CONSUMER ADVICE AND PUBLIC AWARENESS CAMPAIGNS

Jane Nicholson,
FIP Working Group on Counterfeit Medicines
Pharmacist’s Advice to Patients

PLAY SAFE WITH MEDICINES

In the newspapers, we can regularly read about patients obtaining fake products. Be careful that it does not happen to you. Do not buy any medicines from suppliers unknown to you? If you are ever in doubt about the quality of a medicine, play safe and ask your doctor or pharmacist.

FIP Working Group on Counterfeit Medicines
August 2004

For full text see
PORT-AU-PRINCE, Haiti: Health officials announced a crackdown on the counterfeit medicine trade in the capital, where street vendors by the hundreds sell unmarked antibiotics and cold medications out of buckets and plastic bags. Officials will seize any contraband medicines and also shut down unlicensed pharmacies selling drugs that have not undergone safety testing.

Health Director Gabriel Thimothe said Monday.
Sierra Leone's Pharmacy Board Friday destroyed over Le 500 million fake and counterfeit drugs. The destruction exercise took place at the Central Medical Stores compound, New England Ville in Freetown.

The destruction was aimed at eradicating fake, substandard and counterfeit drugs nationwide.

Health and Sanitation Minister, Abator Thomas noted that the exercise is another mile stone in the board's history, as the event is a warning to unscrupulous businessmen to desist from importing or smuggling fake and counterfeit drugs into the country.
Dr Alex Dodoo, one of Ghana’s leading pharmacologists, believes drug-peddling poses a “formidable threat” to the health of Ghanaians.

In his office he showed me a liquid sold by a drug peddler which was suspected to have killed someone- and was now being investigated by the police.

He says that drug-peddling is not being tackled with the “required urgency.”
Pharmacy owners arrested for selling illegal drugs

Extract from the Jakarta Post,
National News
July 25, 2007
The Jakarta Police have confiscated more than 160,000 medicines that lacked distribution permits and arrested two people for allegedly distributing the drugs.
The police seized the drugs at two pharmacies in the Poris Garden housing complex in Cipondoh, Tangerang, Banten and on J1 Arwana in Penjaringan, North Jakarta, last Thursday.
The owners of the two drugstores, only identified as PP and L, who were in their respective shops during the raids were arrested.
Police spokesman said that they are still tracking down two other suspects who played a bigger role as they allegedly imported these medicines and have direct contact with the producers.
Safety First.
Think Twice About Importing Prescription Drugs

Medication safety may be compromised when medications are imported into the United States. Medications from foreign sources may be counterfeit.

Value your patients’ safety – educate them on the realities and dangers of drug importation.

Developed in partnership with the American Pharmacists Association. © 2006 Pfizer Inc. All rights reserved. Pfizer U.S. Pharmaceuticals
Bad things may come in small packages.

Patient safety may be compromised when medications are imported into the United States. Medicine purchased from websites that conceal their actual physical address are counterfeit in over 50% of cases.¹

Value your patients’ safety – educate them on the realities and dangers of drug importation.

For more information visit www.dangerouspill.com

Safety First.
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Buying Drugs Online – Buyer Beware
... A Case Study

There are thousands of internet websites out there selling prescription drugs, experimental drugs and all kinds of “miracle cures”. You can be risking your health and even your life by buying drugs over the internet. While some sites might be legitimate and licensed, many more have been created to look like legitimate Canadian pharmacies but are neither. If you order from these sites, you might get counterfeit drugs with no active ingredients, drugs with substandard or dangerous ingredients, or drugs past their expiry date. You might receive an incorrect dose or no product at all. Or you might have your personal and credit card information stolen by organized crime.
Health Canada Reminds Consumers About the Risks of Buying Drugs Online

Health Canada

Aug 15, 2007 13:03 ET
OTTAWA, ONTARIO--(Marketwire - Aug. 15, 2007) - Health Canada is reminding Canadians about the potential dangers of buying prescription drugs online, following the July 4th release of the British Columbia Coroner's report on the death of a woman which was attributed to prescription drugs purchased online.
Buying your medicine online can be easy. Just make sure you do it safely.

The Internet has changed the way we live, work and shop. The growth of the Internet has made it possible to compare prices and buy products without ever leaving home. But when it comes to buying medicine online, it is important to be very careful. Some websites sell medicine that may not be safe to use and could put your health at risk.
The NABP is a professional association of the state boards of Pharmacy. It has a program to help you find some of the pharmacies that are licensed to sell medicine online. Internet Websites that display the seal of this program have been checked to make sure they meet state and federal rules.
Buying Medicines Over the Internet

What medicines can be bought over the Internet?

The established way to obtain medicines is from a pharmacist. Increasingly, however, purchases are being made over the Internet.

Anyone contemplating purchasing what may be a prescription only medicine is strongly urged to consult his or her doctor, rather than purchase the medicine direct from an Internet supplier without a prescription.

The main areas of concern relate to the fact that if buying prescription only medicines over the Internet:

- they need not have been prescribed by a healthcare professional;
- there may not be checks and controls on the quality and effectiveness of medicines supplied and
- there may be no legal recourse in the event of problem
Australia

- The Therapeutic Goods Administration is vigilant on imports, exports and local manufacture. Counterfeiting is a criminal offence with significant penal and pecuniary penalties.

- No public campaigns as counterfeiting is not a problem.
Prescriber Update Articles

Counterfeit Medicines - Don't Fake Concern

Website: June 2005

Medsafe Pharmacovigilance Team

Counterfeit medicines are a growing problem in many countries and are increasingly being supplied over the internet. As well as being deliberately fraudulent, there is the potential for harm with counterfeit medicines especially if treatment failure occurs. Health professionals and consumers should be vigilant for any unexpected effects or changes in medicines and report these to the appropriate authority.
Introduction

Buying medicines from unauthorised sources exposes consumers to the risk of illegal and counterfeit medicines. Though these medicines may be cheaper, they will however pose serious threat to health as they may contain undeclared potent medicinal ingredients, no ingredients or even wrong amounts of ingredients!

Read on to find out what are illegal and counterfeit medicines, how you can identify them and protect yourself.

What are illegal medicines?

Illegal medicines are medicines that are not authorised for sale in Singapore. They may be counterfeits or those containing medicinal ingredients that require regulatory approval. In addition, the safety, quality and efficacy of such products cannot be vouched for.

For instance:
- Adulterated traditional medicines
- Unapproved Western medicines
- Counterfeit medicines

What are counterfeit medicines?

These are medicines that may be presented in a manner so as to resemble or pass off as genuine medicines when in fact they are not. All counterfeit medicines are illegal medicines.

Dangers of illegal & counterfeit medicines

Illegal medicines often contain undeclared medicinal ingredients that may bring about adverse side effects in susceptible patients. They may also interact with other medicines that the patients are taking and bring about adverse effects.

As counterfeit medicines may contain no medicinal ingredients, wrong ingredients or wrong amounts of ingredients, they may cause undesirable side effects, disrupt medical treatment or result in drug resistance. In serious cases, they may even result in death.

The risk is even greater if the product contains a prescription medicine, the consumption of which has to be under close medical supervision.
Pharmacist's Counselling Tools in China Taiwan
Public Awareness Campaigns against Counterfeit Medicines

General Public Campaign Posters in Nigeria

NATIONAL AGENCY FOR FOOD AND DRUG ADMINISTRATION AND CONTROL

IT IS AN OFFENCE TO HAWK OR SELL DRUGS IN A BUS OR OTHER UNAPPROVED PLACES

OFFENDERS WILL BE PROSECUTED

WHEN YOU SUSPECT ANY FAKE DRUG OR REGULATED PRODUCTS, CALL NAFDAC ON:
09-5240994-6, 01-2693104-5

NAFDAC ...Safeguarding the Health of the Nation
Nigeria’s “Public Enlightenment” Campaign

Strategy of dialogue, education, persuasion
Print and electronic media in English and vernacular
Newspaper publication of differences between fake and genuine products
Use of jingles, alert notices, billboards
Publications of fliers, leaflets and posters
Workshops, seminars and meetings with stakeholders
Campaign for rural dwellers ongoing
Essay competition for high school children at State, Zonal and National level
Established Consumer Safety clubs in schools to establish culture of quality and consciousness
Guidance produced by the Royal Pharmaceutical Society of GB (RPSGB) and the Medicines and Healthcare products Regulatory Agency (MHRA)

A patient information leaflet will be made available to download from the websites of the RPSGB and the MHRA.

- Most counterfeits are first detected by patients

- Treat with caution a product offered unusually cheap

- Look for: signs of removed or switched labels; altered expiry date; subtle changes in packaging; variation in size of container; changes in colour, shape, markings, thickness of tablets or capsules
MHRA Combating Counterfeit Medicines Seminar

22 November 2007, London

The MHRA is pleased to announce this major international event that will bring together key players and key ideas on Counterfeit medicines strategy.

Conference aims:

The event will focus on international co-ordination efforts and UK strategy and response to this issue. As well as MHRA experts the event will include presentations from high profile figures, recognised as experts in their respective fields.
Fulfilling the need for quality and information

Quality assurance and objective drug information are essential to ensure positive, cost-effective outcomes from the use of pharmaceuticals. USP is in a unique position to provide both through partnerships and policy dialogue on global issues, and through regional and national initiatives.

USP’s Drug Quality and Information USP DQI) program, a cooperative agreement with the United States Agency for International Development (USAID), was a five-year contract initiated in October 2000. Through the experience and the success of the program, USP DQI has gained a better understanding of the health care needs of people in developing countries and its agreement, was extended an additional five years. The USQ DQI program, thus far, has established a presence in USAID-priority countries on four continents advancing strategies to improve drug quality and the appropriate use of drugs.
Food and Drug Department 
Cambodia

Information, Education and Communication materials produced:

TV Spots
Calendars
T-Shirts
Posters

To raise awareness of the danger of using fake drugs particularly:

ARTESUNATE
QUININE
TETRACYCLINE
Website of Regulatory Authorities in Thailand

Center for Combating Counterfeit Drug (Updater: 01/30/49)

The situation of Counterfeit Drug
Counterfeit Drug founded in Thailand in 2006
1. Viagra (Sildestril)
2. Reduced 15 mg

This website is one of a feasible strategy for combating Counterfeit Drug problem. The data in this site provide some important informations for combating purpose.

More information from Government and states click below:
- Australia
- Brazil
- China
- India
- Malaysia
- Nigeria
- Pakistan
- South Africa
- USA

WHO Case Report Form

The research study of counterfeit trend on antimalarial medicine in Thailand during 2004.

<table>
<thead>
<tr>
<th>Sample type</th>
<th>no. collected</th>
<th>no. failed counterfeit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Artesunate tablet</td>
<td>7</td>
<td>-</td>
</tr>
<tr>
<td>2. Mefloquine tablet</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>3. Artemether tablet</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>4. Quinine</td>
<td>71</td>
<td>4</td>
</tr>
<tr>
<td>5. Chloroquine</td>
<td>87</td>
<td>3</td>
</tr>
<tr>
<td>6. Tericiline</td>
<td>167</td>
<td>-</td>
</tr>
</tbody>
</table>

WHO Case Report Form

The research study of counterfeit trend on antimalarial medicine in Thailand during 2004.

<table>
<thead>
<tr>
<th>Sample type</th>
<th>no. collected</th>
<th>no. failed counterfeit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Artesunate tablet</td>
<td>13</td>
<td>-</td>
</tr>
</tbody>
</table>

Investigated result: All of the products below showed fake name and address. None of them are in Thai Drug System.

<table>
<thead>
<tr>
<th>Sample type</th>
<th>Manufacturer name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Penicillin V Capsule</td>
<td>by Maker</td>
</tr>
<tr>
<td>Chloramphenicol capsul</td>
<td>by broker</td>
</tr>
<tr>
<td>Tericiline HCL capsule</td>
<td>by broker</td>
</tr>
</tbody>
</table>
Pictures of counterfeit drug collected around the border line between Thailand and Cambodia

Chloramphenicol Capsules (BRAINY)

Penicillin V Potassium

Tetracycline Hydrochloride

Chloramphenicol Capsules (MATER)

Penicillin V Capsules

Thiamine HCL

Puridoxine Hydrochloride

Vitamin C
Pictures of counterfeit drug collected around the border line between Thailand and Cambodia
WHO Regional Office for the Western Pacific

Counterfeit Medicines Fact Sheets
Frequently Asked Questions

- Which countries are the worst affected?
- What are counterfeit and sub-standard medicines?
- How much medicine on the world market is counterfeit?
- How are counterfeit medicines being distributed?
- Who is buying counterfeits?
- How good are counterfeits in terms of their ability to deceive?
- What are the health consequences of taking counterfeit medicines?
- When I buy a medicine in a market stall, what are the chances of it being fake?
Counterfeit medicines pose a growing threat to the health of Russia's population. Exactly how to fight this evil trend was the theme of discussion for two hundred delegates attending a recent International Conference held by AIPM.
There are no public awareness campaigns in Russia, as the quality of counterfeiting is so good, a patient could not detect a fake.

Periodically, the Health Authority causes mass hysteria by quoting 70% of fakes on the market (actual level is 10-12%) and demonstrate they are joining the battle by adding some new control measures, for example, requiring full QC testing on all imports.

This does little to help product quality in Russia but does produce anxiety amongst the population and a lot of extra questions to pharmacists about genuine products.
Public Health in Pharmaceutical Practice

Counterfeit Medicines

Medication Safety

Creation of a better medication safety culture in Europe:
Building Up safe medication practices

Medicines and the Internet
Counterfeit Drugs: Towards an Irish Response to a Global Crisis

Dónal P. O’Mathúna and Adam McAuley

Counterfeit Drugs: Towards an Irish Response to a Global Crisis

Dónal P. O’Mathúna, Ph.D., Lecturer, School of Nursing, Dublin City University

Adam McAuley, Ph.D., Lecturer, School of Law & Government, Dublin City University
Jeremiah Mwangi, IAPO Policy & Website Officer recently attended The Irish Patients’ Association’s (IPA) national conference “Action Against Counterfeit Medicines in Ireland” in Dublin, Ireland on 21 February 2007. The meeting, held in collaboration with Government Departments, pharmaceutical companies and state forces brought together key stakeholders to tackle counterfeiting of medicine, pharmaceuticals ingredients, components and the sale of pharmaceutical products from unregulated sources over the internet in Ireland.
The trade in counterfeit medicines

WHAT ARE COUNTERFEIT MEDICINES?

Counterfeit medicines are products that:
- Mimic the original medicines so that they appear to be genuine. They may not contain the original, licensed and tested, active ingredients.

WHY IS THIS TRADE OF CONCERN?

It is a particularly serious area of crime because it:
- Compromises patient treatment and could endanger life.
- Reduces the confidence of the medical profession in the quality, safety and efficacy of the medicines they prescribe.
Top 10 Ways You Can Fight Counterfeit Drugs

Follow the News. Our news index lists all relevant stories from around the globe. Link here.

Subscribe to free email alerts. Our SafeMeds Alert System will send alerts from FDA’s Counterfeit Alert Network to your inbox. Link here.

Learn how to protect your family. Download our simple SAFEDRUG guide and keep your family safe. Link here.

Check the list of verified online pharmacies. WHO warns that half of rogue internet drugstores sell fakes. Go to the VIPPS list to avoid the bad sites. Link here.

Protect your pharmacy from counterfeiters. Safemedicines.org has a free guide to avoid, detect, and report fake drugs. Link here.

Test your ability to spot fakes. Can you tell the difference? Check out the FDA archive to see examples of counterfeit. Link here.

Become an Expert. Safemedicines.org has a virtual library of testimony, studies, and more. Link here.

Use safe channels if you need help paying for medicines. Click here for a guide to all prescription assistance programs in the U.S. Link here.

Join the Partnership for Safe Medicines. It’s easy, and we need your help. Learn more here.

Learn how to spot rogue websites. Do you want to help put fight counterfeiters? Become a virtual volunteer. Write us for more info.

Learn about other parts of the world. Explore the regions of safemedicines.org to see the global dimensions of this problem.

Who We Are

The Partnership for Safe Medicines is a group of organizations and individuals that have policies, procedures, or programs to protect consumers from counterfeit or contraband medicines. If you would like to join, you can download our membership form here: Membership Form.

Regions of the World

Top Resources For:

Consumers
Pharmacists
Researchers
Everybody
Key Messages to the General Public

- It is very dangerous to knowingly take counterfeit medicines and it is in your best interests to avoid buying them at all costs.

- You will not get into any trouble for bringing potentially counterfeit medicines to the attention of your pharmacist or doctor.
**Key Messages to the General Public**

- Remember that you should not try to purchase a prescription-only medicine without a prescription from a qualified healthcare professional. If the website allows you to do this then it will be illegal.

- All bona fide internet pharmacy sites should be linked to the pharmacy registering body. A direct link to the Registration Authorities’ website should be available, so for example, by clicking on a logo, visitors can verify the registration details of both the pharmacy and the pharmacist(s) behind the site.
Key Messages to the General Public

- To reduce the chances of getting a counterfeit medicine you should be wary of emails or claims on websites trying to sell you medicines.

- You should be careful when buying medicines on internet auction sites, at car boot sales, market stalls or by mail order. In short, always ensure you get your prescriptions dispensed by a registered pharmacist.
Discussion Period
Counterfeit medicines can harm patients in two ways: individually and at the societal level. Taking adulterated substances or lack of treatment can harm an individual, from unexpected adverse reactions to toxicity and/or anaphylaxis. Counterfeit medicines can also be life threatening and have caused deaths in Africa and Asia. For example, inert antibiotics will not cure an infectious disease, nor will "vaccination" with a counterfeit vaccine protect from illness. Improper treatments are a risk to public health, either through increased disease transmission or through the development of antibiotic resistance.

In addition, the credibility of a national healthcare system can be harmed if counterfeit medicines get into the legitimate supply chain, which may lead to patients becoming irrationally fearful of perfectly safe treatments.
Good Day MapleLeaf-Pharmacy,

For the past years now I have been making use of your prescription services for all of my medicines. I was procuring from the purchasing United States medical supplies store and paying a little chance for my doctor recommendation. Then I got clever and initiated buying from your Canadian business firm. I did not even want a doctor direction to buy from you. You have recovered me in detail above 10,950 US dollars in the last five years. Your assistance are fast, consistent, you put forward larger than two thousands medical drugs and your excellence is top 1. Your lucky customer, Jim J J Omaha Nebraska
Fake medicines worth Dh5m confiscated
By Riyasbabu

4 July 2007

DUBAI — Dubai Customs have seized fake medicines worth Dh5 million during an operation carried out at Cargo Village recently, a Customs official said yesterday. The shipment of counterfeit Plavix, pills used for treatment of cardiac ailments, were shipped to Dubai from Mauritius, Dubai Customs Director-General Ahmed Butti Ahmed, said. The confiscated shipment, Ahmed said, contained 556,000 Plavix pills packed in 20,000 boxes. “This is region’s one of the biggest counterfeit confiscation,” he pointed out.

Perfect design
The design of the medicine box, Ahmed added, was perfectly counterfeited. “We sent the pills to a laboratory and tests proved that all were fake. The importers of the shipment were arrested. The case has been referred to Public Prosecution,” Ahmed said. However, he denied divulging the number of people arrested in this regard. Plavix tablets, manufactured by French Company Sanofi-Aventis, are sold in Dubai for Dh292 per box.

Cement powder
Ahmed continued: “The composition of fake products seized was totally different from the original medicine manufactured by the French Company. It had cement powder content. It would have been a disaster if we had not traced it.” Ahmed urged consumers to be careful while buying medicines and stressed that Dubai Customs was keen to protect the society from these kinds of dangers.
WHAT LAWS ARE THE COUNTERFEITERS BREAKING?

Some or all of the following:

- Theft Act 1968
- Forgery and Counterfeiting Act 1981
- UK Trade Marks Act 1994
- Copyright, Design and Patents Act 1988
- Medicines Act 1968
Pan-American-National Plans for Prevention of Drug Counterfeiting

![Diagram]

**Risk Identification**

- Design a strategy to address the issue
- Review strategies
- Develop an action plan
- Intelligence scanning
- Execution of strategy
- Evaluation of impact and preparation for unforeseen events

**Fig. 1. Risk Management Roadmap for the Determination and Monitoring of Counterfeit Products**

- Estimation of risk and damage control
- Estimation of risk of counterfeit products prior to any intervention
- Defining probable effect on consumers and other stakeholders
- Defining the trigger events of counterfeiting
- Identification of any obstacles and their determination
- Collection of information through intelligence gathering

**Implementation and control of follow-up**