

FROM SNAKE OIL TO SOCIAL MEDIA: DRUG ADVERTISING & YOUR HEALTH



MEDIA MAY CHANGE, BUT MISINFORMATION REMAINS

VISIT: [HTTPS://LIBRARY.WEILL.CORNELL.EDU/SNAKEOIL](https://library.weill.cornell.edu/snakeoil)

From Snake Oil to Social Media: An Online Consumer Health Webpage Exploring Pharmaceutical Advertising and Medication Literacy

How often have you seen advertisements promoting medications for depression, high blood pressure, or diabetes? Each year drug companies spend over **six billion dollars** on television, print, and internet advertisements. These advertisements, known as “**direct-to-consumer advertising**” (DTCA), may include very persuasive claims. But *should these claims always be believed?*

To help you better understand drug advertising, and where you can turn to learn more about the medications advertised, **Weill Cornell Medicine/NewYork-Presbyterian Hospital** consumer health librarians, archivists, and pharmacists have created “*From Snake Oil to Social Media: Drug Advertising & Your Health*”. This free, interactive online webpage provides an **overview of historical and modern methods of drug advertising**, highlights **drug regulation and safety issues** in United States, and **provides questions to consider when viewing medication advertisements**. This workshop will also introduce **reliable, free online drug information sources** from the National Library of Medicine (NLM) and the Food and Drug Administration (FDA).



Learn more, here: <https://library.weill.cornell.edu/snakeoil>

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