



## Lincoln County District Attorney

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### MEMORANDUM

TO: California State Assembly  
Committee on Public Safety

FROM: Rob Bovett, Chair, Oregon Meth Task Force

DATE: June 30, 2009

SUBJECT: CHPA advertisement and petition opposing SB 484

As you may already be aware, following passage of Senate Bill 484 in the Senate, the Consumer Healthcare Products Association (CHPA), the lobbying organization that represents the pharmaceutical manufacturers, began an extensive advertising campaign in California against the bill.

An example of the ads that ran on the internet is shown to the right (pulled from CNN). Another example is on the reverse of this memo, from the header of the Sacramento Bee's story regarding SB 484.

The ads are active and animated, and call on the viewer to click on the button and add the viewer's name to a letter to the California legislature in opposition of the legislation.

However, there are two problems with the ad, which I will characterize as misleading at best (in an effort to remain polite, I will avoid outright using the "L" word):

(1) Medicaid costs wont be "run up." *See* the attached letter from the Oregon Department of Human Services; and

(2) **Senate Bill 484 applies only to allergy medicines that contain pseudo/ephedrine as an ingredient. It does not apply to ALL allergy medicines as falsely stated in the ad. What is most troubling about this false statement is that CHPA represents the manufacturers of those allergy medicines. They know better.**



**SACRAMENTO  
DUMB IDEA #723:**

**Run up Medicaid costs by making  
ALL allergy medicines **Rx** only.**

**STOP THEM,  
AGAIN.**



Paid for by the Consumer Healthcare Products Association



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## California may require prescriptions for allergy pills amid meth lab concerns

By Marissa Lang  
[mlang@sacbee.com](mailto:mlang@sacbee.com)

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You've been getting your Sudafed. Zyrtec-D and

### MORE INFORMATION

#### ▲ California legislation to battle meth

What would Senate Bill 484 do? In an attempt to reduce the number of methamphetamine labs in California, the legislation would make pseudoephedrine-based and ephedrine-based drugs available only to patients who first obtain a doctor's prescription.

#### Opponents include:

California Public Defenders Association, Consumer Healthcare Products Association and the Association

