

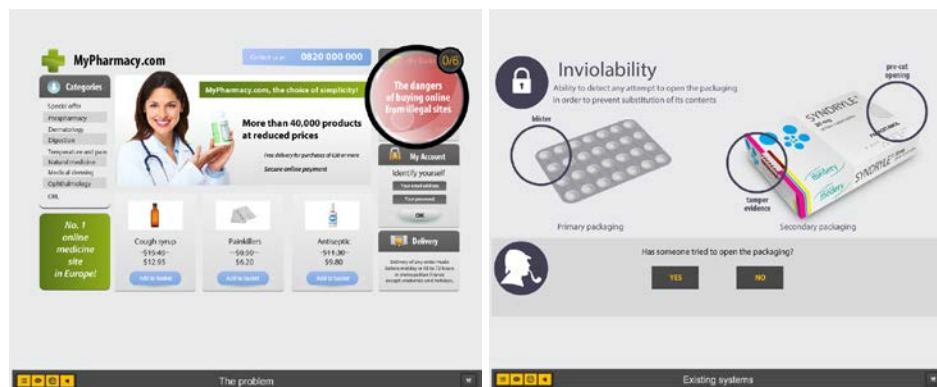
Press release
Paris, December 9, 2014

IRACM launches open access e-learning platform on everything there is to know about counterfeit drugs.

After posting online an animated film about counterfeit medicines the International Institute of Research Against Counterfeit Medicines (IRACM) continues to raise awareness, launching today a new open access e-learning platform talking about the problem and how it is being tackled. This is a key initiative in the fight against such trafficking, of which information and awareness campaigns are an essential part, which is why providing the widest possible access to reliable and objective information is a priority for IRACM.

IRACM's informative and amusing online training program is divided into 7 modules that show how drugs are manufactured and marketed, how medicine counterfeiting is dealt with, what the relevant legislation is, but also, how to identify illegal online pharmacies or recognize authentic packaging.

The program is intended for a wide audience, is free and available in French, English and Spanish. Users can let the platform guide them through a 45 minute program or choose from the various topics in the menu. This highly educational training tool explains the key concepts behind the issues of global counterfeit medicine trafficking. The idea is also to reach out to as many people as possible, to create ambassadors in the fight against this scourge.



Access the [medicine counterfeiting e-learning platform](#).

ABOUT IRACM

Founded in 2010, the International Institute of Research Against Counterfeit Medicines (IRACM) is a non-profit association. It aims to raise awareness on the part of the general public and government authorities concerning the scourge of medication counterfeiting. To this end, IRACM helps governments to define their strategies, amalgamates and trains actors on the ground who are engaged in the fight against counterfeit drugs, compiles information, good practices and know-how, and acts as an interlocutor and consulting organism. IRACM submits proposals to political leaders and judicial officials at the national and international level. Since its inception, IRACM has become a center of excellence in its area of expertise.

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