

FIGHT THE FAKES

Speaking up about fake medicines

Summary report:
January – June
2015





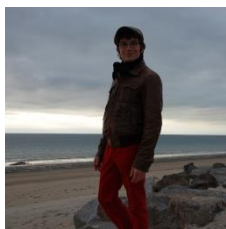
Creating and sharing content

SPEAK UP ABOUT FAKE MEDICINES

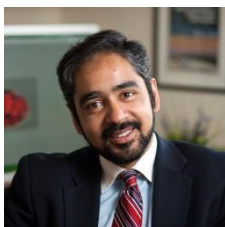
Fight the Fakes shared **4** stories from people across the world fighting fake medicines.



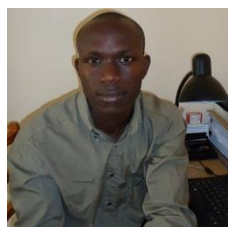
Pap Talla
Agence Française de Développement



Quentin Duteil
French Pharmacy Student



Muhammad Zaman
Boston University



Stephen Daniel Bala
Campaign for Safe Medicines Kenya

Stories are the most popular page on the *Fight the Fakes* website after the landing page.

Fight the Fakes spoke to news makers to share stories from the campaign, including:



Euractiv
Advertising campaign, January



Al Jazeera
101 East: fake pills, a fatal fraud, April



In Pharmatechnologist
Anti-counterfeiting webinar, April



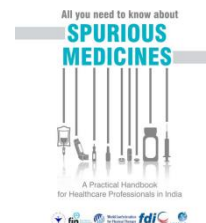
Défis
Articles from Fight the Fakes & partners, June

Other publications include the Wall Street Journal, IPSF Spot Magazine, African Decisions Magazine

Fight the Fakes shared **16** resources for people to learn more about fake medicines, including:



Training courses
Oper@tion Hippocrates



Guidebooks
All you need to know about spurious medicines



Infographics
Counterfeit medicines in legitimate supply chains



Videos
The threat of drug resistant malaria

The *Fight the Fakes* website hosts more than 100 resources in total.



A worldwide presence

SPEAK UP ABOUT FAKE MEDICINES



Fight the Fakes reception
05 February
Taipei, Taiwan



UN Congress On Crime Prevention
12-19 April
Doha, Qatar



World Malaria Day Panel
20 April
Brussels, Belgium



FakeShare International
24 April
Rome, Italy



Fight the Fakes reception
28 April
Dakar, Senegal



World Health Editors Network
17 May
Geneva, Switzerland



International Society of Travel Medicine
24-28 May
Québec City, Canada



Rx-360 symposium
2-3 June
Washington DC., USA

Campaign materials distributed
at events & conferences on four
continents...



A growing base

Fight the Fakes since its launch...

Twitter followers:
+1350

Twitter mentions (#fakemeds / @FightTheFakes):
+12900

Retweets:
+1800

Facebook likes:
+680

YouTube views:
+7200

Website hits:
+66500

Online visitors, top 10:
US, Russia, Switzerland, France, UK, Belgium, Germany, India, Canada, Brazil

Continued support from partners around launch of new stories, updates and resources.

Mini-campaigns Jan – Jun 2015 included:

- **American Journal of Tropical Medicine and Hygiene** supplement on poor-quality and counterfeit medicines;
- WorldPharma report on rise of “**study drugs**” bought from illicit online sellers;
- SSFFC discussions at **World Health Assembly**;
- **Travel tips** for healthcare professionals to share with patients.



New followers include policymakers, media, researchers, business & NGOs





Partner organizations

SPEAK UP ABOUT FAKE MEDICINES



The NCD Alliance
Putting non-communicable diseases
on the global agenda

The Partnership for
SAFEMEDICINES

The Partnership for
SAFE MEDICINES INDIA
SAFEMEDICINESINDIA.in

