

FIGHT THE FAKES WEEK

6 – 12 DECEMBER 2021

REVIEW

4TH FIGHT THE FAKES WEEK
6-12 DECEMBER 2021

HEALTH IS NOT A HOAX
FIGHT THE FAKES



BECOME A FAKE
BUSTER FOR FIGHT
THE FAKES WEEK!

**FIGHT THE
FAKES**
ALLIANCE
SPEAK UP ABOUT FAKE MEDICINES

MORE INFO ON WWW.FIGHTTHEFAKES.ORG



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The following report summarises the activities and engagement of Fight the Fakes (FTF) members, friends, and allies during the 4th annual Fight the Fakes Week which took place from 6-12 December 2021. The report outlines the objectives of the 2021 FTF Week, the resources prepared in the lead up to the week, members’ activities, the social media campaign and media coverage, results and finally provides recommendations for the next edition of the FTF Week in December 2022.

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Executive summary

The 4th annual Fight the Fakes Week (FTF Week) took place between 6-12 December 2021 with the slogan “*Health is not a hoax – Fight the Fakes*”. Every year since 2018 Fight the Fakes Week aims to increase awareness about the dangers of substandard and falsified medicines within the Fight the Fakes member organisations, and networks as well as among key global health stakeholders, and the general public, with a focused communications campaign over one week. The aim is to highlight how substandard and falsified medicines pose serious risks to people’s health and have dire consequences for the wellbeing of communities and individual countries’ socio-economic stability. They deserve far greater attention within international fora.

Substandard and falsified medicines may sometimes have tragic consequences. They contribute to the development of the second global health emergency after COVID-19: antimicrobial resistance and drug-resistant infections. They create mistrust in medicines, healthcare professionals and healthcare systems and block an individual country’s socio-economic development. The problem is at its most acute in low- and middle-income countries with estimates suggesting as many as 1 in 10 medical products are either substandard or falsified.

From the beginning of the COVID-19 pandemic, diagnostic tests, personal protective equipment (PPE), potential therapeutics and vaccines have been found to be falsified across the world. The World Health Organization (WHO) has published several medical product alerts related to COVID-19 vaccines and treatments over the past two years while the Infectious Diseases Data Observatory is collecting hundreds of reports from the public domain about substandard and falsified COVID-19 medical products and COVID-19 vaccines.

As the roll-out of COVID-19 vaccination gathers pace, criminals are capitalising on any shortages or access barriers but also on the waves of hesitancy when it comes to vaccines. This may also accelerate the spread of fake products that are non-COVID-19-related, proving a thriving global business in substandard and falsified medical products with no regard for health impacts.

To step up the awareness-raising efforts a communications toolkit was prepared and disseminated to the FTF members and network and on the FTF channels. Furthermore, 2021 saw the launch of Fight the Fakes Alliance page on LinkedIn aiming to attract a wider audience and raise the alliance’s profile. Fight the Fakes Secretariat co-organised two events with two of its members that focused on two current and essential issues: falsified and substandard COVID-19 vaccines with U.S. Pharmacopeia (USP) and strengthening the legislative frameworks in Africa together with The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA). Furthermore, FTF invited key stakeholders for a virtual “Meet-and-Greet” aiming to strengthen the collaboration with global health actors.

See the previous reviews of Fight the Fakes Week in [2018](#), [2019](#) and [2020](#).

Highlights – social media and website

- Overall, the **FTF Week posts** reached **2,131,000 people** between 6-12 December. Additionally, more than **600 social media messages** were posted around FTF Week. **Compared to the period before FTF Week, the online media exposure grew by 60%.**
- **The academic/ youth chapters were the most active members** on social media over the course of the week.
- Among the many external stakeholders that engaged during the 4th FTF Week, the top 5 profiles are the following:
 - [Ilona Kickbusch](#)
 - [EFPIA, The European Federation of Pharmaceutical Industries and Associations](#)
 - [Vaccines Today](#)
 - [Nursing World Nigeria](#)
 - [Health Policy Watch](#)
 - [Laura Piddock, GARDP Scientific Director - The Global Antibiotic Research & Development Partnership](#)



The Latin American Federation of the Pharmaceutical Industry [FIFARMA](#) played a crucial role in promoting and giving visibility to the Fight the Fakes' campaign in Latin America. FIFARMA's engagement brought the engagement of many other Latin American stakeholders such as AFIDRO, AMIIF, ALAFARPE or CEFA.

- During the week, the **tweets** from @FightTheFakes posts gained **228 likes** and were **retweeted 117 times**. Overall, the tweets from FTF's personal account gathered **27.3K impressions** and **604 engagements**.
- Between 6-12 December 2021, the posts from the **FTF Facebook** account **reached 298 people** and **gained 144 new followers**. The **newly launched LinkedIn page** **gained 93 followers** with a varied demographical profile (healthcare services, education, research, operations...). Among the **relevant followers**, there are Richard Amalvy (CEO, Brazzaville Foundation), Tuomas Kannas (Co-founder and Senior Vice President at TrueMed) and Stanislas Barro (Global Head of Anti-Falsified Medicines at Novartis)
- During 6-12 December the **FTF website** **gained 2,922 pageviews** which **mostly came from viewers in the U.S. (20%), The Netherlands (13%), China (8.5%),**

Highlights – media

The **press release** was well-received by targeted outlets and FTF Week was reported by prominent publications in the Global Health sphere - **Securing Industry, the pharma letter**. The Swiss **Heidi News** got in contact with FTF and interviewed Dr Bahijja Raimi-Abraham, King's College Fight the Fakes Chapter founder. Additionally, some smaller Spanish language media outlets such as **Diario Salud, El día, Hoy and Medinews**.

In addition to the social media and media outreach, the FTF Secretariat supported members with a dedicated [communications toolkit](#) – shared with members, FTF friends and allies that included: social media cards with suggested posts, posters with QR codes, email signatures and a press release template. Furthermore, this year the contents were translated into French and Spanish. 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.

Highlights – events

During the 4th Fight the Fakes week the following events took place:

- **5 December 2021: 'Global solutions to confront substandard and falsified COVID-19 vaccines' webinar.**
 - USP and Fight the Fakes Alliance conveyed a panel discussion focusing on prevention, detection, and response framework to substandard and falsified medicines.
 - Speakers: Pernette Bourdillon Esteve (WHO), Dr Yvette Madrid (USP), Dr John B. Hertig (Butler University), Oksana Pyzik (UCL University) and Maria Fernanda Hurtado (FIFARMA).
- **8 December 2021: Fight the Fakes 'Meet & Greet' session.**
 - This activity aimed to bring Fight the Fakes members and stakeholders together for a round of introductions and exchange about how to raise the profile of substandard and falsified medicines worldwide.
 - Among the participants were representatives from The Brazzaville Foundation, The Pharmaceutical Security Institute (PSI), The Global Fund, The Global Antibiotic Research & Development Partnership (GARDP), The Selfcare Federation and The International Pharmaceutical Federation (FIP).
- **9 December 2021: The Power of Legislation & Collaboration in Fighting Fake Medicines' webinar.**
 - IFPMA partnered with its Africa-based sister associations and key stakeholders to facilitate a discussion on the importance of multi-stakeholder collaboration and appropriate legislative frameworks in curbing the threat of substandard and falsified medicines.

- Speakers: Richard Neci Cizungu (EPN), Moustafa Mijiyawa (Ministre de la Santé, Togo), Karen Kramer (UNODC), Fred Muwema (Anti counterfeit network Africa), Richard Amalvy (Brazzaville Foundation) and Winnie Nganga (KAPI).
- **9 December 2021: ‘Substandard medicines, medical devices and dietary supplements - identification and minimalisation of the public health risks’ webinar.**

Speakers: Dr Richard Wanko (Council of Europe), Dr. Zbigniew Fijałek (STOP Nielegalnym Farmaceutykom), Luigi Garruto (European Commission, Anti-Fraud Office) and many other outstanding experts - see full agenda [here](#).

Objective of the 2021 FTF Week

Following on from the success of the past three years, the fourth edition of the FTF Week took place between 6-12 December 2021. With the slogan “*Health is not a hoax – Fight the Fakes*”, the 2021 FTF Week focused on raising awareness about the differences and risks between getting the real treatments vs getting products that fail to meet quality standards and the requirements to be considered valid and safe health treatments, products that deliberately/fraudulently misrepresent their identity, composition, or source, all which can lead to ineffective treatments, further illness and even death. Our objectives for the 4th FTF Week were:

- To encourage all the Fight the Fakes member organisations to participate in Fight the Fakes Week to raise awareness and promote engagement within their own membership, sector, or industry.
- To solidify the Fight the Fakes Alliance as a go-to platform for people to find information and resources to learn more on the dangers of substandard and falsified medicines.
- To continue to share and distribute dedicated Fight the Fakes materials and resources provided in the Fight the Fakes Week [communication toolkit](#).
- To measure partner and general public engagement through social media and website analytics.

Materials/ Resources

Ahead of the 2021 FTF Week, the FTF Secretariat prepared a **comprehensive [communications toolkit](#)** which was shared with members and FTF affiliates in the lead-up and during the FTF Week. It included:

- **A social media pack** with suggested posts and visuals, including recommendations for key stakeholders to tag on Twitter.
 - **Thirteen dedicated FTF Week visuals** - all designs were shared in two different formats to fit the main social media platforms.

- Ten social media cards covering different themes/issues: the unequal impact of falsified and substandard medicines across the globe; trust in healthcare systems and healthcare professionals; COVID-19; vaccines; AMR; diseases and conditions; supply chains; regulatory frameworks.
- Three FTF Week promotional banners.
- **Two types of posters** that included QR codes linked to the dedicated 4th FTF Week page.
- FTF Week promotional **email signatures**.
- A **press release template**.



This year the communications toolkit was translated into French and Spanish.

A [dedicated webpage for the FTF 2021](#) was set up on the FTF website where all materials found in the communications toolkit were made available for downloading and sharing. Furthermore, a website [post with FTF Week activities](#) was also set up, to facilitate registering to the events organised during the FTF Week.

In addition to this, the FTF Secretariat sent a [press release](#) to key regional, European, and international media ahead of the week. The press release was reported by prominent publications in the Global Health sphere - [Securing Industry](#), [the pharma letter](#) - and some smaller Spanish language media outlets such as [Diario Salud](#) and [El día](#).

Following the press release, [Heidi News requested an interview with Fight the Fakes, which resulted in an insightful interview with Dr Bahijja Raimi-Abraham, King's College Fight the Fakes Chapter founder on how the pandemic is causing an increase in falsified medicines. The interview was promoted on FTF social media and gathered positive engagement.](#)



Activities

Events

During the 4th Fight the Fakes week the following events took place:

Monday, 6 December 2021

‘Global solutions to confront substandard and falsified COVID-19 vaccines’ webinar.

USP and Fight the Fakes Alliance conveyed a panel discussion focusing on prevention, detection, and response framework to substandard and falsified medicines.

With the participation of the relevant stakeholders, the meeting aimed to discuss the strategies and interventions and gain insights on the problem from different regions around the world. Event replay and more information [here](#).

JOIN
FIGHT THE FAKES ALLIANCE & USP
FOR AN ONLINE EVENT DURING FIGHT THE FAKES WEEK!

**GLOBAL SOLUTIONS TO
CONFRONT SUBSTANDARD
AND FALSIFIED COVID-19
VACCINES**

6 DECEMBER 2021
9:00 AM EST (WASHINGTON DC)
3:00 PM CET (GENEVA)

MORE INFO ON
WWW.FIGHTTHEFAKES.ORG

#FTFweek #HealthIsNoHoax #BeAFakeBuster

usp
FIGHT THE FAKES ALLIANCE
SPEAK UP ABOUT FAKE MEDICINES

Wednesday, 8 December 2021

Fight the Fakes ‘Meet & Greet’ session | Members’ meeting (invitation-based).

This activity aimed to bring Fight the Fakes members and stakeholders together for an exchange about how to raise the profile of substandard and falsified medicines worldwide. Among the participants were representatives from [The Brazzaville Foundation](#), [The Pharmaceutical Security Institute \(PSI\)](#), [The Global Fund](#), [The Global Antibiotic Research & Development Partnership \(GARDP\)](#), [The Selfcare Federation](#) and [The International Pharmaceutical Federation \(FIP\)](#). Following the ‘Meet & Greet’ session, FTF members met to discuss their work plan and key activities for 2022.

Fight the Fakes Meet & Greet
Meet the Alliance and its members!

December 8, 2021
13:00 – 14:30 CET
Virtual Event

Other activities

- University College London Fight the Fakes chapter (UCL FTF)

UCL Fight the Fakes Academic Chapter organised an arts/photography competition to get everyone thinking about the kind of harm substandard and falsified medicines can bring. Moreover, they also organised a writing competition in which participants needed to talk about what they think can be done the current crisis of COVID-19 falsified medical products.



- King's College London Fight the Fakes chapter (KCL FTF)



During this year's FTF Week KCL FTF made public their revamped image with a new logo. Furthermore, they published a video summarising their achievements in the past 18 months – you can watch it [here](#).

- International Pharmacy Student Federation (IPSF)

IPSF invited their network and followers to participate in FTF Week by using the thematic frame with the message: 'Rather than improving your health, some medicines are a real health threat - these are #fakemeds! For #FTFWeek let's come together to call out substandard & falsified medicines and #FightTheFakes because #HealthIsNoHoax!' You can find IPSF's frame [here](#).

Social media

Twitter

The promotion of the 4th Fight the Fakes Week started in October. Until 12 December, **41 tweets** were posted from the Fight the Fakes handle which resulted in:

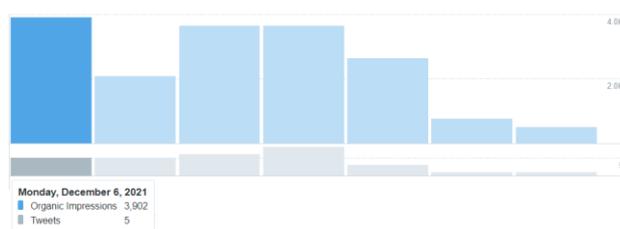
- **27.3K impressions¹**
- **1015 engagements²**
- **348 likes**
- **196 retweets**

Regarding the reach of FTF's tweets solely during FTF Week the following metrics must be considered.

- A total of **29 tweets** were published during 6-12 December from @FightTheFakes account.
- **17.2K impressions in total, 2.5K impressions per day**
- **604 engagements**
- **228 likes**
- **117 retweets**

In contrast with 2020, when @FightTheFakes posts (51) gained 75.3K impressions, 1300 engagements, 384 likes and were retweeted 196 times. It is worth highlighting that the announcement of the FTF Alliance's launch garnered considerable attention which also boosted the FTF Week visibility in 2020.

Figure 1 shows the correlation between the number of tweets and the number of impressions.



It is worth noting that although the communications were sustained throughout the week, the impressions rate declined towards the end of the week, demonstrating the difficulties to maintain the same excitement from the audience.

Figure 1: 4th Fight the Fakes tweets – impressions.

Overall, Fight the Fakes' Twitter handle acquired a significant number of impressions, visits, mentions and followers. before and during the 4th FTF Week – see figure 2.

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 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.



Figure 2: @FightTheFakes latest Twitter analytics.

The top tweets from @FightTheFakes were ones highlighting FTF Week events and the ones containing media cards targeting issues related to substandard and falsified medicines. Furthermore, live tweets during the events also performed well – see examples below on the right side.

Top Tweet earned 2,382 impressions

While #COVID19 lead to increased falsification of associated products, both generic and innovator #medicines can be falsified, from expensive products for #cancer to inexpensive products for treating pain.

#HealthIsNoHoax – Let's #FightTheFakes!

fightthefakes.org/week/4th-fight...
pic.twitter.com/suWJWkEJPC

The top tweet during the 2021 FTF Week gained over 2.3K impressions. The tweet further gathered 33 engagements.

Fight the Fakes Alliance @FightTheFakes · Dec 6
You can still register for TODAY's #F-T-Event!

Together with @USPharmacopeia, we've invited experts to discuss how the global #public health issue of falsified #COVID19 #vaccines can be tackled - because #HealthIsNoHoax!

Register now & #BeAFakeBuster: fightthefakes.org/global-solutio...

The second-best tweet during the 2021 FTF Week from FTF's personal account gained over 1.9K impressions and had 256 media views (GIF).

Fight the Fakes Alliance @FightTheFakes · Dec 9

Our member @IPSF.org @IPSF/AFRO spoke on behalf of #youth #pharmacists @ #FightTheFakes - @moussafofana20 called for stepping up efforts to criminalise the #fakemedic. It's unthinkable that fake medicines are still sold in plain sight in stores & streets across #African countries!

The live tweet about IPSF African Regional Office's speech gathered 1.1K impressions and a total of 62 engagements.

Fight the Fakes Alliance @FightTheFakes · Dec 6

Our panel discussion addressing issues & solutions for #falsified and substandard #COVID19 vaccines is LIVE!

So great to have the latest news and expert thoughts from high-level speakers @USPharmacopeia @IHortig @OkonaraPyeKUCOL @WHO @FFIarmol.atam!

fightthefakes.org/global-solutio...

The live tweet about our 6 December event gained 957 impressions and 29 engagements.

Facebook

Between 6-12 December 2021, the posts from the FTF Facebook account reached 298 people and gained 144 new followers. The posts which saw the greatest engagement were the following ones:



LinkedIn

In order to reach a wider audience and raise the alliance’s profile, Fight the Fakes Alliance launched a page on LinkedIn. So far, FTF LinkedIn page has gained 93 followers with a varied demographical profile (healthcare services, education, research, operations...). Among the relevant followers, there are:

- Richard Amalvy - CEO, Brazzaville Foundation
- Tuomas Kannas - Co-founder and Senior Vice President at TrueMed
- Stanislas Barro - Global Head of Anti-Falsified Medicines at Novartis
- The Ecumenical Pharmaceutical Network
- Dr. Winnie Ng'ang'a-Mwangi – KAPI Kenya Chairperson

Fight the Fakes’ top-performing posts were the following:



Moreover, FTF member The International Federation of Pharmaceutical Wholesalers (IFPW) published a [dedicated article](#) on their foundation’s LinkedIn page. The article explains the magnitude of the global issue of substandard and falsified medicines and the importance of raising awareness. It also shows IFPW’s commitment and invited readers to get involved during Fight the Fakes Week.

Website

To help redirect traffic back to the website, most social media posts contained links to FTF’s website. Furthermore, the two webinars organised by Fight the Fakes Alliance also had dedicated posts on the website which contained the event agenda, speakers’ profile, promotional content, and registration link. See [‘Global solutions to confront substandard and falsified COVID-19 vaccines’](#) webinar website post and [‘Health is not a Hoax – The Power of Legislation & Collaboration in Fighting Fake Medicines’](#) webinar website post

During 6-12 December the FTF website gained 2,922 pageviews which mostly came from viewers in U.S. (20%), The Netherlands (13%), China (8.5%), the UK (5.5%), Germany (5.3%), Switzerland (4.5%), France (2.7%) and India (2.5). [Fight the Fakes Week’s dedicated page](#) was the most visited page during FTF Week and the [4th FTF week activities page](#) the second most visited page.

Fight the Fakes global reach

The 2021 FTF Week posts reached **2,131,000** people between 6-12 December (Figure 3). During the period **615 social media messages** tagged Fight the Fakes and used the campaign’s dedicated hashtags (#FTFWeek, #FightTheFakes, #fakemeds) or simply mentioned the alliance (without tagging or using hashtags). Compared to the period before FTF Week, the online media exposure grew by 60% (Figure 4).

Social Reach vs. Social Volume



Figure 3: 4th Fight the Fakes Week 2021 social reach and social volume.

Total Media Exposure

Dec 6, 2021 - Dec 12, 2021 vs Last period

615
↑ 60%

Figure 4: 4th Fight the Fakes Week 2021 total media exposure.

For the 4th FTF Week, 2 new thematic hashtags were suggested: #HealthIsNoHoax and #BeAFakeBuster. In addition to them, the alliance’s usual hashtags were also used: #Fakemeds, #FightTheFakes and #FTFWeek. Figure 5 shows the different hashtag’s popularity during the week. Furthermore, in figure 6 it can be seen how the social media reach of the new hashtags surpassed 200K people.

Trending hashtags

- 1 #fightthefakes
- 2 #healthisnohoax
- 3 #ftfweek
- 4 #beafakebuster
- 5 #fakemeds

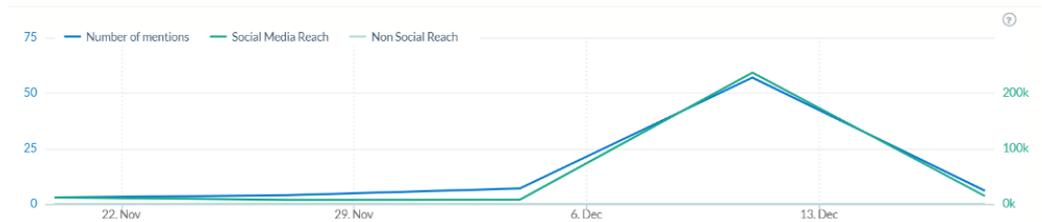


Figure 5: 4th Fight the Fakes Week hashtag’s popularity (6-12 Dec. time period).

Figure 6: 4th Fight the Fakes Week hashtag’s social media reach and the number of mentions.

As it can be seen in Figure 5, although the hashtags were developed to be used in all social media platforms, Twitter was the main platform to use them. The remaining 5% corresponds to FTF’s dedicated website page.

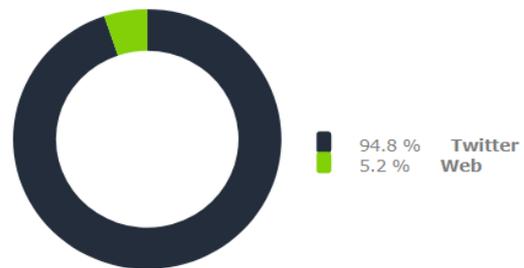


Figure 7: 4th Fight the Fakes Week hashtag use on social media platforms.

The posts with the greatest reach were published by the International Pharmaceutical Students Federation (IPSF) on Facebook and reached over 200,000 people. On the other hand, the main Twitter posters that engaged with FTF Week were mainly Africa based personal profiles and liberal professionals’ handles (Peru, USA) – see figure 8.



Figure 8: Top posters by reach during the 4th Fight the Fakes Week.

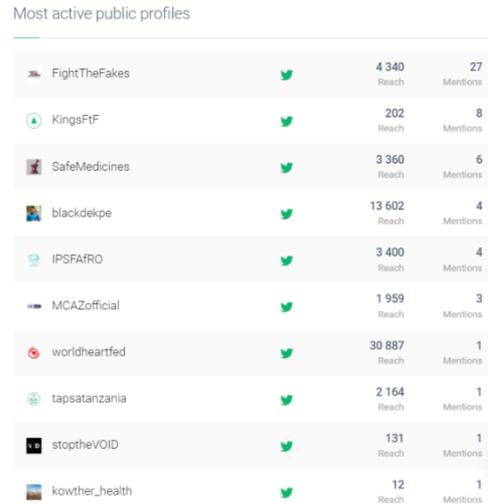


Figure 9: Most active public profiles during 4th Fight the Fakes Week.

Following last year's trend, the 4th FTF Week engagement mainly came from the United Kingdom and Switzerland (figure 11). It is worth noting that in Africa, the engagement from Nigeria and Tanzania grew in comparison to 2020 (see figure 10). Furthermore, the engagement and active collaboration of FIFARMA, the Latin American Federation of the Pharmaceutical Industry, is notable when looking at this year's geographical heat map.



Figure 10: 3th Fight the Fakes Week 2020 engagements' geographical heat map.

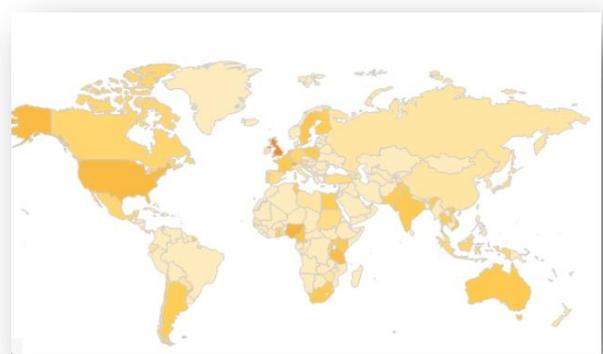


Figure 11: 4th Fight the Fakes Week 2021 engagements' geographical heat map.

Member engagement

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

While most FTF members engaged with the campaign, the academic/youth chapters were the most active members on social media over the course of the week.

SKN Farmacja i Prawo WUM- Fight the Fakes
13 December 2021

#SfalszowaneLeki są zaniebýwanym światowym problemem narażającym #zdrowie milionów ludzi, podkopującym systemy ochrony zdrowia i opóźniającym drogę do osiągnięcia uniwersalnego ubezpieczenia zdrowotnego #UHC do 2030!

#WalczZfalszywkami i #NieZostawiajNikogoZaSobą!

Dołącz do #FTFweek <https://fightthefakes.org/.../4th-fight-the-fakes-week-6-/>



4

UCL Fight The Fakes @UCLFightsFakes · Dec 7, 2021
With #fakemedicines increasing during the pandemic, its important we raise awareness on the kinds of harm it can bring.

For #FTFweek, we're holding an arts/photography competition to get us thinking about just that!

See below on how to get involved

#HealthIsNotHoax



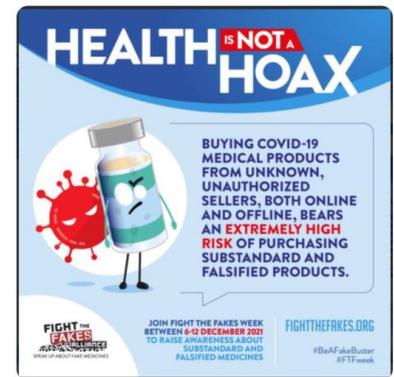
You and 6 others

8

7

King's College London Fight the Fakes @KingsFTF · Dec 8, 2021
Don't risk your health by purchasing medicines from unknown & unauthorized sellers. It bears an extremely high risk of getting substandard or #fakemeds!

We join #FTFWeek to raise awareness about substandard & #fakemeds because #HealthIsNotHoax fightthefakes.org/week/4th-fight-



1

5

International Pharmaceutical Students' Federation
18,443 followers
3mo ·

Health is Not a Hoax

IPSF joins #FTFWeek to raise awareness about substandard & #fakemed...see more



27

1 share

IPSF African Regional Office (IPSF AfRO)
423 followers
3mo ·

[AfRO Fight The Fakes Campaign]

According to the World Health Organization (WHO) counterfeit medicine ...see more



13

2 shares



Lastly, some members, like the Global Pharma Health Fund (GPHF) also promoted the 4th FTF Week on their website – see [here](#). The members of FTF Alliance present on social media actively engaged on online platforms throughout the FTF week by sharing and liking the posts.

External stakeholder engagement

This FTF Week, many allies of the Alliance supported the messaging online. This is another positive indicator that the Alliance is reaching stakeholders outside of its core following. As the Alliance grows, it will be pertinent to build relationships with the wider health community. Among the many external stakeholders that engaged during the 4th FTF Week, the top 5 profiles are the following:



Ilona Kickbusch 
@IlonaKickbusch

Professor Ilona Kickbusch PhD contributes to innovation in global health and health diplomacy. Now engaging in digital health. Always a feminist.

📍 Ostermundigen, Bern 🌐 ilonakickbusch.com/kickbusch/inde...
📅 Joined September 2012

1,258 Following 32.6K Followers

[Ilona Kickbusch](#)



EFPIA
@EFPIA Follows you

EFPIA is the voice of the research-based pharmaceutical industry in Europe
#WeWontRest #TeamVaccines
efpia.eu

📍 Brussels 🌐 efpia.eu 📅 Joined June 2009

3,888 Following 25.6K Followers

[EFPIA, The European Federation of
Pharmaceutical Industries and Associations](#)



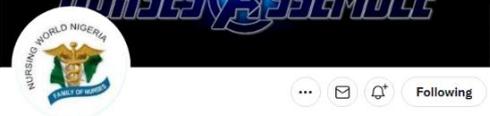
VaccinesToday
@VaccinesToday Follows you

An online platform, supported by Vaccines Europe, for discussing vaccination. WHO member. Tweets by Gary Finnegan vaccinestoday.eu

📍 Belgium 🌐 vaccinestoday.eu 📅 Joined October 2010

13.5K Following 19K Followers

[Vaccines Today](#)



Nursingworld Nigeria 
@Nursingworld_Ng Follows you

Professional and social networking site for Nigerian nurses.

📍 Nigeria 🌐 nursingworldnigeria.com 📅 Joined January 2012

2,470 Following 17.3K Followers

[Nursing World Nigeria](#)



Health Policy Watch - Global Health News Reporting
@HealthPolicyW Follows you

Independent global health policy news by accredited journalists. Free reporting by non-profit media. Sign-up 4 daily email news alerts @ healthpolicy-watch.news

📁 Media & News Company 📍 Geneva, Switzerland
🌐 healthpolicy-watch.news 📅 Joined November 2017

4,014 Following 12.2K Followers

[Health Policy Watch](#)



Laura Piddock 
@LauraPiddock

Scientific Director GARDP, & Emeritus Prof. of Microbiology, Birmingham Uni, UK. Mother/daughter/sister/wife. Antibiotics, drug-resistance, microbes. Own views

📍 UK and Geneva 🌐 gardp.org/team/laura-pid... 📅 Joined October 2011

257 Following 8,898 Followers

[Laura Piddock, GARDP Scientific
Director - The Global Antibiotic
Research & Development
Partnership](#)

Other relevant external stakeholders that engaged with FTF handle during the week are (alphabetically ordered):

- [Alliance for Safe Internet Pharmacy Global \(ASOP Global\)](#)

ASOP is united by a single objective; that by taking concerted voluntary actions, and campaigning for appropriate legislation, a safer environment for patients who choose to buy their medicines online can be created.

- [Council of Europe Convention on the counterfeiting of medical products and similar crimes involving threats to public health - Medicrime Convention](#)

The first binding international instrument in the criminal law field on counterfeiting of medical products and similar crimes involving threats to public health.

- [Medicines Control Authority of Zimbabwe](#)

Medicines Control Authority of Zimbabwe is responsible for protecting public and animal health by ensuring that accessible medicines and allied substances and medical devices are safe, effective and of good quality through enforcement of adherence to standards by manufacturers and distributors.

- [Commonwealth Pharmacists Association](#)

Established in 1969, the Commonwealth Pharmacists Association (CPA) is a resource and support network for professional pharmacy associations and individual pharmacists.

- [Uppsala Monitoring Centre](#)

An independent, non-profit foundation, that works with the World Health Organization and engages stakeholders who share their vision of advancing medicines safety together with the global pharmacovigilance community.

- [Yellow Card Centre North West](#)

Yellow Card Centre North West (YCCNW) acts on behalf of the Medicines and Healthcare products Regulatory Agency (MHRA) to promote, stimulate and support reporting of adverse drug reactions through [the Yellow Card Scheme](#).

- [IAMResponsible Project](#)

A U.S. wide team of researchers seeking solutions to fight Antimicrobial Resistance. It is part of the [Livestock and Poultry Environmental Learning Community](#) (Ipelc).

- [Anti Counterfeit Network Africa](#)

The Anti-Counterfeit Network (ACN) is a not-for-profit registered entity that aims to bridge the intervention gaps between the multiple stakeholders that affect and are being affected by counterfeits.

- [The Lomé Initiative](#)

This initiative, coordinated by the Brazzaville Foundation, aims to fight against the trafficking of falsified and substandard medicines, introduce legislation to criminalise the traffic in substandard and falsified medicines and impose tough criminal penalties. It also advocated for the ratification of relevant international agreements, including the Medicrime Convention and the Palermo Convention Against Transnational Organised Crime.

- [Brazzaville Foundation](#)

The Brazzaville Foundation is an independent, non-profit organisation based in London. Its goal is to develop initiatives, primarily in Africa, in the fields of conflict prevention and resolution, development, the environment and conservation, health promotion and to bring countries together in peaceful cooperation.

- [RBM Partnership to End Malaria](#)

The RBM Partnership to End Malaria is the largest global platform for coordinated action towards a world free from malaria. It is comprised of over 500 partners - from community health worker groups and researchers developing new tools, to malaria-affected and donor countries, businesses and international organisations.

- [IDDO – The Infectious Diseases Data Observatory](#)

IDDO is a scientifically independent, multi-disciplinary coalition of the global infectious disease and emerging infections communities. It provides the methods, governance and infrastructure to translate data into evidence that improves outcomes for patients worldwide.

- [SHERLOC - UNODC's knowledge management portal containing legal resources on organized crime and terrorism.](#)

The SHERLOC portal is an initiative to facilitate the dissemination of information regarding the implementation of the United Nations Convention against Transnational Organized Crime, the three Protocols thereto and the international legal framework against terrorism.

- [Ecumenical Pharmaceutical Network \(EPN\)](#)

EPN is a Christian, not for profit, independent organization. It is a worldwide network of associations, institutions, and individuals, committed to supporting the provision of quality, affordable medicines and pharmaceutical services in church health facilities.

- [Latin American Federation of the Pharmaceutical Industry FIFARMA](#)

As mentioned earlier, this year, the Latin American Federation of the Pharmaceutical Industry [FIFARMA](#) played a crucial role in promoting and giving visibility to Fight the Fakes' campaign in Latin America. FIFARMA, created in 1962, represents 16 research-based biopharmaceutical companies and 11 local associations dedicated to discovering and developing innovative, quality and safe health products and services that improve the lives of patients in Latin America and the Caribbean and advocate for patient-centric, sustainable health systems characterized by high regulatory standards and ethical principles.

Not only they shared FTF's messages on their social media, but they also published the [press release in their website](#), shared the Spanish communications toolkit with their member associations and [published a summary with the main takeaways](#) from their participation in the

'Global solutions to confront substandard and falsified COVID-19 vaccines' webinar. FIFARMA also made possible the live translation of the event into Spanish. It is worth highlighting that the federation also developed its own content during FTF Week such as a dedicated video – you can watch it [here](#). FIFARMA's engagement brought the engagement of many other Latin American stakeholders:

- [AFIDRO - Asociación de Laboratorios Farmacéuticos de Investigación y Desarrollo de Colombia](#)

AFRIDO works in partnership with different actors in the public health system, proposing constructive conversations that have an impact on the design of public policies, the regulatory environment and favorable environments for medical and pharmaceutical innovation in Colombia.

- [Proyecto contra la Falsificación ANDI](#)

It is an initiative created in June 1998 whose main objective is to work for public and private articulation in the fight against counterfeiting, adulteration, smuggling and any form of illegal trade in products.

- [AMIIF - La Asociación Mexicana de Industrias de Investigación Farmacéutica](#)

AMIIF provides innovative healthcare solutions, relevant information on medicines and therapies, quality indicators and the future of medicine.

- [ALAFARPE - Asociación Nacional de Laboratorios Farmacéuticos de Perú](#)

ALAFARPE is a non-profit institution created in 1953, made up of 22 national and foreign laboratories, which promote access to quality, safe and effective medicines in a timely manner, focused on innovation for the benefit of Peruvian patients.

- [CEFA - Cámara de Especialidades Farmacéuticas y Afines de Uruguay](#)

Founded in 1954, CEFA brings together the research and development laboratories located in Uruguay.

AFIDRO @afidro_colombia · Dec 10, 2021
 ¡Esta Semana Contra las Medicamentos Falsos #FTFWeek creemos conciencia a la ciudadanía sobre la importancia de las cadenas de suministro seguras en la misión de mantener a los pacientes a salvo de los medicamentos subestándar!

Más información en fightthefakes.org/week/4th-fight...



3 retweets, 4 likes

ALAFARPE @Alafarpe · Dec 9
 Luchar contra los medicamentos falsificados también significa contribuir a la lucha contra la #ResistenciaAntimicrobiana #AMR
 ¡Esta Semana Contra los Medicamentos Falsos #FTFweek suma tus fuerzas a las de @FightTheFakes!

Más información en fightthefakes.org/week/4th-fight...



4 retweets, 7 likes

AMIIF México @AMIIFMx · Dec 11, 2021
 ¡Nos unimos a la comunidad de @FightTheFakes para la 4ª edición de la Semana Contra los Medicamentos Falsos #FTFweek con el fin de crear conciencia sobre los peligros de los medicamentos subestándar. #fakemeds.

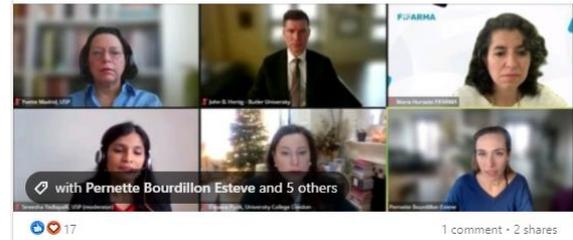
¡Únete, te necesitamos!

Más información en fightthefakes.org/week/4th-fight...



3 likes

FIFARMA
 3,971 followers
 América Latina experimentó en el 2020 un aumento en los niveles de falsificación, el desvío y robos de medicamentos. Debemos continuar luchando contra estas prácticas ilícitas, desde diferentes frentes: ...see more



17 likes, 1 comment, 2 shares

Brazzaville Foundation @BrazzaFound · Dec 9, 2021
 Happening now Virtual webinar "The power of legislation and collaboration in fighting #FakeMedicines" organised by @FightTheFakes with @RichardAmaly, CEO @BrazzaFound, and Prof. Mijiyawa, Minister @MSPS_Togo and political coordinator @InitiativeLome #FTFWeek



You and 8 others, 7 retweets, 18 likes

Richard Amaly · 2nd
 CEO, Brazzaville Foundation
 For those interest by the issue of substandard and falsified medicines, it's tomorrow. On behalf of the Lomé Initiative, I will speak together with Profesor Mijiyawa, Minister of Health of the Republic of Togo.

Fight the Fakes Alliance
 171 followers
 While substandard & #fakemeds are a global issue, low and middle-income regions & in particular in Sub-Saharan #Africa, suffer the highest burden. ...see more



REGISTER NOW - Health is not a Hoax – The Power of Legislation & Collaboration in Fighting Fake Medicines.

Moreover, the Brazzaville Foundation, besides actively engaging through its social media platforms, also published a dedicated post on its website – you can read the full post [here](#).

FTF Week in the media

The **press release** was well-received by targeted outlets and FTF Week was reported by prominent publications in the Global Health sphere - **Securing Industry, the pharma letter, Heidi News** – and some smaller Spanish language media outlets such as **Diario Salud, El día, Hoy and Medinews**. It is worth highlighting that all Spanish language media coverage followed the Dominican Association of Pharmaceutical Representatives, Agents and Producers (ARAPF) – FIFARMA member.

- Securing Industry - [Fight the Fakes Alliance: A broad alliance, a crucial mission](#)
- The pharma letter - [Industry fights back over fake and unsafe pharmaceuticals](#)
- Heidi News interview - [La pandémie fait exploser la contrefaçon de médicaments](#)
- Diario Salud - [Aseguran esfuerzos contra falsificación de medicamentos no han sido suficientes](#)
- El día - [Farmacéuticos advierten sobre consumo medicamentos falsificados](#)
- Hoy - [Medicamentos falsificados: práctica ilegal nociva para la salud](#)
- Medinews - [ARAPF denuncia riesgos de la falsificación de medicamentos](#)

Take-aways from FTF Week 2021

All in all, the 4th FTF Week 2021 can be considered as a successful one and a big step in positioning the alliance as the go-to organisation on fake medicines. The increased visibility and recognition of FTF Alliance among global health stakeholders and the general public, the increasing interest in the issue of substandard and falsified medicines within global health discussions has been possible thanks to the active engagement of FTF members and allies.

Numerous lessons can be drawn after the fourth edition of FTF Week as well as some key recommendations for the 2022 FTF Week:

- Due to the ongoing pandemic, the 4th FTF Week had to take place solely virtually. Events on the ground would help to increase visibility and activities such as the ones carried out during 'Meet & Greet' would have gathered more exchanges with key stakeholders and members if they had taken place face-to-face.
 - For next year, if the pandemic ceases, we aim to:
 - Encourage more members to extend their engagement with the FTF Week beyond social media.
- The translation of the contents to Spanish and French together with the alignment with relevant international associations such as FIFARMA has proven to be highly successful.

- For the 5th Fight the Fakes week we aim to increase engagement with other regional stakeholders, before and during FTF Week.
- The analysis of the social media engagement across FTF's social media platforms has shown that African handles – both personal and organisations – are highly engaged with and aware of the issue of substandard and falsified medicines.
 - For the 5th Fight the Fakes week we aim to actively engage with regional authorities and entities.
 - If the situation allows, we also aim to conduct activities on the ground with them.
- Fight the Fakes' academic/chapters have shown their abilities to increase the campaigns' engagement and the academic sphere's interest in FTF once again.
- As it has already been mentioned, Twitter has been the main social media in this FTF Week as it has brought the highest engagement rates and visibility.
 - The posts with the highest engagement have been the ones promoting FTF Week events, the live tweets during events and the quote cards which demonstrated the interest in expert views on the problem of substandard and falsified medicines.
 - The start of the FTF Week gathered the most visibility, although the communications have been sustained throughout the week which demonstrates the difficulties to maintain the same excitement from the audience. It is worth highlighting that Fight the Fakes' media exposure during the 4th FTF Week has grown by 60%.



MARK YOUR CALENDARS:

The next Fight the Fakes Week will take place between 5 and 11 December 2022!

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