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Substandard and falsified medicines particularly affect the most vulnerable communities. They only exist because access to quality, affordable medicines does not.

Our biggest challenge is ensuring people have access to high-quality, affordable medicines.



Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization

Today you will learn about:

1. Falsified & Substandard Medicines
2. Facts & Foes
3. Fight the Fakes Alliance
4. What you can continue to do

World Health Organization Definitions of Substandard and Falsified (SF) Medical Products

Seventieth World Health Assembly update, 29 May 2017

Substandard

Also called “out of specification”, these are authorised 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 (NRRRA) 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.

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

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

They affect every region of the world

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

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 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

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

Some falsified medical products are almost visually identical to the genuine product and very difficult to detect.



Can you spot the fake medicine?



Can you spot the fake medicine?



Can you spot the fake medicine?



Can you spot the fake medicine?



Can you spot the fake medicine?



Can you spot the fake medicine?



ACTION

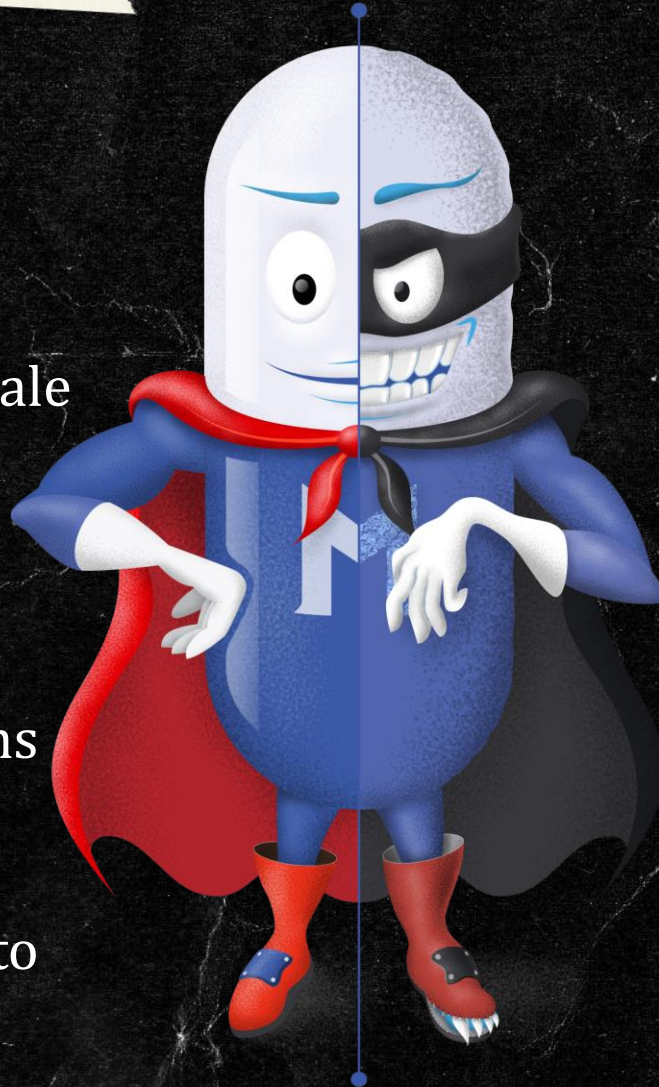
Train primary healthcare professionals to consider the potential presence of fake and substandard medicines

Collaborate on an international scale

Raise awareness and empower patients

Invest in robust healthcare systems to safeguard patients

Set up strong regulatory systems to ensure access to safe and high-quality medicines



NO ACTION

Crime and criminal networks

Development of Antimicrobial Resistance

Further illness, disability and even death

Undermined healthcare systems and professionals

Massive economic burden affecting people everywhere

The vulnerable vs. the criminals



10.5%
failure rate
in LMIC



72,430 ~ 169,271
deaths caused by SF
antibiotics in children
under 5 suffering from
pneumonia



30,5 bn \$ in LMIC

38.5 bn \$ in sub-
Saharan Africa on SF
antimalarials

Deadly cough syrups are spreading around the world

*Diethylene glycol concentration was detected in samples of syrups as much as **28.6%**. The acceptable limit for Diethylene Glycol is no more than **0.10%**. Diethylene glycol and ethylene glycol are toxic to humans when consumed and can prove fatal, with reported cases since the 1930's.*



Child deaths in Gambia linked to cough syrups made in India, says WHO

Story by Reuters
Updated 12:31 AM EDT, Thu October 6, 2022



Bloomberg

Business | The Big Take

Poisoned Cough Syrup Killed Kids. Authorities Cut the Investigation Short

Toxic chemicals were found in Indian-produced medicine that led to the deaths of dozens of children. It revealed how poorly the country's pharmaceutical industry is policed.

By [Zachary Mider](#), [Swati Gupta](#) and [Modou Ioff](#)
July 11, 2023 at 1:00 AM GMT+2

Healthcare & Pharmaceuticals | Regulatory Oversight | Regulatory | Government Health Policy | Public Health

WHO says contaminated cough syrup sold in Cameroon

Reuters
July 19, 2023 7:57 PM GMT+2 · Updated 8 days ago



FIGHT THE FAKES ALLIANCE

We are a multi-stakeholder association bringing together diverse partners from various sectors of the medicines supply chain, with a collective mission to enhance awareness and drive impactful change in addressing the risks and consequences posed by fake and substandard medicines.



DYK The death toll of the 2023 Turkey-Syria earthquake has surpassed 50,000 people.



Public awareness and risk communication is critical

Online raising awareness campaign

Information booths

Lectures and panel discussions

Open letters

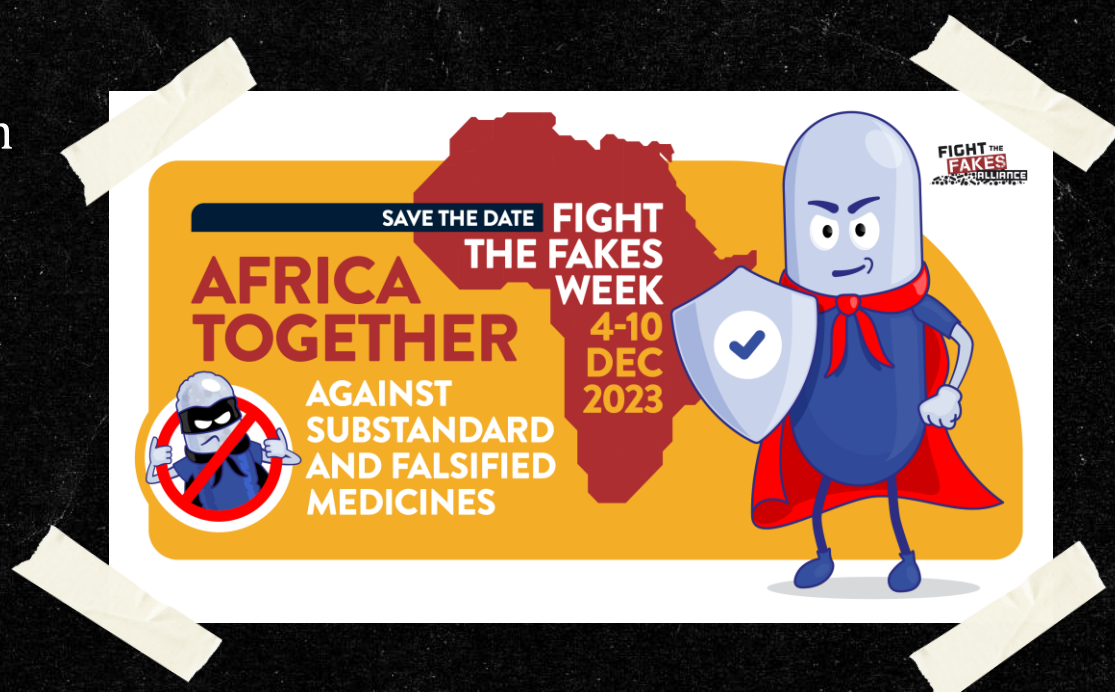
Call to Action

Interviews

Fake medicines kill
almost 500,000
sub-Saharan
Africans a year:
UNODC report



Africa accounts for
42% of all reported
SF medicines



Staying safe from fake and substandard medicines begins with more awareness

1. Inform your colleagues and family of what you have learned today
2. Support us to reach more people by sharing our messages
3. Do you know someone that fell victim to fake or substandard medicines? Let's give them a voice

FIGHT THE
FAKES
ALLIANCE



**Start now! Share a message on
your social media page:**



#Fakemeds are claiming
the lives of almost 500,000
sub-Saharan Africans
every year. We must speak
up and stand up to
eradicate substandard and
falsified medicines and
save countless lives
#FightTheFakes
#StopFakeMedsAfrica



Learn more on
www.FightTheFakes.org



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