



UGANDA MEDICAL AND DENTAL PRACTITIONERS COUNCIL

MINISTRY OF HEALTH

P.O. Box 16115,
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17.8.16

UMDPC CIRCULAR NO 11

To all Practitioners, Owners of Health facilities

GUIDANCE ON ADVERTS IN THE MEDIA

Following an escalation in the number of adverts and the quality of contents therein, Council has noted with concern that many of these do not pass the test required by the Ethical standards. The Council is therefore issuing the following brief guidance that should be followed. A more comprehensive document is in final stages of development and will be soon be released.

The following principles should be observed in ensuring compliance to Ethical standards:

- Advertising can be a useful way to communicate to the public the services health practitioners offer, so that consumers can make informed choices. Health facilities can make adverts aimed at informing the public of the services available which may include range of services and new technologies. Various media can be used (e.g. Newspaper, radio, TV, Social Media)
- Advertisement that contains false and misleading information may compromise health care choices and is not in the public interest
- The unnecessary and indiscriminate use of regulated health services is not in the public interest and may lead to the public undertaking a service that they do not require or need.

The advert therefore should :

- Be truthful, not deceitful and misleading
- It should not be of a discriminatory attitude
- Should not seek to denigrate the competence of other members of the profession
- One should consider the intent as well as the impact it might have on the public on how they view the profession

SIGNBOARDS

In 2002, UMDPC issued a guideline on what should appear on sign boards for health facilities . It is described as follows:

- .Maximum length and width of 0.5m by 0.5m
- .Bear the name of the health unit



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- .Bear the name of the Doctor and specialization, if applicable
- .Signboard should be located within 100 metres of the facility
- .Display working hours and address
- .Display the services offered

ADVERTS

An advert being repeated routinely ceases to be information to the public and becomes an unethical one.

All adverts will be cleared by UMDPC , before publication

Failure to abide by this guidance, will lead to sanctions being taken against the practitioner and facility, and this could be as severe as deregistration and denial of license to operate the facility.

Dr Katumba Ssentongo Gubala/Registrar