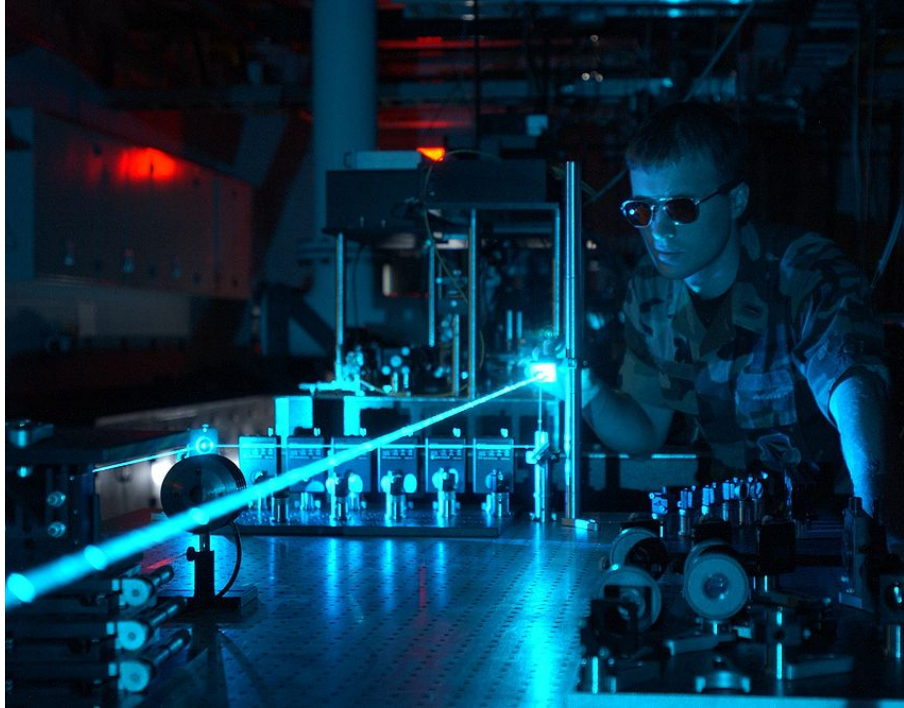


Double Blinded Clinical Trials

An important variation of the
Scientific Method



<http://www.kirtland.af.mil/shared/media/photodb/photos/090809-F-5527s-0001.jpg>, Public Domain, <https://commons.wikimedia.org/w/index.php?curid=850939>



https://commons.wikimedia.org/wiki/File:Field_Trip-_water_sampling.jpg

Head Researchers

- Know which jug contains Tap Water and which contains Bottled Water
- Only talk to Researchers (never test volunteers).
- Split up the groups randomly.
- Make sure a 'Control Group' exists.
- Tally up the results.

Researchers

- DON'T know which jug is which
- Take instructions from Head Researchers and administer the test for volunteers
- Collect results from volunteers and pass on to Head Researchers

Test Volunteers

- DON'T know which jug is which
- DON'T know if they are in test group or control group
- Only talk to Researchers (never Head Researchers)
- Follow ALL instructions from the Researchers

Steps for new drugs in Canada

- An application is made to Health Canada (HC)
- HC reviews submitted information (safety risks and potential benefits)
- If benefits outweigh risks the drug gets a Drug Identification Number (DIN) and is approved
- Easy, right? Right?????.....
- Actually the approval for 'Natural' or 'Homeopathic' doesn't quite work this way.

http://www.hc-sc.gc.ca/dhp-mps/prodpharma/activit/fs-fi/reviewfs_examenfd-eng.php

Marketplace Investigation

2-Minute Episode –

<http://www.cbc.ca/news/health/health-canada-licensing-of-natural-remedies-a-joke-doctor-says-1.2992414>

Full Episode – <http://www.cbc.ca/marketplace/episodes/2014-2015/drugstore-remedies-licence-to-deceive>

Take Home Messages

If it says...

Natural



It likely has...

Not gone through rigorous testing

Homeopathic



No active ingredient (only a sugar pill)