Communications Regulatory Authority oversees the legality of product placement in Finland.

Drug marketing posing as neutral communication has become more common, but this can be combated jointly by all of the players in the health sector, including the public. Communications to the public regarding diseases or health issues, without their having requested it, must not exclusively market a specific prescription drug, even indirectly.

Literature

Sections 91 to 93b of the Medicines Act (395/1987)

Sections 25 to 25i of the Medicines Decree (693/1987)

Consumer Protection Act (38/1978)

The Finnish Consumer Agency website www.kuluttajavirasto.fi provides up-to-date news regarding consumer rights, and information on how product placement is actually hidden advertising.

Helakorpi S., Prättälä R., Uutela A., "Suomalaisen aikuisväestön terveyskäyttäytyminen ja terveys" ("Concerning the health behaviour and health of the Finnish adult population"), Spring 2007, National Public Health Institute publication, B 6/2008).

Närhi U., "The internet as a source of pharmaceutical information for Finns", TABU 2007:3;7–10.

Drug Firms Jockey for Space Online The Washington Post 16.6.2009, Kritz http://www.washingtonpost.com/wp-dyn/content/article/2009/06/12/AR2009061203230.html

More drug companies turning to Internet advertising. http://www.ihealthbeat.org/Articles/2009/6/16/Pharmaceutical-Firms-Turn-to-Social-Media-To-Market-Products.aspx

The Finnish Communications Regulatory Authority website www.ficora.fi – TV and radio operations, product placement.

Responsibilities of NAM's Medical Devices department transferred to Valvira

Ritva Raunio, Deparment secretary

The National Agency for Medicines' Medical Devices department regulates the manufacture and marketing of medical devices, and promotes the safety of their use. The responsibilities of the Medical Devices section have been the responsibility of NAM since 1995.

In 2008, the Ministry of Social Affairs and Health introduced a plan to reform the administration of pharmaceutical services. In the summer of 2009, a new Act was passed regarding the Finnish Medicines Agency, Fimea. Fimea is responsible for promoting the health and safety of the population by regulating drugs and blood and tissue products, and by developing the pharmaceutical sector.

According to the Act, the responsibilities of the Medical Devices section will be transferred to the National Supervisory Authority for Welfare and Health as of 1.11.2009.

The National Supervisory Authority for Welfare and Health (Valvira) is a new central body that was formed on 1.1.2009 by a merger between the National Product Control Agency for Welfare and Health (STTV) and the National Authority for Medicolegal Affairs (TEO). By offering guidance and supervision, Valvira works to improve the management of health risks in the environment, the standard of legal protection, and the quality of social welfare and health services.

From 1.11.2009, the new contact details for all issues relating to medical devices will be as follows:

Valvira
(National Supervisory Authority for Welfare and Health)
Lintulahdenkuja 4
PL 210
FI-00531 Helsinki

Tel: +358-(0)9-772 920 (exchange)

Fax: +358-(0)9-772 2138

E-mail:
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Valvira
National Supervisory Authority for Welfare and Health