



PRESS RELEASE

JOINT ENFORCEMENT OF REGULATORY REQUIREMENTS FOR BROADCASTING OF ADVERTISEMENTS OF TRADITIONAL AND COMPLEMENTARY MEDICINES

The Pharmacy and Medicines Regulatory Authority (PMRA) and the Malawi Communications Regulatory Authority (MACRA), pursuant to their mandates under the PMRA Act, 2019 and Communications Act, 2016, respectively, entered a Memorandum of Understanding (MoU) to oversee, supervise and interact with each other in respect to any matters relating to the regulation of broadcasting of advertisements related to traditional medicines.

PMRA and MACRA are, therefore, informing dealers of traditional and complementary medicines (TCM), broadcasters, stakeholders, and the public of the commencement of joint enforcement of requirements for the advertisement of TCM products as provided for under the Pharmacy and Medicines Regulatory Authority Act, 2019.

Effective 1st August 2023, all advertisements of TCM products must be submitted to PMRA for prior screening and approval before broadcasting. Meanwhile, all running advertisements will continue until 31st July 2023. However, where paid-up slots for such adverts are likely to spill over the grace period, the dealers are encouraged to submit copies of the adverts and any other new adverts to PMRA for vetting.

Dealers of TCM products and broadcasters are being reminded that it is an offense under section 68(2) as read with section 68(5) of the Pharmacy and Medicines Regulatory Authority Act, 2019, to advertise medicines and allied substances, including traditional and complementary medicines, without prior screening and approval by PMRA.

Further, the Second Schedule to the Communications Act (Cap. 68:01), in section 22(c), prohibits broadcasters from airing content that is untruthful and inaccurate. The prohibition upholds the principles for content regulation under section 2(a) of the Second Schedule on the need to protect the public against harmful content and under section 2(f) of the Second Schedule to ensure the propriety of advertising aired to the public using radio and television platforms.

All correspondence should be addressed to the Director General

PMRA and MACRA will undertake joint monitoring exercises to ensure compliance by both dealers of TCM products and broadcasters.

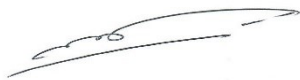
Advertisement application forms are available for download on the PMRA website www.pmra.mw.

For media inquiries please contact:

PMRA Public Relations Officer, Joseph Josiah on +265 885 313 011 or email at jjosiah@pmra.mw or

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Dated this 21st June 2023



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