

- **Attention deficit hyperactivity disorder (ADHD) drugs. Up nearly 74% for girls and 37% for boys**
 - **Antidepressants. Up more than 9% in girls and less than 1% in boys**
 - **Type 1 diabetes drugs. Up nearly 17% in girls and almost 10% in boys**
 - **Type 2 diabetes drugs. Up nearly 167% in girls and about 33% in boys**
 - **Antipsychotics. Up more than 117% in girls and almost 71% in boys**
 - **Sleep aids. Up more than 80% in girls and about 64% in boys**
- **The report charts Medco's prescription drug claims for some 370,000 girls and boys aged 10-19 from 2001 to 2006.**

SOURCES: Medco Health Solutions: "Growth in Medication Use in Children -- 2001-2006." News release, Medco Health Solutions.

Am J Psychiatry 164:843-846, June 2007

doi: 10.1176/appi.ajp.164.6.843

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The FDA Pediatric Advisories and Changes in
Diagnosis and Treatment of Pediatric Depression

The committee concluded that a causal link exists between antidepressant treatment and pediatric suicidality and advised that policies be implemented for pediatric use of antidepressants. On October 15, 2004, the FDA mandated that the pharmaceutical companies add a black box warning to the labeling of all antidepressants used with pediatric patients and that they include a patient medication guide.

**APA: SSRIs
More Likely in
Suicides than in
Other Young
Deaths**

Sales reps told not to divulge Paxil data

- In a memo last September, GlaxoSmithKline provided an update on concerns over its Paxil medicine, including study results showing a high incidence of suicide and hostility, **but instructed its sales representatives in bold letters not to "discuss the contents" with doctors.**

<http://www.nj.com/news/ledger/index.ssf?/base/news-17/1096436354137050.xml>

PHARMALOT

Presents.....

Risperdal Legos: Building Blocks For Care

More new business opportunities for drugmakers - cross-promotional moments with toymakers. Here we have an item that's popular with children of many ages, particularly young boys. Another way to remind docs and parents about Risperdal.



Your Hand In The Risperdal Candy Bucket

Another sweet way to remind everyone to try the antipsychotic.

And it's handy, too. You can put all sorts of things in here - candy for kids

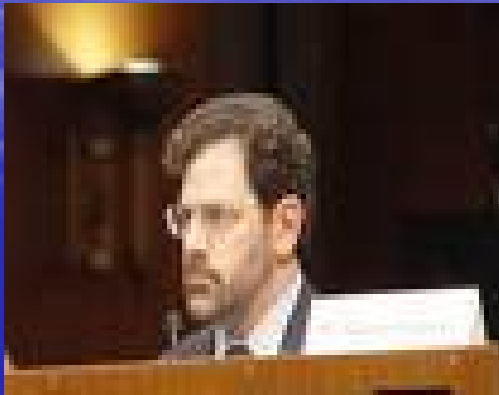


Butter Up Docs With Risperdal Popcorn

Are those free lunches from sales reps becoming gauche? Are too many docs too busy to have time for a real lunch, anyway? Why not give them something quick and tasty then? Something that isn't quite a meal, but isn't junk food either? Johnson & Johnson has come up with an answer: Risperdal popcorn.



Dr. David Fassler, APA and CHADD prefer to play with Risperdal Lego Blocks while munching on Popcorn instead of giving out Med Guides to concerned Parents



Thanks for these
pictures:

PHARMALOT

Makes you wonder what will come next Risperdal
Cereal????

- The psychiatrist community, the American Psychiatric Association, has been very very angry with the FDA because they think that telling people about these risks is dissuading people who really need these drugs for depression from taking them and therefore contributing to the number of people that are expressing suicidal activity.

And this is of course something that worries us a lot...