

# FIGHT THE FAKES CAMPAIGN JOINT STATEMENT



FAKE MEDICINES<sup>1,2</sup>  
PUT PATIENTS AND  
THE PUBLIC AT RISK  
AND ARE A CRIME  
GLOBALLY. ALL  
ACTIVITIES OF THE  
FIGHT THE FAKES  
CAMPAIGN WILL  
COMPLY WITH THIS  
JOINT STATEMENT.

## WHAT THIS IS ABOUT

- **Fake medicines are a threat to public health.** By avoiding authorization from medicines regulatory authority and by attempting to pass themselves off as something they are not fake medicines pose a global public health risk, leading to resistance to treatment, illness, disability and even death.
- **Fake medicines undermine patients' trust** in health systems, their governments, health care providers and manufacturers of genuine medicines.
- **Manufacturers of fake medicines do not discriminate.** Fake medicines can be both long established and recently marketed medicines, both branded and generic, and both domestically manufactured and imported.

## WHAT IS NEEDED

- **Fake medicines are everybody's business.** A comprehensive strategy to combat manufacturing and distribution of fake medicines requires an active participation that involves all stakeholders<sup>3</sup>.
- **People must be aware.** Addressing fake medicines requires general education and knowledge of the dangers. All stakeholders across the supply chain should receive sufficient education on what they can do if they suspect a medicine to be fake.
- **A global coordinated approach.** Strong coordination among international organizations is vital to ensure this problem is correctly tackled. As the leader on global health matters, the World Health Organization (WHO) has an unparalleled role to play.
- **Adequate legislation and regulation.** Tackling fake medicines requires strong pharmaceutical policies, legislation and penalties for those producing fake products. Strict enforcement in countries where laws are already in place and their creation in countries where there are none are crucial elements to win this battle.

## WHAT THIS IS NOT ABOUT

- **Fake medicines have nothing to do with patents.** Purely commercial patent infringement disputes should not be confused with those related to the production of fake medicines.
- **This campaign is not a forum for intellectual property (IP) protection.** We want to address the public health threats that stem from fake medicines.

1. Based on World Health Organization definition which states that "a counterfeit medicine is one which is deliberately and fraudulently mislabeled with respect to identity and/or source. Counterfeiting can apply to both branded and generic products and counterfeit products may include products with the correct ingredients or with the wrong ingredients, without active ingredients, with insufficient active ingredients or with fake packaging." <http://tinyurl.com/lbwhnr3>

2. The signatories of this Joint Statement use the notion of counterfeit and fake as synonyms.

3. In particular, public and private organizations, governments; national regulatory and enforcement agencies; health professionals; patients; scientific societies; NGOs; research-based and generic pharmaceutical manufacturers; medicine distributors, wholesalers, retailers and their organizations; service providers.

FIGHT THE FAKES CAMPAIGN  
**JOINT STATEMENT**



SPEAK UP ABOUT FAKE MEDICINES

