


health hints

Taking Control Of Your Health

(NAPSA)—A recent study suggests that certain types of advertising may be good for your health. According to the study, conducted by *Prevention* magazine with help from the FDA, direct-to-consumer advertising informs consumers about both the benefits and risks of advertised medicine.

A Recent Survey Revealed That:

- 81 percent of Americans say direct-to-consumer advertising informs them about new treatments for a condition they may be suffering from.
- 64 percent say DTC advertising helps them be more involved in deciding which medicine is right to take.
- 80 percent say DTC informs them about the benefits of the drug, while nearly 70 percent say it informs them about the risks of the drug. 

“Although there is room for improvement, giving consumers information in a balanced way should help them participate in their own care and serve the public health.”

According to Ed Slaughter, director of market research at Rodale, the parent company of *Prevention* magazine, this type of advertising informs Americans about their treatment options and may prompt discussions with doctors about important issues.

“Oftentimes, these discussions result in doctors giving general health recommendations and not necessarily a prescription medicine,” said Slaughter.

Prevention magazine’s market research division conducts national surveys examining important public health issues such as heart disease, osteoporosis and direct-to-consumer advertising.