

STATE OF OKLAHOMA

2nd Session of the 60th Legislature (2026)

SENATE BILL 1551

By: McIntosh

AS INTRODUCED

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

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

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

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

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

C. The State Board of Pharmacy may assess an administrative
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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