




COVID-19 Vaccine Advertisement New TGA Guidelines for General Practices

WITH SARAH
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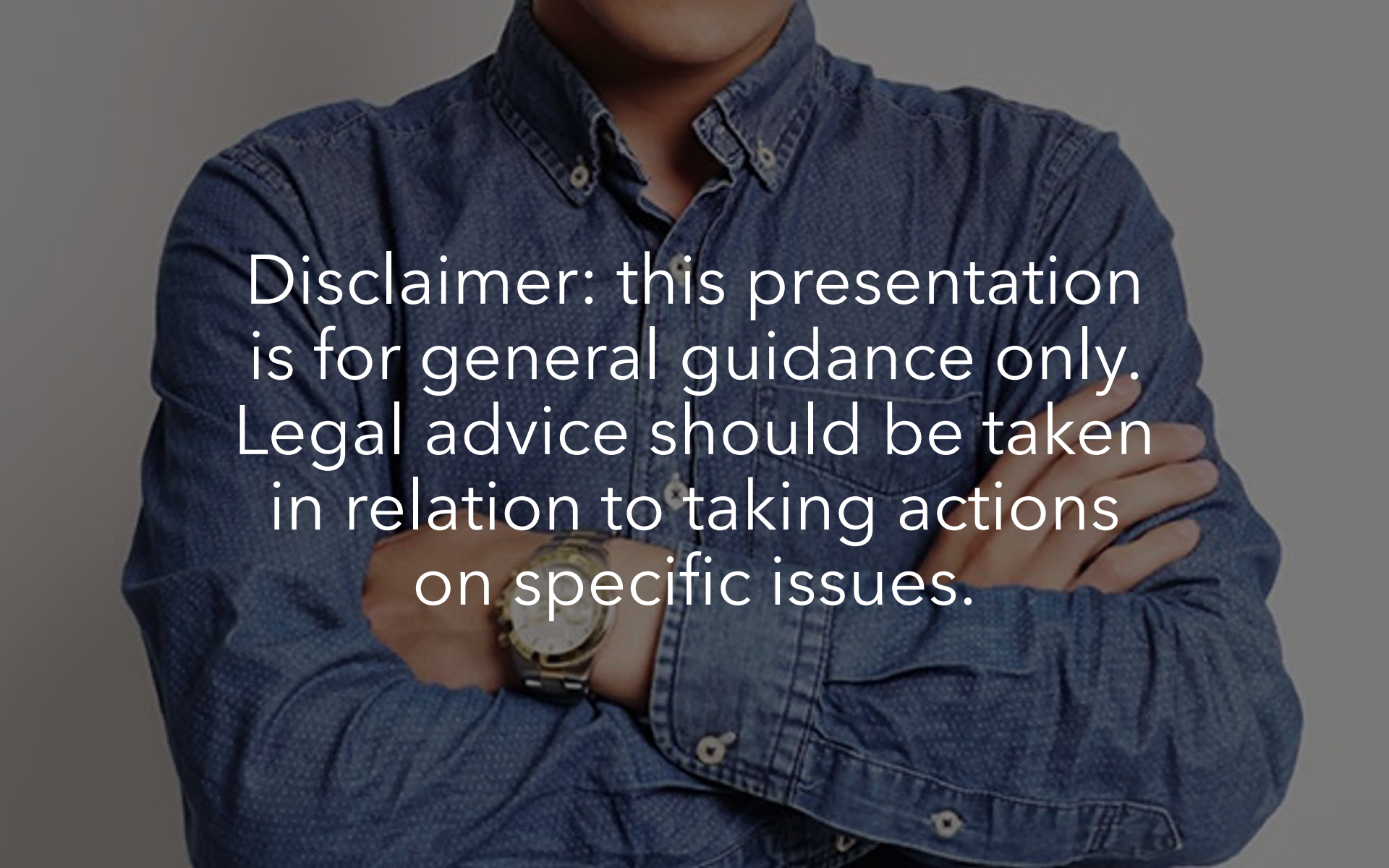
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In the spirit of reconciliation, HotDoc acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

A person wearing a blue denim shirt with arms crossed and a watch on their left wrist.

Disclaimer: this presentation is for general guidance only. Legal advice should be taken in relation to taking actions on specific issues.



WHO AM I?

LEARNING OUTCOMES

- Is advertising the COVID-19 vaccines even legal? and what exactly is and isn't allowed?
- A brief overview on the reversal of the decision to ban health professionals from developing their own materials to promote COVID-19 vaccination
- Should your clinic advertise and offer incentives?
- What is considered "best practice" in these circumstances?



**UNDERSTAND THE
FRAMEWORK:**

OVERVIEW OF THE DECISION

Compliant Advertisements



To be compliant the advertisement must:

- a. be consistent with Commonwealth health messaging in relation to the national vaccination program for COVID-19; and
- b. not contain any reference to trade names, or active ingredients, of the therapeutic goods; and
- c. not contain any statement comparing the therapeutic goods; and
- d. not contain any statement to the effect that the therapeutic goods cannot cause harm or have no side effects; and
- e. not contain any statement regarding the therapeutic goods that is false or misleading.



OFFERING INCENTIVES

Compliant Incentive Advertisements

To be compliant the advertisement must:

- a. contain a statement to the effect that the vaccination must be undertaken on the advice of a health practitioner; and
- b. not promote specific therapeutic goods within the class of therapeutic goods.



What is "best practice"?

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You Legal
for Doctors



facebook.com/groups/you-legal-for-doctors

An illustration featuring several diverse characters representing healthcare and patients. On the left, a Black female nurse in a green scrub top with a stethoscope around her neck stands behind a young man with red hair in a white t-shirt. Below them is a woman with blonde hair in a green scrub top. On the right, an elderly woman with white hair and glasses in a pink top stands behind a woman with dark hair in a green scrub top. Below her is an elderly man in an orange sweater. All characters have their arms extended towards the center of the image.

JOIN THE CONVERSATION



Sarah & Magali will be available to answer any further questions via the **Hot Topic** post in our communities feed.

Join here <https://www.facebook.com/groups/fortheloveofhealthcare>