Fight the Fakes Week

2-8 December 2019

Review

The following report summarizes the activities and engagement of Fight the Fakes (FTF) partners and other organisations and individuals during the 2nd annual Fight the Fakes Week which took place from 2-8 December 2019. The report outlines the objectives of the 2019 FTF Week, the resources prepared in the lead up to the week, partners’ activities on social media and on the ground, the social media and media coverage, and finally provides recommendations for the next edition of the FTF Week in December 2020.

Contents

Executive summary .................................................................................................................. 2
Objective of this year’s FTF Week ......................................................................................... 3
Materials/ Resources ............................................................................................................. 3
Partner engagement ............................................................................................................. 4
  On social media ................................................................................................................ 4
  Activities on the ground ...................................................................................................... 6
FTF Week in the media ......................................................................................................... 8
Social media .......................................................................................................................... 10
  @FightTheFakes accounts ............................................................................................... 10
  Twitter .............................................................................................................................. 10
  Facebook ........................................................................................................................ 11
  Website ............................................................................................................................. 11
  Fight the Fakes global ...................................................................................................... 11
Recommendations for FTF Week 2020 ............................................................................... 15
Annex .................................................................................................................................... 16
Executive summary

The 2nd annual Fight the Fakes Week (FTF Week) took place between 2-8 December 2019 with the dedicated theme ‘Be aware, speak up, fight the fakes’. The campaign aimed to increase engagement of partner organisations and any interested groups or individuals building on the engagement achieved during the 1st FTF Week in 2018.

From your everyday social media user, students, pharmacists, doctors, academics, to global health organisations and private healthcare companies, the profile of the Fight the Fakes campaign achieved extraordinary acknowledgement throughout the week:

**Highlights – Social media**

- Tweets from @FightTheFakes Twitter gained on average 43 likes and 30 retweets per day during 2-8 December 2019. In comparison, in 2018, Fight the Fakes’ personal tweets gained on average 13 likes and 9 retweets per day.
- Overall the tweets from Fight the Fakes’ personal Twitter account gathered 67,000 impressions and 1268 engagements, and 57 new users followed the account.
- During FTF Week, the FTF website had 2,754 pageviews (1,292 in 2018) from over 1,100 users (548 in 2018).
- Overall, dedicated Fight the Fakes Week messages reached 4,179,000 (in 2018: 1,180,000) users between 2-8 December 2019. This is a nearly 350%-increase from the total reach during the 1st Fight the Fakes Week in December 2018.
- At least half of FTF partners actively engaged during the week on social media by sharing the dedicated FTF social media cards and spreading our messages.

**Highlights – Media**

- The press release which was sent out prior to the start of the 2019 FTF Week was picked up by 8 different outlets across Europe, incl. EU, Global, Spanish, French, and Polish outlets.
- The FTF Week took spotlight in a lengthy article in Health Policy Watch.

In addition to the social media and media outreach, the FTF Secretariat supported members with a dedicated communications toolkit that included social media packs and cards, message bubbles, a FTF Week signature, and a falsified medicines factsheet. The toolkit was shared with all partners in November 2019. A dedicated website page on www.fightthefakes.org was set up to share the information about the FTF Week and give access to the dedicated communications toolkit.
Objective of this year’s FTF Week

The Fight the Fakes Secretariat proposed to members to build on the successful first edition of the Fight the Fakes Week (FTF Week) in 2018 and organise the second edition in 2019. Between 2-8 December 2019, the FTF Week rallied as many organisations and individuals as possible to raise awareness about the dangers of substandard and falsified medicines, under the slogan ‘Be aware, speak up, fight the fakes’. The objectives for the FTF Week in 2019 were:

- To encourage all the Fight the Fakes partners to participate in Fight the Fakes Week to leverage their networks to raise awareness and promote engagement within their own membership, sector, or industry.
- To increase the reach of the social media messages (compared to the first FTF Week in 2018) by promoting the Fight the Fakes campaign as the platform to raise awareness about falsified medicines.

To achieve this, the Secretariat developed a dedicated ‘Fight the Fakes Week Communication Toolkit’ to encourage partners and participants to engage during the FTF Week.

The Secretariat measured partners and the general public’s engagement through social media and website analytics.

Materials/ Resources

Ahead of this year’s FTF Week, the FTF Secretariat prepared a comprehensive communication toolkit which was shared with partners and FTF affiliates in the lead-up and during the FTF Week. It included:

- A comprehensive social media pack with suggested tweets and images, including recommendations for key stakeholders to tag on Twitter.
- Five dedicated FTF Week social media cards.
- FTF message bubbles and an editable message bubble to be shared on social media or for print-out.
- A comprehensive factsheet with the top-line information of substandard and falsified medicines.
- Two PowerPoint Presentations, one dedicated to the FTF campaign in general and one focusing on the 2019 FTF Week, for internal and external use among partners’, organisations and networks.
- A dedicated signature for FTF Week (in PNG as well as in GIF format).

A dedicated webpage for the FTF 2019 was set up on the FTF website where all materials found in the communications toolkit were made available for downloading and sharing. In addition to this, the FTF Secretariat developed several other materials to promote the week, such as:

- A new story “The hidden world of Somalia’s abandoned pharmaceutical industry”, including dedicated social media cards with key quotes from the story.
- Dedicated social media cards for Patient Solidarity Day on 6th December 2019, in collaboration with the International Alliance of Patients Organizations (IAPO).
- A press release in both English and French language which was sent out to key regional, European, and international media on Friday, 29th November 2019.

An overview of all materials created can be found in the Annex.
Partner engagement

On social media

The Fight the Fakes Week sought to engage with the Fight the Fakes partner organisations, their staff and wider network, and any other organisations and/or individuals who are engaged in the fight against substandard and falsified medicines.

The most active Fight the Fakes partners who engaged with the campaign frequently over the course of the week on social media were:

- International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)
- International Pharmaceutical Students’ Federation (IPSF)
- World Heart Federation (WHF)
- Commonwealth Pharmacists Association (CPA)
- International Pharmaceutical Federation (FIP)
- Alliance for Safe Internet Pharmacy in the EU (ASOP EU)
- University College London Fight the Fakes (UCL FTF)
- International Alliance of Patients’ Organizations (IAPO)
- Pharma Secure
- The Partnership for Safe Medicines
- International Council of Nurses (ICN)

Additional partners that highlighted the FTF Week on 2nd December 2019:

- Malaria Consortium
- Medicines for Malaria Venture (MMV)
- RBM Partnership
- Global Pharma Health Fund (GPHF)
- National Association of Boards of Pharmacy (NABP)

The International Pharmaceutical Students’ Federation (IPSF) set up a photo competition for Fight the Fakes Week on social media encouraging people from all over the world to raise awareness of the dangers posed by substandard and falsified medicines and share a photo with the signature FTF bubble on Twitter, Facebook or any other blog.
The University College London’s (UCL) FTF chapter interviewed students on campus about their engagement in the Fight the Fakes campaign and why they think it is important to raise awareness about the issue of substandard and falsified medicines.

The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) and the World Heart Federation (WHF) prepared a ‘5 questions blog’ with Andrea Vassalotti (Director of Partnerships, WHF) which was published on IFPMA’s blog ‘Global Health Matters...” and highlighted the need to recognize the issue of substandard and falsified medicines as a public health threat and increase efforts to combat their production and distribution.
Activities on the ground

Various FTF partners organized events on the ground to mark FTF Week and bring greater attention to the issue of substandard and falsified medicines.

The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), in collaboration with the Global Health Initiative (GHI), a student-led initiative at the Graduate Institute Geneva, and the World Heart Federation, organized a half-day event on Friday, 6th December 2019. First, a workshop discussing the global implications of fake medicines was held at IFPMA’s office in Geneva. This was followed by a panel discussion at the Graduate Institute on how industry and civil society are responding to the threat of fake medicines on public health, and how technology can be effectively leveraged in the fight against counterfeits.

Further, IFPMA and the GHI set up a dedicated FTF booth at the Graduate Institute to inform students on the campaign and educate them on the issue of substandard and falsified medicines.
The Fight the Fakes chapter at the University College London (UCL Fight the Fakes) organized a panel discussion on 5th December 2019 focusing on harnessing the power of technology in the fight against substandard and falsified medicines.

Among the presenters were Dr Bahijja Raimi-Abraham, Lecturer at King’s College London, Sarah Trenfield, PhD researcher at UCL, Alexandra Barker, communications expert, and Oksana Pyzik, the founder of UCL FTF and the UCL Global Engagement Lead.
FTF Week in the media

This year’s FTF week gained considerable media coverage in both regional and global outlets. Sending out a press release proved to be very effective as it was picked up various outlets, predominantly European specialized pharma-focused media, such as:

- The Pharma Letter
- The European Pharmaceutical Review
- Pharma Boardroom
- Securing Industry

An extensive article covering the FTF Week was published in Health Policy Watch. For this article, the FTF Secretariat provided the journalist with exclusive quotes from FTF partners and further information about the issue of substandard and falsified medicines.

A journalist from Health Policy Watch attended the workshop held by IFPMA and the Graduate Geneva and wrote an elaborate article on the discussions and outcomes of the event.

The FTF Week was also picked up by non-English language media:

- Le Quotidien du pharmacien (French specialized pharma-focused media)
- El Global (Spanish specialized pharma-focused media)
- Rynek Aptek (Polish specialized pharma-focused media)
Additionally, the **FTF Secretariat**, in collaboration with **Oksana Pyzik** (founder of the Fight the Fakes chapter at the University College London) and **Flandrie Habyarimana**, President of the Rwanda Community Pharmacists Union (RCPU) and Eastern & Southern Africa Regional Representative at the Commonwealth Pharmacists Association (CPA), wrote and published an **opinion piece** in the New Times Rwanda: ‘Winning the fight against fake medicines starts with education’.
Social media

@FightTheFakes accounts

Twitter

Between 2-8 December 2019, 44 tweets were posted from the @FightTheFakes Twitter account. On average, the posts gained 43 likes and 30 retweets per day. In comparison, in 2018, Fight the Fakes’ personal tweets gained on average 13 likes and 9 retweets per day. Hence, in 2019 the Twitter messages gained three times as many likes and retweets as in the previous year.

- In total, @FightTheFakes posts gained 304 likes and were retweeted 210 times.
- Overall the tweets from Fight the Fakes’ personal account gathered 67K impressions\(^1\) and 1268 engagements\(^2\).
- Fight the Fakes Twitter account gained 57 new followers.

The top tweets from @FightTheFakes were highlighting personal engagement with the issue of fake medicines (with a video attached) and the op-ed published in the New Times Rwanda. This confirms that tweets either showing actual people involved in the campaign or actual news on the topic of fake medicines are the most interesting for viewers.

---

\(^1\) **Impressions**: the number of times a tweet appeared to users in either their timeline or search results. However, an impression doesn’t mean it was actually seen by the user.

\(^2\) **Engagements**: the number of times a user interacted with a tweet. Engagements include retweets, replies, likes, link clicks, profile clicks, hashtag clicks, media engagements or detail expansions.
Facebook

Between 2-8 December 2019, the posts from the Fight the Fakes Facebook account reached 3,500 people. The post which saw the greatest engagement was linked to the op-ed published in the New Times Rwanda and gathered over 40 likes.

Website

During FTF Week 2019, the website had 2,754 pageviews (1,292 in 2018) from over 1,100 users (548 in 2018).

The website’s most popular page after the landing homepage was the dedicated Fight the Fakes Week 2019 page, which was visited by nearly 500 users. The second and third most frequently visited pages were the page to download the signature FTF message bubbles, and the update focusing on the publication of our official FTF press release.

The countries with the most visitors were the United States, Vietnam, United Kingdom, France, Switzerland, Poland, and the Philippines.

One third of traffic to the website was acquired through social media (Twitter, Facebook and LinkedIn) which highlights once more the importance of linking to the website in social media posts.

Fight the Fakes global

The 2019 FTF Week posts reached 4,179,000 users (in 2018: 1,180,000) between 2-8 December 2019 (Figure 1). This is a nearly 350%-increase from the total reach during the 1st Fight the Fakes Week in December 2018. During the same time 1,160 social media messages tagging the campaign directly (@FightTheFakes), using the campaign’s dedicated hashtags (#FTFWeek, #FightTheFakes, #fakemeds) or simply mentioning the brand (without tagging or using hashtags) were published.

Figure 1: Social reach and social volume of FTF Week 2019

---

3 Social reach: measures how far your content and message spread across social media; Social volume: measures the size of the conversation about a brand or campaign, which includes username mentions, hashtags, and brand mentions (without using the username or hashtag).
The post with the greatest reach was published by the International Pharmaceutical Students’ Federation (IPSF) on Facebook and reached over 202,000 people.

The top locations of engagement during this year’s FTF Week were the United Kingdom and Switzerland (Figure 2).

Figure 2: FTF Week engagement around the world - Top geographic regions, heatmap
Yet, other countries around the globe showed interest in the 2019 edition of FTF Week (table 1).

**Table 1: FTF Week engagement around the world - Top countries, by continent**

<table>
<thead>
<tr>
<th>Europe</th>
<th>United Kingdom</th>
<th>Switzerland</th>
<th>France</th>
<th>Sweden</th>
<th>Finland</th>
<th>Poland</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>Nigeria</td>
<td>Tanzania</td>
<td>Kenya</td>
<td>Uganda</td>
<td>Egypt</td>
<td>Tunisia</td>
<td>Cameroon</td>
</tr>
<tr>
<td>North America</td>
<td>United States</td>
<td>Canada</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>India</td>
<td>Pakistan</td>
<td>Thailand</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>French Guyana</td>
<td>Chile</td>
<td>Argentina</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Highly resonant stakeholders and organisations engaged** with the campaign during 2-8 December 2019. Here are some examples:

**Among non-FTF partners**, **Sanofi – France’s biggest pharmaceutical company –** participated in this year’s FTF Week and their tweet reached over 117,000 users.

**The Lancet Oncology** also joined FTF Week 2019 and their tweet reached over 28,000 users.
Israeli-based pharmaceutical company, Teva, engaged during FTF Week with the campaign and its feature story on fake medicines reached nearly 40,000 people. MPedigree’s – a company working in the area of mobile and web based anti-counterfeiting – tweet reached over 66,000 people.

Another highlight: the well-renowned account UHC2030 Partnership (8.1K followers) started following @FighttheFakes and engaged with the campaign via both likes and retweets. The UHC2030 partnership represents a multi-stakeholder platform which has been highly influential on a global policy level and shaped the UN Political Declaration on UHC which was adopted by all 193 UN member states in September 2019.

UHC2030 is the global movement to build stronger health systems for universal health coverage.
Recommendations for FTF Week 2020

The FTF Week 2019 was highly successful and marked a big step-up in terms of impact from the 1st FTF Week in 2018. These developments strongly highlight both the increasing visibility of the FTF campaign among global health stakeholders and the general public, the increasing interest in the issue of falsified medicines within global health discussions; thanks to greater engagement from Fight the Fake partners.

A number of lessons can be drawn after the second edition of FTF Week as well as some key recommendations for the 2020 Fight the Fakes Week:

- Sending out a press release ahead of the FTF Week proved to be highly successful as it was picked up by various outlets across Europe.
  - For 2020, expand the media list, translate the press release in other languages of key markets (e.g. Spanish, Hindu, Mandarin, Arabic) to spread the message of the campaign even further.
- Events on the ground help to increase visibility, show high engagement and have constantly received positive feedback.
  - For 2020, more partners should be encouraged to extend their engagement with the FTF Week beyond social media.
  - Increasing engagement on the local level was highlighted previously as one key aspect where the campaign should focus their efforts towards.
  - Setting up a dedicated high-profile event during FTF Week 2020 in-country (e.g. Rwanda) would bring the campaign closer to the people who are actually at greatest risk of unknowingly consuming falsified medicines.

**MARK YOUR CALENDARS:**

The next Fight the Fakes Week will take place between 7 and 13 December 2020!
Annex

Materials

Social media cards for FTF Week
Message bubbles

- **FAKE MEDICINES ARE A CRIME AGAINST PATIENTS**
  - I Fight The Fakes because ...

- **IT’S EVERYBODY’S BUSINESS**
  - I Fight The Fakes because ...

- **THEY PUT PATIENTS AT RISK OF FURTHER ILLNESS, DISABILITY OR EVEN DEATH**
  - I Fight The Fakes because ...

- **EVERYBODY SHOULD FEEL SAFE WHEN BEING TREATED FOR HEALTH PROBLEMS**
  - I Fight The Fakes because ...

- **Add your own message…**
  - I Fight The Fakes because ...

---

**Signature**

WORRIED ABOUT FAKE MEDICINES?

I’M JOINING THIS YEAR’S FIGHT THE FAKE WEEK | 2-8 DECEMBER 2019 | TO SPEAK UP AGAINST #FAKEMEDS!

WORRIED ABOUT FAKE MEDICINES?

I’M JOINING THIS YEAR’S FIGHT THE FAKE WEEK | 2-8 DECEMBER 2019 | TO SPEAK UP AGAINST #FAKEMEDS!
RAISING AWARENESS ABOUT FALSIFIED MEDICINES WITH FIGHT THE FAKE

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

FIGHT THE FAKE – 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 and 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 organizations by collaborating on social media campaigns (e.g., for specific World Days), and events on the ground

#Fakemeds #FightTheFakes

DISCOVER HOW TO FIGHT THE FAKE: FIGHTTHEFAKES.ORG

*Source: WHO
Social media cards with key quotes from the new story “The hidden World of Somalia’s Abandoned Pharmaceutical Industry”

The Hidden World of Somalia’s Abandoned Pharmaceutical Industry

“I had heard countless stories from my parents and family friends about people in Somalia who had been fallen ill and used medication they purchased from unlicensed pharmacies and subsequently became worse or even died. This deeply disturbed me and inspired me to delve into Somalia’s pharmaceutical industry.”

Dr. Dufy, a physician who runs one of the largest private hospitals in Mogadishu said falsified medicines are “worse than bombs, because a bomb kills 10 or 20 people. But these drugs can kill hundreds of people and no one will hear about it.”

Somali health officials have acknowledged that there is a wide scale problem in accessing safe medicines, however without firstly strengthening the healthcare system, it would be near impossible to provide safer alternative methods to procuring medical.

This is why campaigns like Fight The Fakes are particularly important in low resource settings, as they are able to raise awareness on this detrimental issue that is often overlooked. My work at Fight The Fakes has allowed me to bring my passion of Global Health and my unwavering hope of a better Somalia to fruition.”
Social media cards for Patient Solidarity Day

**6th December 2019 Patient Solidarity Day**
To accelerate progress for safe patient-centered universal health coverage, let's speak up against the dangers of falsified medicines.

**Falsified Medicines are a Threat Against Patients**
Fake medicines won't treat your illness and can worsen your condition, leading to further illness, disability, or even death. So let's speak up against fake medicines and call for safe patient-centered UHC.

**Medicines Falsification is Not Sufficiently Penalized**
Governments must create strong legislative frameworks prohibiting the illegal manufacturing and trade of falsified medicines.

**Patients are Key Players in the Fight Against Falsified Medicines**
To see safe and patient-centered health systems which leave no one behind, patients need to be meaningfully involved in decision-making discussions on patient safety in UHC.

**Health Care Professionals are at the Forefront of Fighting Fake Meds**
Let's all commit to only purchase medicines from certified pharmacies and consult pharmacists or doctors when you think you have bought or consumed fake medication.

**Strong National Regulatory Frameworks are Essential**
To guarantee safe healthcare for all, we call on governments to implement effective and robust drug regulation systems which prevent falsified medicines from reaching patients.
Press release

Efforts to combat the spread of substandard and falsified medicines must be stepped up

- Falsified medicines are a growing global issue which can affect everyone and everywhere. Among the most frequently reported counterfeit medicines are antibiotics and antimalarials. Criminals are also faking treatments for diabetes, cancer, cardiovascular diseases, tuberculosis and HIV as well as steroids and painkillers.

- Between 2 to 8 December ‘Be Aware, Speak Up, Fight the Fakes’ will be slogan of an awareness raising campaign for the general public, but also targeting doctors, nurses, researchers, wholesalers, pharmaceutical executives, medical and pharmacy students, through the network of the campaign members.

- The Fight the Fakes campaign wants people to share on social media information on the dangers of poor-quality and falsified medicines. In 2020, Fight the Fakes will bring this message to governments and international organisations to rally as much support as possible for this under-recognized global health threat!

Geneva, 2 December 2019 – ‘Be Aware, Speak Up, Fight the Fakes’ is this year's Fight the Fakes Week slogan, aiming at rallying organizations and individuals around the world to spread the word about the dangers of substandard and falsified medicines and take action. Throughout the week, the 37 members behind the campaign are raising awareness throughout their organizations and in so doing are potentially to reach over 3 million doctors, nurses, researchers, wholesalers, pharmaceutical executives, medical and pharmacy students, and many more.

Falsified drugs are a growing global issue which can affect everyone and everywhere. Among the most frequently reported falsified medical products are antibiotics and antimalarials. Over 250,000 children die each year as a result of being given falsified malaria and tuberculosis medicines alone. Given the staggering number of falsified antibiotics and other counterfeit medical products, this number will be much higher in reality. Worryingly, fake medicines for other life-threatening illnesses are entering the supply chain and reaching patients, such as treatments for diabetes, cancer, cardiovascular diseases, tuberculosis and HIV. The problem is most acute in low- and middle-income countries with estimations suggesting that 1 in 10 medical products are either substandard or falsified.

The implications of falsified and poor-quality medicines do not only pose a threat to patients, with sometimes tragic consequences, they contribute to the development antimicrobial resistance, fuel mistrust in health care professionals and health care systems, and ultimately hinder countries socio-economic development. What can you do to fight the fakes? Engage with the Fight the Fakes campaign on Twitter or Facebook, download various resources from our website, and educate your family, friends, and community about the dangers of poor-quality and falsified medicines!

One of the main goals of the global health community - achieving universal health coverage (UHC) by 2030 - requires access to safe, effective and high-quality medicines. While the UN Political Declaration on UHC, which was endorsed by all 193 member states in September, calls for increased awareness raising of the risk of falsified medicines, this is simply not enough. Fight the Fakes Week aims to rally all organisations and individuals working in the area of public health and patient safety or everyone who is interested in the issue of falsified medicines to speak up and call for greater coordinated action to tackle this growing global health threat.

We want to see greater efforts and concrete action from the World Health Organization, regional agencies and national governments to curb the manufacturing and distribution of falsified medicines. Strong national legislative frameworks which prohibit the manufacturing and sale of falsified medical products, and subsequently rigid law enforcement need to be put in place. Further, the implementation of robust and effective drug regulatory systems which prevent falsified medicines from reaching patients has to be prioritized. For the goal of UHC by 2030 to remain tangible, coordinated action by all relevant stakeholders
will be critical. In 2020, Fight the Fakes will bring this message to governments and international organisations to rally as much support as possible for this under-recognized global health threat!

Further information for this year’s *Fight the Fakes Week* can be found [here](#).

If you have any questions, please reach out the Fight the Fakes Secretariat at secretariat@fightthefakes.org.

**About the campaign:**

*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 and shares the stories of those working to put a stop to this threat to public health. It seeks to build a global movement of organizations and individuals who will shine light on the negative impact that falsified and substandard medicines have on people around the globe and to reduce the negative consequences on individuals worldwide. *Fight the Fakes* partners endorse the campaign and share the belief that coordination among all stakeholders involved in the manufacturing and distribution of medicines is vital to tackle this public health threat. Do you want to join the fight and lend your support to the campaign? Are you interested in becoming a partner? Do you have a story to tell? Contact us at secretariat@fightthefakes.org.