

Direct to Consumer Advertising: AANP continues to work with the pharmaceutical and medical device industry to encourage provider-neutral language in all direct-to-consumer (DTC) ads. To that end, AANP created a petition to further demonstrate the importance of this issue to the NP discipline. The petition was launched in April and the AANP wanted to allow NPs who did not participate initially an opportunity to do so now. Please take a few minutes and click <http://66.219.50.185/petition/> to read and sign the petition. AANP currently has approximately 12,000 petitioners. AANP will post details on the progress of the petition on their Web site (www.aanp.org) over the next few weeks.