



*#StopFakeMedsAfrica*

**AFRICA TOGETHER  
AGAINST SUBSTANDARD  
AND FALSIFIED MEDICINES**



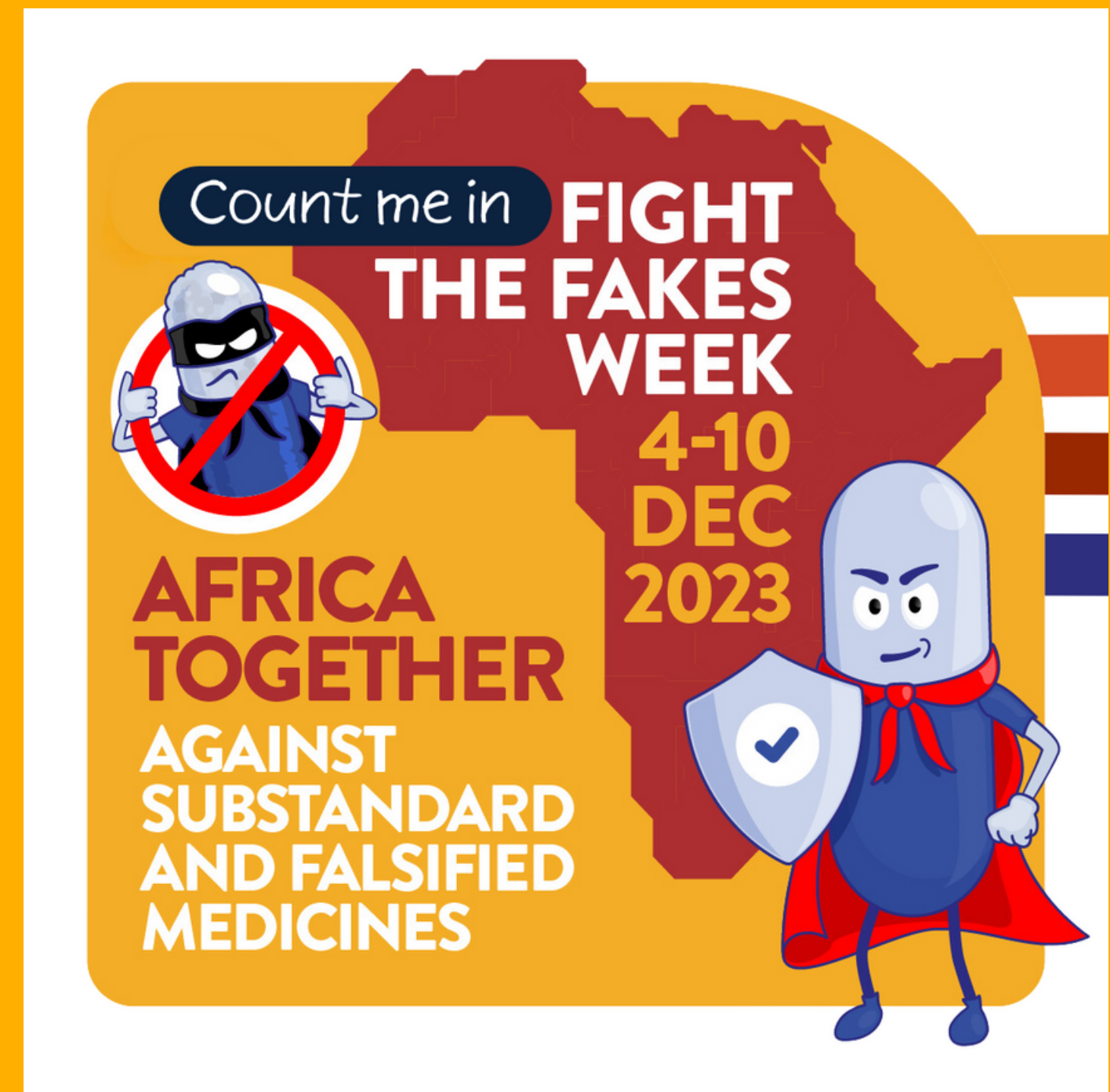
**How to get involved and support the campaign?**



# This playbook provides an overview of the Fight the Fakes Week 2023 campaign and ways to get involved.

You can contact us at [Secretariat@FightTheFakes.org](mailto:Secretariat@FightTheFakes.org) or on our social media channels.

**Introduction**



## **Fake & substandard medicines**

...they not only risk lives but also cause harm. Fake drugs, often lack active ingredients, contribute to preventable suffering and, at times, fatalities from curable illnesses.

...they undermine healthcare systems and professionals.

...they cause massive economic burden.

**Factsheet**

# 18,7 %

is the prevalence of falsified and substandard medicines, the highest among low-and middle-income countries.

# 42 %

of all fake medicines reported to WHO were from Africa, between 2013 - 2017.

# 50 %

of medicines on sale online are fake, estimates WHO.

# 500,000 x

People die from preventable causes due to falsified and substandard medicines, every year in Africa.

...it is a public health emergency that can no longer be ignored.

...it threatens to undermine progress towards achieving the Sustainable Development Goals.

# Join the online campaign

Download the campaign assets, publish them along with our suggested messages on social media. Don't forget to use the hashtags: [#StopFakeMedsAfrica](#) [#FightTheFakes](#) [#FTFweek](#)

# Organise your own activities

We have a list of ideas that you can implement. Let us know what you are doing so we can add your activity on our website and make sure you get visibility.

Send us a message on [Secretariat@FightTheFakes.org](mailto:Secretariat@FightTheFakes.org)

# Follow our flagship online event

Participate at our online event on 7 December 2023, from 12:00 pm CET.

The programme and registration are available [here](#).

**What you can do?**





# Join the online campaign

In just a few steps you can create your own quote card for social media to share your key message and mark Fight the Fakes Week!

#StopFakeMedsAfrica

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FULL NAME  
Organisation, position

AFRICA TOGETHER  
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[Access and edit them here.](#)

**FIGHT THE FAKES WEEK 4-10 DEC 2023**

**AFRICA TOGETHER AGAINST SUBSTANDARD AND FALSIFIED MEDICINES**

**SPEAK UP! STAND UP!**

EVERY YEAR, #FAKEMEDS CLAIM 500,000 LIVES IN SUB-SAHARAN AFRICA!  
IN THE LAST CENTURY, EARTHQUAKES LEFT 650,000 DEAD?  
**ONE CAUSE IS PREVENTABLE. THE OTHER IS NOT.**

IT'S TIME TO JOIN THE FIGHT!  
MORE INFO HERE: [WWW.FIGHTTHEFAKES.ORG](http://WWW.FIGHTTHEFAKES.ORG)

#StopFakeMedsAfrica #FightTheFakes #FTFW23

[Download here](#)

Count me in **FIGHT THE FAKES WEEK 4-10 DEC 2023**

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#StopFakeMedsAfrica

I FIGHT THE FAKES BECAUSE I KNOW FAKE MEDICINES CAN KILL

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#StopFakeMedsAfrica

FAKE AND SUBSTANDARD MEDICINES ARE A CRIME AGAINST PATIENTS

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Why join? **FIGHT THE FAKES WEEK 4-10 DEC 2023**

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#StopFakeMedsAfrica

Fake medicines kill almost 500,000 sub-Saharan Africans each year

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60% of antimalarials circulating in sub-Saharan Africa could be substandard & falsified

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40% of substandard and fake medicines reported in the Sahel countries were discovered in the regulated supply chain

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## Campaign assets





# Join the online campaign

Here are some samples of messages to accompany the Campaign Assets on social media.

Fake and substandard medicines are claiming lives, so we claim quality-ensured medicines! More than 300 known child deaths have been reported due to contaminated cough syrup in the past year.  
#StopFakeMedsAfrica #FightTheFakes #FTFweek

1 in 10 medical products in low-and-middle-income countries are substandard or falsified, let's speak-up and ask for quality medicines for all.  
#StopFakeMedsAfrica #FightTheFakes #FTFweek

40% of all substandard and falsified medicines reports between 2013 and 2021 were from Africa. Africa deserves better! Let's unite for genuine medicines and a healthier future.  
#StopFakeMedsAfrica #FightTheFakes #FTFweek

Fake medicines kill almost 500,000 sub-Saharan Africans a year. Every voice counts! Let's raise ours to eradicate substandard and falsified medicines and save countless lives.  
#StopFakeMedsAfrica #FightTheFakes #FTFweek

Annually, nearly 200 million malaria cases lead to almost half a million deaths. With an estimated 60% of antimalarials in sub-Saharan Africa being substandard or fake, ensuring genuine quality medicines could save countless more lives.  
#StopFakeMedsAfrica #FightTheFakes #FTFweek

**Messages**





## Organise your own activities

1. Share a presentation about this issue to your colleagues. You can see [here](#) an example, let us know if you would like to tailor it.
2. Host informational live streams on social media.
3. Publish a dedicated article in your organisation's newsletter or website.
4. Participate in the social media challenge "Clap for Quality" with a video to draw attention to the importance of quality healthcare, using the hashtag #ClapForQuality, check the guidelines [here](#).

**Take initiative**





# Join our flagship event



**REGISTER**

We are organizing a flagship online event on 7 December 2023 to mark Fight the Fakes Week. Our goal this year is to empower the African population to combat substandard and falsified medicines effectively. We aim to inspire decision-makers, policy-makers, regulatory authorities, customs officials, industry stakeholders, healthcare professionals, as well as the general public, to take decisive action in preventing, detecting, and responding to substandard and falsified medicines.

Confirmed speakers:

- **Michel Sidibe**, African Union Special Envoy for the African Medicines Agency
- **Prof. Cyril Odianose Usifoh**, University of Benin, Nigeria
- **Richard Neci Cizungu**, Executive Director, Ecumenical Pharmaceutical Network
- **Adesanya Oluwaseun Adedotun**, Assistant Director of the Drug Division in the Post Market Surveillance DGO NAFDAC, WHO Focal Point for Substandard and Falsified Medical Products, Goodwill Ambassador of Fight the Fakes Alliance
- **Noha Abdelaziz**, Teaching Assistant, New Giza University and Fight the Fakes Chapter
- **Oksana Pyzik**, Pharmacist & Lecturer/Global Engagement Lead at the UCL School of Pharmacy, Fight the Fakes Academic Chair (moderator)

... and more to be confirmed soon!







# DON'T FORGET



Publish communications between 4 and 10 December 2023.

Use **#StopFakeMedsAfrica #FightTheFakes #FTFweek** in your messages.

Tag as possible **@FightTheFakes**.

Run your activities between 4 and 10 December 2023.

Send us a message with what you are doing so we can list your activity in the campaign report. Contact [Secretariat@FightTheFakes.org](mailto:Secretariat@FightTheFakes.org).

**Ready? Steady? Go!**

Find us at:

