the health protection branch must be followed. If there is any doubt concerning safety and efficacy of the product, the department would immediately require additional information if the product is to continue to be marketed. I think the hon. member is playing with words, because no manufacturer would want someone else to do the testing of his product. Surely the manufacturer must be required to bring additional information to the department and have it approved.

● (1440)

Mr. Yewchuk: Mr. Chairman, I did not want the parliamentary secretary to misunderstand my comments. I did not say the department should do the primary testing. Of course the manufacturer must do his own testing. However, I think the Food and Drug Directorate must take steps to ensure that the results from this testing are indeed accurate. There must be some way of verifying the efficacy of these products. However, I will leave this matter for the time being because I do not think any further answers will be forthcoming.

I would like to ask one more question dealing with advertising. The parliamentary secretary indicated that this matter had been discussed at the federal-provincial conference but she neglected to say, or I did not hear her, what the conclusion of these discussions may have been and what corrective action was taken regarding the inordinate amount of drug advertising in this country.

Miss Campbell: I will deal with the hon. member's last point first and then return to the first point he made. A study is presently being made of advertising and its effect on sales, and it is anticipated that this study will continue for some time.

Mr. Yewchuk: In conclusion, Mr. Chairman, I should like to ask whether any study is being carried out to determine the effect of drug advertising via the mass media on the attitude of Canadians toward the need for self-medication or on the use of drugs in general. For example, in the past decade or so we have witnessed in this country a fairly large increase in the non-medical use of drugs of various types. It seems to me that it would be useful to know whether the massive drug advertising to which we have been exposed has in any way contributed to the non-medical use of drugs, on the basis that a phychological attitude is created in people when they are constantly exposed to advertising which tells them there is a drug for every ill. This might induce people to use drugs which do them no good.

[Mr. Yewchuk.]

Miss Campbell: I would like to expand on the previous answer I gave to the hon. member. The study to which I referred examines the role of advertising and other factors in relation to the use of proprietary or patent medicines only.

Mr. Yewchuk: What about other drugs such as marijuana, and so on?

Miss Campbell: I think that is probably another area of discussion. I would like to clarify the answer that was given earlier by saying that the onus will be on the manufacturer to provide a safe and effective product. The required data must be generated by the manufacturer which would then be studied by the department and conditions attached to the product to the extent necessary before it could be put on the market.

Mr. Knowles (Winnipeg North Centre): Mr. Chairman, I should like to ask the parliamentary secretary whether this study into the effects of advertising on the sale of proprietary drugs is a limited study, or whether it includes other products which are sold over drugstore counters, such as hair preparations to make you the loveliest person in town, body deodorants, oral preparations to give you the freshest mouth in town or pellets which will guarantee that he will kiss you again, and such other products as bathroom tissue which will give your prestige in our modern society. Are such products included in this study?

Miss Campbell: In answer to the hon. member's question, the study applies to over the counter drugs and proprietary medicines. It is certainly up to the individual to decide on hair sprays and similar products.

Mr. Yewchuk: I wonder whether the parliamentary secretary would care to indicate when it is expected the study will be completed, and whether a report will be made to parliament on it?

Miss Campbell: The minister has already made public the first phase of the study, and it should be well over a year before the follow-up phase of the study has been completed.

Mr. Yewchuk: Will it be tabled?

Miss Campbell: Eventually.

Clause agreed to.

Clause 2 agreed to.

On clause 3.

Mr. Knowles (Winnipeg North Centre): Am I correct in assuming that the reason the act will not come into force for over a year is to give the provinces time to make the necessary adjustments?

Miss Campbell: The hon. member is correct. The reason is also to allow manufacturers the necessary time to adjust to the changes.

Mr. Nielsen: And the territories.

Clause agreed to.

Title agreed to.

Bill reported.