



PRESS RELEASE

Global Coalition in the Fight Against Falsified Medicines meets in Brussels and Welcomes its 35th Partner

Wednesday, 25 October 2017 – *Fight the Fakes* campaign partners representing healthcare professionals, academia, NGOs, the generic and research-based pharmaceutical industry, healthcare distributors, and consumer protection organizations met in Brussels this week to work on their future plans to raise awareness of the widespread sale and use of falsified medicines across the world and the dangers associated with these fake products.

With virtually all countries around the world impacted by fake medicines, and potentially 15% of medicines worldwide and up to 30% in some regions being fake, this is a real danger to public health. By passing themselves off as something they are not, fake medicines put patients at risk for continued illness, disability, or even death. Some estimates put the number of deaths by falsified medicines at 700,000 per year. In addition, online sale of medicines is an increasing international threat, as there are more than 40,000 “active rogue online pharmacies” active at any one time. Fake medicines represent a crime against patients and are a danger to public health, contributing to resistance of genuine treatments and undermining confidence in health systems.

As the campaign approaches its four-year anniversary, *Fight the Fakes* is gathering pace in its efforts to inform, inspire, empower, and mobilize communities against fake medicines; as well as building up further momentum to call for the creation and strict application of legislative and regulatory frameworks. Partners today reinforced their commitment to the campaign and the issue of falsified medicines, committing themselves to tangible actions to further raise the profile of this global health threat.

“Combating the problem of falsified medicines requires effective multi-stakeholder collaboration; nobody can do it alone. *Fight the Fakes* provides just such a platform for collaboration and we are encouraged by the productive discussions had at this week’s first partners meeting in charting the course for the campaign’s future. Together we CAN make a difference and IFPW Foundation looks forward to doing its part and invites others to JOIN THE FIGHT”, said Chris Goetz, Executive Vice President of IFPW Foundation.

Today, *Fight the Fakes* is also proud to also announce that the National Association of Boards of Pharmacy (NABP) has joined the campaign, bringing the total number of partners to 35. In signing up to join *Fight the Fakes*, the partners’ commit to raising awareness across their organizations around the world. In this way, *Fight the Fakes* reaches not only the general public, via its social media campaign, but also thousands of doctors, nurses, pharmacists, researchers, NGOs and foundations, academic institutions and their students, employees involved in mHealth, pharmaceutical wholesalers, and the research-based and generics pharmaceutical industry.

By joining *Fight the Fakes*, NABP will take the *Fight the Fakes* campaign to their members in the USA, Guam, Puerto Rico, the Virgin Islands, Australia, Bahamas, Canada, and New Zealand. “We appreciate the efforts that *Fight the Fakes* has undertaken to educate the public about the prevalence and the dangers of falsified medications. This outreach is especially vital today, when fake medicines pose a global public health threat.”, said Carmen A. Catizone, NABP Executive Director/Secretary.



For more information, please contact Chris Goetz, Executive Vice President, at +703-331-3714.

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About IFPW and IFPW Foundation

IFPW (International Federation of Pharmaceutical Wholesalers) is the global industry association bringing together the leading full service pharmaceutical distributors and wholesalers, national industry associations, service organizations and pharmaceutical manufacturers from 6 continents, in 26 countries. The association provides a global platform for dialogue and is dedicated to helping its members and stakeholders advance the safe, efficient and continuous access to pharmaceuticals worldwide through the promotion of good distribution practices and services. For more information: www.ifpw.com.

IFPW Foundation was established in 2012 by IFPW members with an objective to support initiatives and organizations in global health focused on improving access to pharmaceuticals and essential health commodities in developing markets and on maintaining security and product integrity within the world's supply chains. For more information: www.ifpwfoundation.org.

About Fight the Fakes

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 fake medicines have on people around the globe and to reduce the negative consequences on individuals worldwide. IFPW assumed the role of Secretariat of the campaign on January 1, 2017.