

1 STATE OF OKLAHOMA

2 2nd Session of the 60th Legislature (2026)

3 SENATE BILL 1551

By: McIntosh

6 AS INTRODUCED

7 An Act relating to pharmaceutical advertising;  
8 defining term; prohibiting direct-to-consumer  
9 pharmaceutical advertising; providing for  
administrative penalties; authorizing promulgation of  
rules; providing for codification; and providing an  
effective date.

12 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

13 SECTION 1. NEW LAW A new section of law to be codified  
14 in the Oklahoma Statutes as Section 376 of Title 59, unless there is  
15 created a duplication in numbering, reads as follows:

16 A. As used in this section, "direct-to-consumer pharmaceutical  
17 advertising" means any promotional communication targeting consumers  
18 including, but not limited to, television, radio, print media,  
19 digital platforms, and social media, that markets prescription  
20 drugs.

21 B. No person or entity may engage in direct-to-consumer  
22 pharmaceutical advertising within this state.

23 C. The State Board of Pharmacy may assess an administrative  
24 penalty against a person or entity who violates this section or

1 fails to comply with a rule adopted under this section, not to  
2 exceed Ten Thousand Dollars (\$10,000.00) per day for each violation.  
3 Each day a violation continues may be considered a separate  
4 violation.

5 D. The Board may adopt rules as necessary to implement this  
6 section.

7 SECTION 2. This act shall become effective November 1, 2026.

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