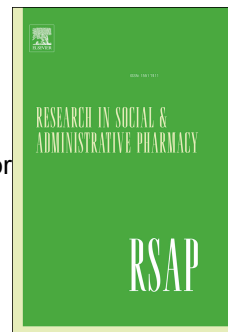


Accepted Manuscript

Serious and actionable risks, plus disclosure: Investigating an alternative approach for presenting risk information in prescription drug television advertisements

Kevin R. Betts, Vanessa Boudewyns, Kathryn J. Aikin, Claudia Squire, Suzanne Dolina, Jennifer J. Hayes, Brian G. Southwell



PII: S1551-7411(17)30360-1

DOI: [10.1016/j.sapharm.2017.07.015](https://doi.org/10.1016/j.sapharm.2017.07.015)

Reference: RSAP 944

To appear in: *Research in Social & Administrative Pharmacy*

Received Date: 7 April 2017

Revised Date: 19 June 2017

Please cite this article as: Betts KR, Boudewyns V, Aikin KJ, Squire C, Dolina S, Hayes JJ, Southwell BG, Serious and actionable risks, plus disclosure: Investigating an alternative approach for presenting risk information in prescription drug television advertisements, *Research in Social & Administrative Pharmacy* (2017), doi: 10.1016/j.sapharm.2017.07.015.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Serious and Actionable Risks, Plus Disclosure: Investigating an Alternative Approach for Presenting Risk Information in Prescription Drug Television Advertisements

Research in Social & Administrative Pharmacy

Kevin R. Betts^a, Ph.D.*, kevin.betts@fda.hhs.gov
Vanessa Boudewyns^b, Ph.D., vboudewyns@rti.org
Kathryn J. Aikin^a, Ph.D., kathryn.aikin@fda.hhs.gov
Claudia Squire^b, M.S., cms@rti.org
Suzanne Dolina^b, M.P.H., sdolina@rti.org
Jennifer J. Hayes^b, B.A., jhayes@rti.org
Brian G. Southwell^b, Ph.D., bsouthwell@rti.org

^a U.S. Food and Drug Administration
Office of Prescription Drug Promotion
10903 New Hampshire Ave.
Silver Spring, MD, USA 20993

^b RTI International
Center for Communication Science
3040 E. Cornwallis Rd.
Research Triangle Park, NC, USA 27709

*Corresponding author: Kevin R. Betts^a, Ph.D., kevin.betts@fda.hhs.gov

Authors' notes: This study was granted an exemption by FDA's Research Involving Human Subjects Committee and RTI International's Institutional Review Board. Use of brand names in this research does not imply endorsement by FDA. This article reflects the views of the authors and should not be construed to represent FDA's views or policies.

Download English Version:

<https://daneshyari.com/en/article/8965664>

Download Persian Version:

<https://daneshyari.com/article/8965664>

[Daneshyari.com](https://daneshyari.com)