IMPACT

International Medical Products Anti-Counterfeiting Taskforce

An overview of the

IMPACT COMMUNICATIONS STRATEGY

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The overall vision of IMPACT is to fight for eradication of all counterfeit medical products. The immediate goal is that all counterfeit medical products will be eradicated from supply chains of the developed world and be reduced by two thirds in the developing world by 2020

3 main approaches and objectives

Increase awareness

- Raise awareness of counterfeit medical products as a threat to public health worldwide in a safe and coordinated way that leads to action.

Promote IMPACT

- Provide a platform that reflects and communicates the objectives and actions of the IMPACT and all its working groups.

Influence change

- Support enforcement of pharmaceutical and penal legislation, efficient prosecution, application of GMP/GDP, increase national drug regulatory capacity and performance

Increase awareness

- Through media campaigns and news releases via a variety of communication channels in print, TV/radio, events and online information, IMPACT will reinforce the fact that all patients and the general public should only purchase their medicines from known and reliable sources.
- Raise awareness amongst national and regional authorities and decision-makers in order to advocate for effective legislative measures in order to combat counterfeit medical products

Promote IMPACT

- Improve collaboration amongst governments, organisations, institutions, agencies and associations engaged in combating counterfeit medical products at the national, regional and/or international levels
- Disseminate technical tools and guidelines developed by IMPACT to all relevant stakeholders
- Increase the vigilance of healthcare professions and all stakeholders in the legitimate pharmaceutical supply chain for counterfeit medicines

Influence change

- Obtain commitment from key stakeholders to prevent infiltration of the genuine medicines supply chain at global, national and regional levels.
- Promote behaviour change leading to the public and private procurement of medicines from known and reliable sources.
- Provoke actions leading to policy change, utilising key messages that promote appropriate measures to combat counterfeit, as recommended by IMPACT

IMPACT key messages

Patients and Public	• Only get your medicines from known and reliable sources
Health Professionals	• When treatment fails, consider counterfeits as possible suspects
Media	• Counterfeit medicines are a threat to personal and public health worldwide
Pharmaceutical Supply Chains	• The road to success – the joint combat against counterfeits of all stakeholders in the supply chain
Enforcement Officers	• When existing laws are not adequate and rigorously enforced, crimes such as counterfeiting tend to perpetrate
Governments	• Medicines should not be traded as a commodity

Current achievements (1/3)

Patients and Public

- WHPA "BE AWARE" brochure - Information for patients, sample reporting form, posters
- IAPO Patient Safety Toolkit - counterfeit medical products

Health Professionals

- WHPA "BE AWARE" toolkit – background, information for health professionals, poster, visual inspection form

Current achievements (2/3)

Media

- IMPACT FAQ sheet
- 5 IMPACT flyers developed in conjunction with IMPACT video
- Opportunities for a Public Service Announcement explored

Pharmaceutical Supply Chains

- An IMPACT global forum was organised in Singapore, bringing together technology developers of anti-counterfeiting technologies and key impact stakeholders (Feb 2008)
- IMPACT guidance on combating Internet trade of counterfeit medical products

Current achievements (3/3)

Enforcement Officers

- A short video footage illustrating the hidden dangers and rapid transnational operations of the illegitimate supply chain developed with Interpol

Governments

- FIP organised a briefing at the 61st WHA for IMPACT on the topic of the role of governments, NGOs and other international organizations in combating counterfeit medicines (May 2008)

1st IMPACT Global Report on the Counterfeit Medicines Epidemic

- An IMPACT 2009/2010 report that will present the first comprehensive worldwide analysis of counterfeit medical product prevalence and control efforts.
- This policy package report should provide Member States with all the necessary tools for strengthening legislation, regulation, enforcement, technology & communication.
- Extensive media coverage should be planned on its launch.

International Anti-Counterfeit Medicines Day

- There is a need to create a high profile event in countries around the world, serving as a focal point in the year for a vast number of anti-counterfeiting advocacy activities.
- Each year, WHO IMPACT will select a theme in advance of the day itself to ensure that a strong and unified message resonates around the globe.
- Unique campaign materials should be developed for each theme.

Internet based anti-counterfeiting campaign initiative

- In 2008, the European Alliance for Access to Safe Medicines report “The Counterfeiting Superhighway” revealed that a frightening 62% of medicines purchased online are counterfeit or substandard.
- IMPACT needs to launch a comprehensive Internet campaign to raise awareness of the dangers of buying medicines online.
- This should be done in at least 6 languages.

Patients directed social network on safe use of medical products

- With Web 2.0, social networking websites and online communities have been proven to a powerful driver as to how we live our lives and make decisions.
- IMPACT can consider developing a web presence within online patient communities and major social networking platforms.
- Working with “patient champions” reinforces key messages to fellow patients on safe use and buying of medical products from known sources.

TV broadcast documentary series on counterfeit medical products

- IMPACT should be supporting local, national and international media campaigns and workshops, as well as by using an increasing number of multimedia tools including video clips and animations.
- We need to work with major TV broadcast companies such as BBC/CNN on a documentary series on counterfeit medical products.
- We need to materialize the actual dangers of counterfeit medicines to patients.

IMPACT Communications Officer

- To work closely with the WHO IMPACT secretariat:
  - Develop the IMPACT communications strategy 2009-2013 and plan for the first International Anti-Counterfeit Medicines Day in 2009, including acting as focal point for the outsourcing of specific items of the strategy and managing contracts with external communications agencies to implement aspects of the strategy and the production of specific campaign materials.
  - Support and coordinate the development of a comprehensive stakeholder engagement plan for the first "IMPACT Global Report on the Counterfeit Medicines Epidemic 2009/2010" in collaboration with relevant internal and external stakeholders.
  - Support each Working Groups in developing project-specific communications and publications as required.