



Fight the Fakes Week 3-9 December 2018 Review

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.

A promotional poster for 'FIGHT THE FAKES WEEK 3-9 DECEMBER 2018'. The poster has a white background with a red border. At the top, the title 'FIGHT THE FAKES WEEK' is in large, bold, black letters, with '3-9 DECEMBER 2018' below it. In the center, there is a red rounded rectangle containing the 'FIGHT THE FAKES' logo on the left and the text 'What are you doing for Fight the Fakes Week?' on the right. Below this, the text reads 'Participate in the first ever Fight the Fakes Week and let everyone know why fighting falsified medicines is everyone's business.' At the bottom, a red banner contains the text 'SPEAK UP AGAINST FAKE MEDS' and 'FIGHTTHEFAKES.ORG/WEEK'. At the very bottom, there are three social media icons: Twitter (@FightTheFakes), Facebook (#FakeMeds, #FTFweek), and Facebook (/FightTheFakes).



SPEAK UP ABOUT FAKE MEDICINES

- 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.



SPEAK UP ABOUT FAKE MEDICINES

- ✓ 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.

- 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)

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)

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.

Safe Medication and Healthcare for all
Patient Solidarity Day
7 December 2018 | #PSD2018 | www.patientsolidarityday.org

Remember that fighting fake medicines is not just the job of specific entities, we all are affected by it and it is our responsibility to raise our voice against them. To protect our near and dear ones, let's raise our voice today on this for **#PSD2018** and **@FightTheFakes** campaign

#PSD2018 #FTFweek

PATIENTS ARE KEY PLAYERS IN THE FIGHT AGAINST FALSIFIED MEDICINES

Patients have skills, information and experience essential in holding healthcare decision makers accountable in ensuring health systems deliver safe medications.

STOP! SPEAK UP ABOUT FAKE MEDS!

International Alliance of Patients' Organizations
A global voice for patients

FIGHT THE FAKES
SPEAK UP ABOUT FAKE MEDICINES

#fakemeds
#FTFweek
#PSD2018

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.

FIGHT THE FAKES
3-9 DECEMBER 2018

Speak up about falsified medicines
Public awareness and education are vital to addressing the impact of falsified medicines.

International Alliance of Patients' Organizations
A global voice for patients

FIGHT THE FAKES
SPEAK UP ABOUT FAKE MEDICINES

#fakemeds
#FTFweek
#PSD2018



Photo: Representatives 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.



SPEAK UP ABOUT FAKE MEDICINES

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](https://twitter.com/UCLfightsfakes) was first class.

UCL FIGHT THE FAKES WEEK **DECEMBER 3RD - 7TH**

MONDAY, DEC 3RD

9:00-17:00 EXHIBIT
FIGHT THE FAKES BOOTH & EXHIBIT
Square Lounge, School of Pharmacy

13:00-14:00 LECTURE
NGOS & GLOBAL ACTION AGAINST FAKE MEDICINES
Prof. Ian Bates (FIP)
Dr. Harpakash Kaur (LSHTM)
JHLT, School of Pharmacy

15:00 MOVIE
FILM SCREENING WITH PIZZA, SOFT DRINKS & BEER
"Fire in the Blood"
M2, School of Pharmacy

17:00 CHAT
RPS PRESIDENT ASH SONI
"Fire Side" Chat
M2, School of Pharmacy

TUESDAY, DEC 4TH

13:00-17:00 EXHIBIT
FIGHT THE FAKES EXHIBIT
Square Lounge, School of Pharmacy

13:00-14:00 LECTURE
INTERNET & ILLEGAL PHARMACIES
Marc Lambert @GSK
Mike Isles (Executive director, ASOP EU)
Maryam Jetha (Youth IGF)
JHLT, School of Pharmacy

17:00-18:00 DEBATE
FIGHT THE FAKES DEBATE
Oxford style debate in partnership with UCL SOP Debating Society
Maplethorpe LT, School of Pharmacy

JOIN THE FIGHT
@uclfightsfakes
@UCLfightsfakes
UCL Fight the Fakes

UCL SCHOOL OF PHARMACY
29-39 BRUNSWICK SQUARE
WC1N 1AX

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.

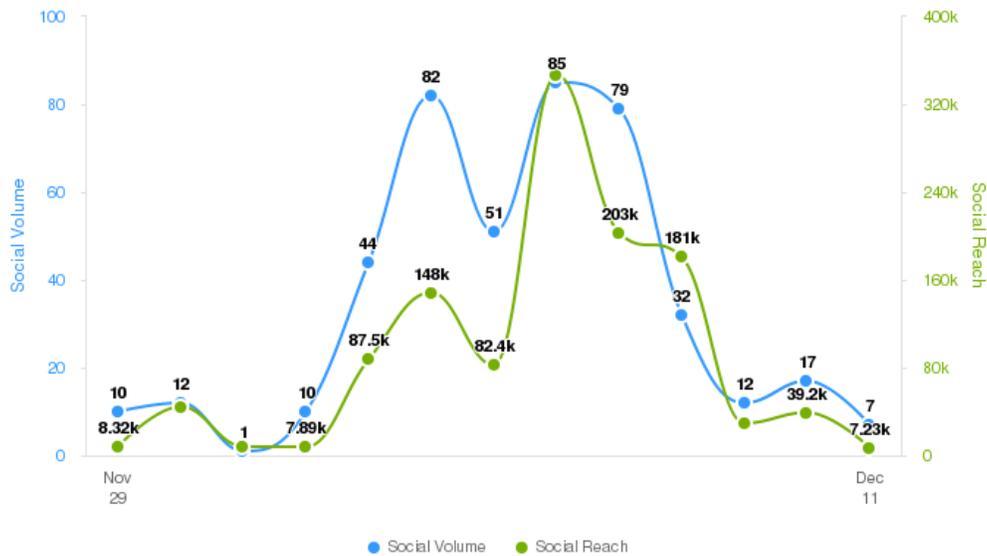
15.30-16.45 **TURNING IDEAS INTO ACTION**
Room: Abu Dhabi A, DICEC
PARALLEL PANELS
ENSURING THE QUALITY OF MEDICINES AND FIGHTING COUNTERFEITED DRUGS
Panellists:
Mahmoud Sani, Bayero University Kano
Martin Bernhardt, Sanofi
Luc Besancon, Pharmacy and Consulting
Julie Redfern, The George Institute for Public Health Australia
Chair-moderator:
Hussain Jafri, International Alliance of Patient Organizations

Social media metrics

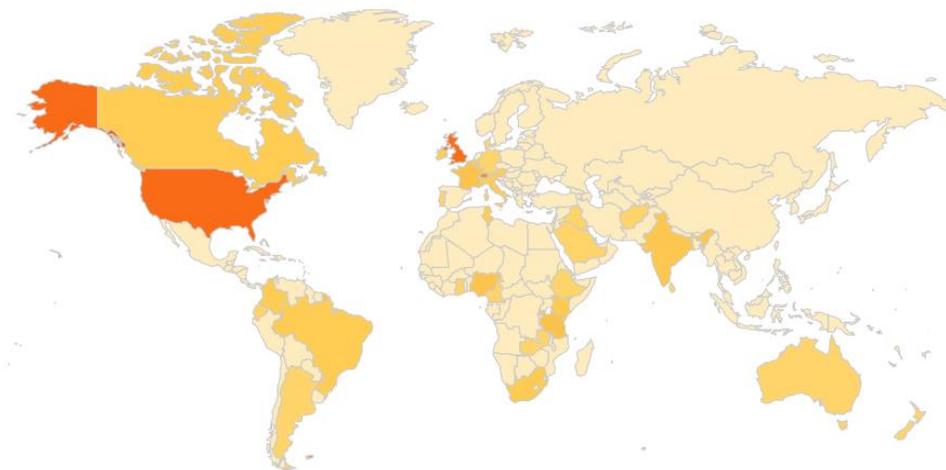
The Fight the Fakes Week messages reached 1,180,000 users in total; 156,000 on Facebook and 1,024,000 on Twitter.

Number of social media posts: 430

Social Reach vs. Social Volume



Top locations (see heatmap below) #1: United States #2: United Kingdom #3: Switzerland





SPEAK UP ABOUT FAKE MEDICINES

Here are some highlight tweets:

UCL Fight The Fakes
@UCLFightsFakes

Raising awareness about **#fakemeds** could save lives. Join **@FightTheFakes** for **#FTFWeek** to speak up against falsified medicines.

9:21 PM - 7 Dec 2018

24 Retweets 38 Likes

PharmaSecure, Inc
@PharmaSecure

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. **#FTFWeek #fakemeds @IAPOvoice #PSD2018**

5:28 AM - 8 Dec 2018

3 Retweets 4 Likes

Nitin Sawhney and PharmaSecure, Inc

Rx-360
@Rx_360

How can you stay safe from **#fakemeds**? Follow **@FightTheFakes** and find out during **#FTFweek**.

7:08 PM - 7 Dec 2018

6 Retweets 7 Likes

Safe Medicines
@SafeMedicines

Selling **#fakemeds** is a crime. Join **#FTFWeek** to raise awareness with **@FightTheFakes** and speak up against falsified medicines.

5:15 PM - 7 Dec 2018

3 Retweets 3 Likes

Oksana Pyzik
@OksanaPyzikUCL

#FTFweek Sneak Peak of @UCLFightsFakes Interview with Prof @ZUDBabar on #pharmaceutical policy #research around substandard & falsified medicines as part of @FightTheFakes Week @School_Pharmacy @Pharm_Alliance @ashsoni0607 @CW_Pharmacists @PJOnline_News @ASOP_Europe @IFPW

2:15 PM - 7 Dec 2018

11 Retweets 16 Likes



SPEAK UP ABOUT FAKE MEDICINES

IFPW @IFPW Following

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!!

3:39 PM - 6 Dec 2018

9 Retweets 10 Likes

IFPMA @IFPMA Following

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.

10:58 AM - 6 Dec 2018

6 Retweets 12 Likes

Unjela Kaleem, ICN, World Health Organization (WHO) and 2 others

IAPO @IAPOvoice Following

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

5:14 PM - 5 Dec 2018

2 Retweets 6 Likes

You, Euro Lung Foundation, European Patients' Forum and 3 others

ICN @ICNurses Following

It's **#FTFWeek**! At **@ICNurses** we raise awareness about **#fakemeds** with **@FightTheFakes** and our campaign partners. Join us, too: fightthefakes.org/week

1:22 PM - 7 Dec 2018

6 Retweets 19 Likes

You



SPEAK UP ABOUT FAKE MEDICINES



<- The [Top Tweet](#) from the Fight the Fakes account had over 20k impressions, in comparison with other posts normally having normally around 2000 impressions.

Impressions	20,232
Total engagements	36
Media engagements	9
Likes	9
Retweets	7
Detail expands	4
Profile clicks	4
Link clicks	3

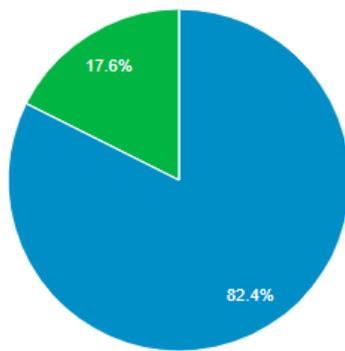


SPEAK UP ABOUT FAKE MEDICINES

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.

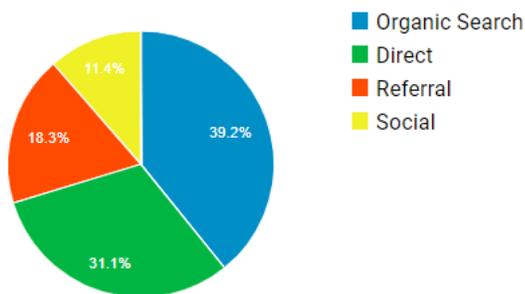
■ New Visitor ■ Returning Visitor



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.

Top Channels



*Organic: Traffic from search engine results that is earned, not paid.

Direct: Any traffic where the referrer or source is unknown.

Referral: Traffic that occurs when a user finds you through a site other than a major search engine

Social: Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram

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

Internal Activities/Partners own network activities



SPEAK UP ABOUT FAKE MEDICINES

- 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:
 - Display posters, handing out leaflets and flyers
 - Project informative videos and/or presentation
 - Doing short quizzes around falsified medicines
 - 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!