Raising awareness about falsified medicines with Fight the Fakes
Agenda

1. Falsified & Substandard Medicines
2. Facts & Foes
3. Fight the Fakes
4. Your voice
1. Falsified & substandard medicines
Definitions of Substandard and Falsified (SF) Medical Products
Seventieth World Health Assembly update, 29 May 2017

**Substandard**
Also called “out of specification”, these are authorized medical products that fail to meet either their quality standards or specifications, or both.

**Unregistered/Unlicensed**
Medical products that have not undergone evaluation and/or approval by the National or Regional Regulatory Authority (NRRA) for the market in which they are marketed/distributed or used, subject to permitted conditions under national or regional regulation and legislation.

**Falsified**
Medical products that deliberately/fraudulently misrepresent their identity, composition or source.
Fake medicines put patients and the general public at risk! Can you spot the fake medicine?

Source: The Partnership for Safe Medicines
Fake medicines put patients and the general public at risk! Can you spot the fake medicine?

Source: The Partnership for Safe Medicines
Fake medicines put patients and the general public at risk! Can you spot the fake medicine?

Source: The Partnership for Safe Medicines
First row: approved medicines

Bottom row: fake
2. Facts & Foes
Impact of substandard and falsified medical products

An estimated 1 in 10 medical products in low- and middle-income countries is substandard or falsified.

They affect every region of the world.

Fake medicines have been reported from all main therapeutic categories including medicines, vaccines and in vitro diagnostics.

Anti-malarials and antibiotics are amongst the most commonly reported substandard and falsified medical products.

Both generic and innovator medicines can be falsified, ranging from very expensive products for cancer to very inexpensive products for treatment of pain.

They can be found in illegal street markets, via unregulated websites through to pharmacies, clinics and hospitals.

Falsified medical products may contain no active ingredient, the wrong active ingredient or the wrong amount of the correct active ingredient.

Some substandard and falsified medical products have been toxic in nature with either fatal levels of the wrong active ingredient or other toxic chemicals.

They are often produced in very poor and unhygienic conditions by unqualified personnel, and contain unknown impurities and are sometimes contaminated with bacteria.

They are often designed to appear identical to the genuine product and may not cause an obvious adverse reaction.

They are also found to commonly contain corn starch, potato starch or chalk.

Source: World Health Organization
The dangers of fake medicines

- They may cause harm to patients and fail to treat the diseases for which they were intended
- They contribute to antimicrobial resistance and drug-resistant infections
- They lead to loss of confidence in medicines, healthcare providers and health systems
- They often will fail to properly treat the disease or condition for which they were intended, and can lead to serious health consequences including death.

Source: World Health Organization
3. **FIGHT THE FAKES**

Did you know FakeWeds can spread Antimicrobial Resistance? Join us to fight falsified medicines!

#Fake antibiotics with insufficient active pharmaceutical ingredients may lead to AMR

STOP!

SPEAK UP ABOUT FAKE MEDS!
The **negative impacts of fake medicines are widespread** and the environment in which the manufacture, transportation, distribution, and consumption of these maliciously manufactured products take place is complex.

In response to this challenge **Fight the Fakes was build to protect** both patients (and the public in general) and health systems from fake medicines by giving a voice to people impacted by these dangerous products.

- **Fight the Fakes** is a campaign that aims to raise awareness about the dangers of fake medicines.
- The campaign **gives a voice** to those who have been personally **impacted by fake medicines**
- It seeks to build a **global movement** of organizations and individuals who will **shine light on the negative impact** that fake medicines have on people around the globe.
Being part of Fight the Fakes

TODAY: 37 partners across the whole supply chain. From doctors, nurses and pharmacists to manufacturers and distributors to patients.
4. Your voice
Staying safe from fake medicines starts with being aware!

1. Inform your colleagues and family of what you have learned today
2. Add your voice to Fight the Fakes to help reach more people around the world
3. Do you know someone that fell victim to fake medicines? Let’s give them a voice!
Share a message on social media

#Fakemeds are a real threat to public health! Let’s #FightTheFakes together and put #PatientSafety first during Fight the Fakes Week 🎁

bit.ly/FTFweek2019

For Fight the Fakes Week let’s:

1. Be Aware 🚨
2. Speak Up 📢
3. #FightTheFakes!

Add your voice and raise awareness bit.ly/FTFweek2019
LET'S

FIGHT THE FAKES

TOGETHER