Summary

The first Fight the Fakes Week took place from 3-9 December 2018.

Partner organisations and any interested groups or individuals were invited to join the first edition of the Fight the Fakes Week to speak up about falsified medicines. The activities were comprised mainly of publishing messages on social media channels and events organised on the ground by participating partners, such as exhibitions, lectures in universities and a panel discussion.

A dedicated website page on www.fightthefakes.org was set up to share information about the Fight the Fakes Week and to raise awareness about the issue of falsified medicines. Visitors to the website were encouraged to participate and share the Fight the Fakes Week messages and materials on social media. The page also comprised a calendar where partner's activities were listed to show their involvement on the ground. All the materials were made available to download from the dedicated Fight the Fakes Week Trello board.

Top line results:

From your everyday social media user, students, pharmacists and doctors, to pages from health organisations and companies the profile of the Fight the Fakes campaign achieved extraordinary acknowledgement throughout the week.

- @FightTheFakes was gaining an average of 9 retweets and 13 likes per day on Twitter alone, while more than 100,000 users saw the #FTFWeek posts on Facebook.
- The website’s most popular page after the landing homepage was the dedicated Fight the Fakes Week page, which was visited by more than 500 users.
University College London (UCL) invited high level speakers from campaign partner organisations IAPO, ASOP EU, CPA and other specialists from FarmaTrust, the Royal Pharmaceutical Society, Sanofi and GSK to discuss the many faces and issues of fake medicines.

IAPO launched the Patients Solidarity Day #PSD2018 campaign on social media on 7 December inviting health stakeholders, patients and people all around to stand together for “Safe Medication and Healthcare for All” and fight against fake medicines.

This report contains highlights a number of partner activities, the social media reach achieved during the week, as well as the traction that the week had on visitors to the FTF website.

Objectives of the FTF week

The Fight the Fakes Week was prepared by the FTF Working Group whose task was to prepare for all FTF partners the week's awareness raising activities and to encourage other partners and individuals to join in order to intensify the voice against falsified medicines. The Working Group was composed by the Fight the Fakes Secretariat, the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), the International Pharmaceutical Students' Federation (IPSF), the International Federation of Pharmaceutical Wholesalers (IFPW), and the World Heart Federation.

The goal of the Fight the Fakes Week was to intensify awareness raising about falsified medicines during one week within the Fight the Fakes partner organisations, members, networks and anyone that could be affected by falsified medicines. The 30 plus FTF partners, due to their regional and international reach have the potential to reach millions of people and increase their awareness about falsified and substandard medicines and how to combat them. The initiative was inspired by the Internal Fight the Fakes Day previously organised by IFPMA in 2017.

The strategy for the week was:

✓ To encourage as many Fight the Fakes partners to participate in Fight the Fakes Week to raise awareness and promote engagement within their own membership, sector, or industry.
✓ To prepare, share and distribute Fight the Fakes Week materials, resources and messages.
✓ To measure partner engagement through social media and website analytics and set the foundation for increased partner engagement in future activities.

Conclusions and recommendations

The first edition of the Fight the Fakes Week showed positive results that commensurate with the efforts put into organizing it. The results clearly show that the Fight the Fakes Week was a worthwhile initiative and served as a focal point in the year to galvanize partners to spread the message.

2019 Fight the Fakes Week could be scaled up to include

✓ Targeting media outlets to promote the Fight the Fakes Week and increase visibility.
✓ Preparing guide on how to organise Fight the Fakes Week, similar to a factsheet.
✓ See the Annex for more suggestions of activities for the upcoming Fight the Fakes Week 2019.

The FTF week working group will be working further on the 2019 week programme and will be inviting partners to join and/or comment in the coming month.

Partner engagement

The Fight the Fakes Week sought to engage with the Fight the Fakes partners’ organisations’ staff and their membership. The FTF week was also supported on social media by many individuals, civil society and companies who are following the campaign and were excited and supportive of the initiative.

The most engaged Fight the Fakes partners on social media were:

- University College London (UCL) School of Pharmacy students led by Oksana Pyzik.
- International Alliance of Patients’ Organizations (IAPO)
- PharmaSecure
- International Federation of Pharmaceutical Wholesalers (IFPW)

- International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)
- Alliance for Safe Internet Pharmacy in the EU (ASOP EU)
- World Medical Association (WMA)
- Center for Safe Internet Pharmacies (CSIP)
- International Council of Nurses (ICN)
- The Global Pharma Health Fund (GPHF)
- Partnership for Safe Medicines (PSM)
- National Association of Boards of Pharmacy (NABP)
- Commonwealth Pharmacists Association (CPA)

Fight the Fakes Week was supported on social media by accounts with very high reach, such as the partners PharmaSecure (101k) and the World Medical Association (34.5k).

The social media campaign extended beyond the FTF partners, and gained traction from:

- Bayer (159k followers)
- Interpol (142k)
- Canadian Nurses Association (30.2k)
- American Pharmacists Association (24.6k)
Events

On 7 December the IAPO celebrated Patients’ Solidarity Day under the theme “Safe Medication and Healthcare for All” which presented a perfect opportunity to join forces and raise awareness about patients’ safety against falsified medicines. IAPO and Fight the Fakes prepared joint materials, for which Fight the Fakes created dedicated social media cards that were shared throughout the Fight the Fakes Week.

Fight the Fakes and many campaign partners were very active on social media and shared the dedicated social media cards, pictures and messages using the devoted hashtags: #fakemeds and #FTFweek.

Photo: Representants from International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), International Alliance of Patients’ Organizations (IAPO), World Medical Association (WMA), International Council of Nurses (ICN), International Hospital Federation (IHF), acumen public affairs.
Between 3 and 7 December students from University College London (UCL) School of Pharmacy, led by Oksana Pyzik, university lecturer and academic lead, organised an intense Fight the Fakes Week with daily events, exhibitions, lectures and panel discussions where first-year-students as well as practicing professionals came together to share their knowledge and speak up against falsified medicines. Among them:

- Professor Zaheer Babar, University of Huddersfield, UK,
- Dr Stephen Hilton, Senior Lecturer at UCL School of Pharmacy,
- Raja Sharif, CEO and Founder of FarmaTrust.
- Dr. Gino Martini, Chief Scientist at the Royal Pharmaceutical Society,
- Prof. Duncan Craig, Director of UCL School of Pharmacy,
- Kawaldip Sehmi, Chief Executive Officer at IAPO,
- Dr Harpakash Kaur, Assistant Prof. London School of Hygiene & Tropical Medicine,
- Geoffroy Bessaud, Head of Anti-counterfeiting, Sanofi,
- Marc Lambert, Anti-Counterfeiting, GSK.

And representatives from campaign partners the Commonwealth Pharmacists Association and Mike Isles from ASOP EU. The social media buzz from @UCLfightsfakes was first class.

The 3rd Global Summit on Circulatory Health, organised by Fight the Fakes partner World Heart Federation between 4-5 December 2018 also offered a great opportunity to start a discussion about falsified medicines and Fight the Fakes during one of the sessions entitled “Ensuring the Quality of medicines and Fighting Counterfeit Drugs” where campaign partner IAPO took part in.
Social media metrics

The Fight the Fakes Week messages reached 1,180,000 users in total; 156,000 on Facebook and 1,024,000 on Twitter.

Number of social media posts: 430

Top locations (see heatmap below) #1: United States #2: United Kingdom #3: Switzerland
Here are some highlight tweets:

1. **UCL Fight The Fakes**
   - Raising awareness about #fakemeds could save lives. Join @FightTheFakes for #FTFW to speak up against falsified medicines.

2. **PharmaSecure, Inc**
   - PharmaSecure is proud to join the fight with @FightTheFakes against fake medicines. @NakulPasricha gave us an enlightening session highlighting the dangers of counterfeit products and why we should spread awareness for the same. #FTFW #fakemeds @IAPvoice #PSD2018

3. **Safe Medicines**
   - Selling #fakemeds is a crime. Join #FTFW to raise awareness with @FightTheFakes and speak up against falsified medicines.

4. **Osama Pyck**
   - #FTFW, Sneak Peek of @UCL_FightTheFakes interview with Prof @ZUBabbar on pharmaceutical policy research around substandard & falsified medicines as part of #FTFWEEK @School_of_Pharmacy @Pharm_Alliance @asho0607 @CW_Photographers @FOnline_News @ASCOP_Europe #FTFW
Falsified medicines are a big problem, with estimates ranging from 10% globally to over 50% in certain situations. Finding solutions against #fakemeds will require more research and understanding. Help us spread the message for #FTFWeek with @FightTheFakes and speak up!!

More research on falsified medicines is needed

Accurate data and research on falsified medicines, and the scope of the problem, is critical for designing effective responses.

It's #FTFWeek and it's time to raise awareness about #fakemeds to your colleagues, family and community so we can all stay safe from falsified medicines. Great to have so many @FightTheFakes partners sharing the message.

How can you stay safe from #fakemeds? Follow @FightTheFakes, find out during #FTFweek and get ready for #PSD2018

Healthcare professionals are there to help you

Speak with your doctor or pharmacist if you have unusual side effects after taking your medicines or they look different than usual.

It's #FTFWeek! At @ICNurses we raise awareness about #fakemeds with @FightTheFakes and our campaign partners. Join us, too: fightthefakes.org/week
The Top Tweet from the Fight the Fakes account had over 20k impressions, in comparison with other posts normally having normally around 2000 impressions.

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<tr>
<td>Link clicks</td>
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Website metrics

During Fight the Fakes Week the website had 1,292 pageviews from 548 users, and users spent an average of 1 minute and 38 seconds on the website. The most visited page after the homepage was the Fight the Fakes Week page followed by the Stories page.

The countries with the most visitors were the United States, United Kingdom, South Africa, Switzerland, Brazil, India.

Most of the users reached the website through an organic search, while the second most used way was through direct search.

Annex - Fight the Fakes week 2019

Suggested Activities

Secretariat Activities

- Set up a dedicated page on the Fight the Fakes website to serve as a resource hub and event calendar, as well as highlight partners’ activities following the Fight the Fakes Week
- Develop flyers encouraging Fight the Fakes partners to participate that can be easily shared within the partners’ networks
- Provide Certificate of Participation to partners
- Provide a communications toolkit to download including social media messages and assets and informational material to support partners’ activities
- Support members with small grants to create or print out material to encourage their participation
- Organise a competition between partners to increase engagement and implement an award system to ensure motivation
- Organise external events dedicated to the topic of falsified medicines and support partners in organising external events

Organisation / Partners own network activities

*Organic: Traffic from search engine results that is earned, not paid.
• Assign staff member(s) to take responsibility of organising the participation in the Fight the Fakes Week and the surrounding activities. This includes identifying the target audience, preparing information and social media materials, communicating participation to staff and member organisations

• Set up small booths with information material in a familiar environment to allow staff to participate in a more comfortable setting, in which they are more likely to participate. Booths can be used to:
  o Display posters, handing out leaflets and flyers
  o Project informative videos and/or presentation
  o Doing short quizzes around falsified medicines
  o Take pictures with Fight the Fakes branded material

• Support Fight the Fakes by translating communications material into other languages with the help of your regional and local member organisations

• Highlight the activities to the Fight the Fakes Secretariat and the partners through pictures and videos, on your website, and social media channels

• Ask staff members to share personal stories on how they have been affected by fake medicines via short video or written testimonials and on social media.

Media Activities (to be expanded by FTF Media Working Group)

• Announce the FTF week 2019 in online calendars.
• Prepare media materials and arrange interviews and/or placement of opinion pieces in key media.

Digital Activities

• Encourage partner organisations to participate through internal communication platforms and share Fight the Fakes materials
• Announce your participation in Fight the Fakes Week on your website and social media channels
• Ask staff members to record short (30-45 second) video messages on why they fight falsified medicines and why it is important to publish the video messages on social media and the Fight the Fakes website
• Take pictures or videos with the Fight the Fakes branded quote cards or other materials and publish them on your social media channels
• Engage with Fight the Fakes on Twitter and Facebook using the hashtag #FTFWeek and #fakemeds.

The next Fight the Fakes Week will take place between 2 and 8 December 2019!