

RAISING AWARENESS ABOUT FALSIFIED MEDICINES WITH FIGHT THE FAKES

DEFINITION

Substandard medicines are authorized medical products that fail to meet either their quality standards or specifications, or both.

Falsified medicines are medicines which have no or little active ingredients and have undergone no quality control.

They have been manufactured and distributed illegally and deliberately/fraudulently misrepresent their identity, composition or source*.



PREVALENCE

Substandard and falsified (SF) medicines are a global issue but low- and middle-income countries carry the greatest burden with an estimated 1 in 10 medicines being fake.

- Africa has the greatest prevalence of SF medicines with 42% of all reported SF medicines coming from this region
- 21% of reported SF medicines are from North and South America
- 21% from the WHO European Region*.



TYPES OF SF MEDICINES

Medical products from all therapeutic categories have been reported as falsified or substandard, including

- Antimalarials
- Treatments for non-communicable diseases, such as diabetes, cardiovascular diseases and cancer
- Antibiotics
- Vaccines
- HIV treatment



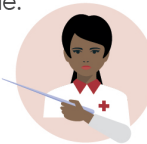
Antimalarials and antibiotics are amongst the most commonly reported SF medical products*.

IMPACT OF SF MEDICINES

SF medicines have serious implications for patients, health systems, as well as countries as a whole.

SF medicines:

- fail to properly treat diseases, and can lead to further illness, disability or even death
- create mistrust in health care systems & health care professionals
- contribute to the development of antimicrobial resistance
- create huge economic losses and hinder countries' socio-economic development.



Ultimately, SF medicines obstruct the road to one of the global health community's main goals: achieving UHC by 2030.

IDENTIFYING SF MEDICINES

Identifying SF medicines can be difficult as they are often visually identical to the original, genuine product. You can:

- examine the packaging for condition, and spelling mistakes;
- check the manufacture and expiration dates;
- ensure the medicine doesn't look unusual (discoloured, odd smell);
- contact your pharmacists or a health professional if you have any concerns about the authenticity of your purchased medicine;
- report suspicious medical products to your National Medicines Regulatory Authority, or the World Health Organisation*.

If you're buying medicines online, always make sure it is a certified, legitimate online pharmacy.



FIGHT THE FAKES – WHO WE ARE & WHAT WE DO

Fight the Fakes is a campaign aiming at educating the public about the dangers of SF medicines. Originally founded in 2013 by 10 members, the campaign has now 37 partners representing industry, civil society and patient organizations, and academia.

The campaign's vision is to build a global movement of organizations and individuals who speak up against the serious implications of SF medicines on people, health systems and countries worldwide.



SPEAK UP ABOUT FAKE MEDICINES

Fight the Fakes specifically:

- Shares stories of people who have been personally affected by SF medicines
- Shares regular updates on global & regional policy developments
- Shares daily news on their social media channels
- Actively engages with the global health community through events on the ground, such as the World Health Assembly
- Engages with its partner organisations by collaborating on social media campaigns (e.g. for specific World Days), and events on the ground

*Source: WHO

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DISCOVER HOW
TO FIGHT THE FAKES:

FIGHTTHEFAKES.ORG