



Dear Colleagues

Counterfeit medical products are unsafe and ineffective. They result in wasted resources spent on purchasing, inventory, transport and dispensing with little or no effect, or even cause harm to the patient. Counterfeit medicinal products threaten patient safety by, at best, causing no improvement or, worse, causing added burden of disease and even death. They endanger public health by increasing the risk of antimicrobial resistance, and they undermine patients' trust in health professionals and health systems, who are seen not to be able to provide an adequate treatment. Public health and patient safety are being put at risk and now is the time for you as a health professional to act.

The World Health Professions Alliance WHPA represents more than 26 million health care professionals in more than 130 countries. WHPA is an alliance of the International Council of Nurses (ICN), the International Pharmaceutical Federation (FIP), the World Confederation for Physical Therapy (WCPT), the World Dental Federation (FDI) and the World Medical Association (WMA). WHPA is extremely concerned about the infiltration and sale of counterfeit medical products of the legitimate supply chain in causing life threatening, adverse effects in patients.

Working together as health professionals, we have a responsibility to ensure that our patients receive safe and appropriate medications. With this WHPA "Be Aware, Take Action" toolkit we provide dentists, nurses, pharmacists, physicians and physiotherapists with tools and strategies to advocate for appropriate investments in the education and capacity building of health professionals to detect counterfeits and to safely inform colleagues and patients.

We want to raise the 'suspect' index for counterfeit medical products where patients on treatment do not report getting better or appear with new unexpected symptoms. At the same time WHPA is keen to manage the risk communication aspect of this effort, ensuring patient adherence to medical products. We encourage health professionals to use any or all documents as they judge appropriate and to share these with colleagues in the effort to raise awareness.

Thank you for joining the World Health Professions Alliance in the fight against counterfeit medical products. Public health and patient safety are being put at risk and now is the time to act.

Sincerely,

International Council of Nurses
International Pharmaceutical Federation
World Confederation for Physical Therapy
World Dental Federation
World Medical Association



www.whpa.org/counterfeit_campaign.htm

The Be Aware, Take Action toolkit

This toolkit has been designed to help educate and improve the capacity of health professionals to detect, report and prevent counterfeit medical products. Three target audiences are catered for – health professionals, patients and public health advocates.

This toolkit contains:

- General Information Fact Sheets for health professionals, patients and public health advocates on counterfeit medical products.
- Campaign postcards
- Sample Reporting Form for health professionals
- Be Aware, Take Action poster
- A Medicines Checklist poster for waiting rooms and pharmacies
- The WHPA Joint Statement of Counterfeiting of Medical Products
- Frequently Asked Questions (FAQ) sheet

How to use these materials?

At the clinic or hospital:

Display the Be Aware, Take Action poster prominently around the clinic and in the doctor's room. Make sure that patients can easily see the Medicines Checklist poster in their waiting areas and before they leave with their medicines. Make fact sheets and postcards available for patients to take.

At the pharmacy:

Display the Be Aware, Take Action poster prominently at the pharmacy. Make sure that patients and customers can easily see the Medicines Checklist poster at the dispensing points and before they leave with their medicines. Make fact sheets and postcards available for patients to take.

For health professionals and public health advocates:

Familiarize yourself with the sample reporting form (especially if there are no standard forms in your country). If you need basic information about counterfeit medical products, read the FAQ and WHPA joint statement. Always check with respective health professional associations and drug regulatory authorities for the latest up to date information about incidences of counterfeit medical products in your country.

Additional copies of the Be Aware, Take Action toolkit can be ordered from the World Health Professions Alliance email whpa@wma.net. PDFs can be downloaded from www.whpa.org/counterfeit_campaign.htm. Material from this toolkit may be reproduced for educational purposes, provided WHPA Be Aware, Take Action Toolkit is acknowledged as the source, and that the message isn't changed.

This publication is supported in part by an unrestricted educational grant from Eli Lilly and Company and an unrestricted educational grant from Pfizer, Inc.



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