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STATUTORY INSTRUMENTS

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**2012 No. 1916**

**The Human Medicines Regulations 2012**

**PART 14**

Advertising

CHAPTER 2

Requirements relating to advertising

*Advertising to the public*

**[<sup>F1</sup>Campaigns relating to the suspected or confirmed spread of pathogenic agents etc.]**

**291A.**—(1) Regulations 284 (prescription only medicines), 285 (narcotic and psychotropic substances), 287(4)(b) (material about effects of a medicinal product) and 291(2)(d) (form and content of advertisement) do not apply to an advertisement as part of a campaign that—

- (a) relates to the use of a medicinal product in response to the suspected or confirmed spread of—
    - (i) pathogenic agents,
    - (ii) toxins,
    - (iii) chemical agents, or
    - (iv) nuclear radiation; and
  - (b) has been approved by the Ministers.
- (2) Before approving a campaign that relates to—
- (a) all or any area of Scotland, the Ministers must consult the Scottish Ministers;
  - (b) all or any areas of Wales, the Ministers must consult the Welsh Ministers.]

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**Textual Amendments**

- F1** Reg. 291A inserted (6.11.2020) by [The Human Medicines \(Coronavirus and Influenza\) \(Amendment\) Regulations 2020 \(S.I. 2020/1125\)](#), regs. 1(2), **24** and reg. 291A inserted (N.I.) (6.11.2020) by [The Human Medicines \(Coronavirus and Influenza\) \(Amendment\) Regulations 2020 \(S.R. 2020/349\)](#), regs. 1(2), **24**

**Changes to legislation:**

There are currently no known outstanding effects for the The Human Medicines Regulations 2012, Section 291A.