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FIGHT THE FAKES CAMPAIGN



I. BACKGROUND

The negative impacts of fake medicines are widespread and the environment in which the manufacture, transportation, distribution, and consumption of these maliciously manufactured products takes place is complex. In response to this challenge, a campaign is developed to protect both patients (and the public in general) and health systems from fake medicines by giving a voice to people impacted by these dangerous products. This will happen through creating a movement of like-minded organizations and individuals, and promoting opportunities for actions against fake medicines.

Building on respective policy positions, all members of the campaign agreed to a Joint Statement revolving around the following principles:

- Counterfeiting is a public health threat and a crime against patients
- Addressing this health threat requires public awareness and coordinated actions by all relevant actors globally

As part of this campaign members are creating a website to foster alignment, and to facilitate the development and distribution of information and digital tools to disseminate key stories and information about the danger and impact of fake medicines.

Addressing this complicated public health threat requires coordinated actions and leadership by all relevant actors. Through partner relationships with other organizations currently combating fake medicines around the world, members will work to exchange knowledge and insights and align activities in order to increase the effectiveness of this global campaign.

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II. VISION

Our vision is to significantly reduce the harm from fake medicines to patients and all people worldwide.

III. MISSION

Our *Fight the Fakes* campaign will create a movement of allies that will raise the profile of the danger of fake medicines, outline opportunities for action, promote the implementation of initiatives that fight fake medicines, and facilitate cooperation for groups pursuing these goals.

IV. OBJECTIVES

To align actions, overcome fragmentation and impact numerous components of the health system simultaneously, the members will bring to bear experience, knowledge, and in-kind contributions. The members aim to raise awareness and to call for the creation and strict application of legislative and regulatory frameworks.

In order to foster this alignment, the campaign is creating a website that will support all activities, and will serve as hub where members can both find and distribute materials and online action tools that can be utilized by allies and individuals to inform, inspire, empower, and mobilize communities against fake medicines.

V. ACTIVITIES

The campaign will achieve the objectives outlined above through the following activities. These activities will be revisited as needed.

1. Align the actions of allied organizations engaged in combating fake medicines at the national, regional, and/or international level in order to most effectively leverage the unique resources, access points, and insights that each organization possesses.
2. The *Fight the Fakes* website will act as a hub for tools and information about the danger and impact of fake medicines in communities around the world. Its social media channels will play a key role in disseminating stories.

3. Members of the campaign will provide and disseminate information to the general public, patients, healthcare professionals, decision-makers and media about the harm caused by fake medicines, and outline opportunities for action at the local, national, and international levels.
4. The campaign will focus on the real harm fake medicines have on individuals and the extent of the impact fake medicines have worldwide. The campaign will leverage existing networks across campaign members and allies to collect and disseminate key stories and information to policymakers and newsmakers around the world. The *Fight the Fakes* website will act as an aggregator for stories collected by campaign members. The *Fight the Fakes* members will create tools that favor empowerment and induce behavioral change.

VI. PARTICIPATION AND GOVERNANCE STRUCTURE

1. MEMBERSHIP

Participation in the *Fight the Fakes* campaign is open to collaborating parties involved in public health and that are already particularly active in combating fake medicines or eager to join the fight against fake medicines to prevent harm to patients.

All allies willing to join will agree to the Terms of Reference and the Joint Statement.¹

All Partners will have to approve applications before new organizations gain membership.

2. SECRETARIAT

2.1 The secretariat is responsible for the coordination of campaign-related communications and activities amongst members including organizing meetings, circulating relevant resources and knowledge, and keeping members updated on the activities of the campaign.

2.2 For the initial period (campaign development and launch) and for the first year following

1. Joint Statement with common policy positions.

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the launch of the campaign, IFPMA will hold the secretariat role. This role will be reviewed and confirmed or reassigned each year by the members by consensus.

3. OPERATING ROLES

- 3.1. Members will seek integrated outcomes from their work combating fake medicines, and will work collaboratively to integrate their resources, creativity and expertise.
- 3.2. Following the campaign launch, members may elect a contact person to take on more day-to-day management responsibilities through participation in the secretariat. In doing so, allies will provide campaign support as needed to supplement the existing staffing and infrastructure of the campaign. Decisions to be involved in the day-to-day management of the campaign will be agreed upon by members.
- 3.3. In order to guarantee consistency of the editorial line, members will ensure materials posted on the online platform are in compliance with the Joint Statement. The secretariat will share proposed materials with all members to gather their approval. If members do not comment on the proposed materials within the defined deadline, the materials will be posted on the online platform.
- 3.4. During the first year, decisions will be taken by consensus by all members. The decision making process can be reviewed after one year upon request.

4. FINANCIAL AND IN-KIND CONTRIBUTIONS

- 4.1. No fees are necessary for participation.
- 4.2. A funding pool may be created to collect and manage the voluntary financial contributions to the implementation of the campaign.
- 4.3. For the campaign implementation members will provide in-kind contributions to support the campaign and the coordination of campaign activities. Members will support fundraising activities, as appropriate.
- 4.4. IFPMA will fund and manage the finances for the initial costs of the campaign. These initial costs include the development of the

campaign strategy, the branding, an online platform and campaign infrastructure.

5. TRANSPARENCY AND ACCOUNTABILITY

The campaign will be transparent in its operations, including:

- 5.1. Making the Terms of Reference publicly available on the campaign website.
- 5.2. Publicly disclosing funding sources for the campaign.
- 5.3. Clearly identifying partner organizations. Use of logos from the organizations that support the campaign will be posted on the website. A single common brand will be used for the campaign.
- 5.4. Content provided by members will be credited to the partner organization and the owner of the material will be responsible for the content provided.
- 5.5. All materials posted on the website will be open source, freely accessible, and able to be used by the visitors and all members. All materials can be translated to adapt to local needs.
- 5.6. No product promotion will occur in conjunction with the campaign.
- 5.7. A yearly report will be produced in order to share what has been achieved.

III. COMMITMENTS & RESPONSIBILITIES

1 For organizational purposes, all members will be expected to:

- 1.1 Identify a primary contact person within their organization that will be responsible for participating in ongoing campaign activities, including conference calls and face-to-face meetings. The frequency of this conference calls and face-to-face meetings will be defined with the members taking into account both the campaign needs and members' availability.
- 1.2 Participate in regular conference calls and, when possible, in-person meetings in order to

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coordinate the alignment of activities, report on undertaken activities, and contribute, as appropriate, expertise, experience, and knowledge relevant to the implementation of the campaign.

2 All members will be expected to undertake the following commitments to develop the campaign and support launch activities:

- 2.1 Share knowledge and experience from working to combat fake medicines through interviews, emails, or informal calls.
- 2.2 Share any policy papers, case studies, fact-sheets, information guides, or advocacy kits developed for combating fake medicines with the campaign and allies.
- 2.3 Share any communications tools developed to combat fake medicines with the campaign and allies.
- 2.4 Participate to campaign launch communications activities (co-signed News Release and related activities).

3 In order to drive the conversation, ensure the virality and power of the campaign and its continue success all members will be expected to provide the following contributions on a sustainable/continuous basis:

- 3.1 Ensure coordination of anti-counterfeiting activities with the other members and alignment with the key messages of the campaign.
- 3.2 Commit to contribute or raise funding² to support the ongoing needs of the campaign and/or provide staff support in one or more of the following roles:
 - a. Communications
 - b. Outreach
 - c. Multimedia
 - d. Advocacy
 - e. Translation of materials
 - f. Policy
 - g. Research
 - h. Analytics and Data

- 3.3 Promote the campaign on a regular basis to constituents, members, or supporters on the following outlets: through your website, email marketing, social media outlets, blogs, events, and other relevant communications mediums.
- 3.4 Allow for blog posts or other articles developed on fake medicines to be cross-posted to the campaign website and used in campaign activities.
- 3.5 Develop visual narrative (ex: infographic) depicting the impact of fake medicines on your constituency.
- 3.6 Collect personal stories from individuals who have experienced the impact of fake medicines with accompanying photos, videos or testimonials and share them with the campaign.

4 Additional Voluntary Commitments

Opportunities exist for members to provide in-kind contributions for the following:

- a. Translation services for campaign materials.
- b. Traditional communications and public relations support for special campaign events and announcements.
- c. Design and multimedia support as needed by the campaign.
- d. Videography including production, editing, and filming.
- e. In-country support in target countries for outreach, advocacy, and research.

UIII. TERMINATION

Any participant may decide to terminate its involvement in the campaign by providing written notice to the secretariat. The members shall remove the participant in question from the list of participants, observers, liaisons and co-opted experts, and inform the other members accordingly.

The involvement of any member shall terminate if and when this member ceases to meet the criteria set forth in this Terms of Reference and Joint Statement.

2. See point 4 "Financial and In-Kind Contributions".

IX. AMENDMENTS

These Terms of Reference may be modified by consensus.

X. APPENDIX

I. POSSIBLE SUPPORT ROLES

1. Communications

- 1.1 Develop and deploy communications campaigns for campaign events and activities to local, regional, national, and international media outlets where appropriate.
- 1.2 Develop relationships with key media targets and bloggers and promote the narrative of the impact of fake medicines in news stories.

2. Outreach

- 2.1 Develop and deploy materials for use by the general public, patients, health care practitioners, and decision-makers.
- 2.2 Utilize social media, online communications tools, and grassroots organizing skills to identify, mobilize, and support organizers and influencers.
- 2.3 Organize campaign events and recruit additional allies and members.

3. Multimedia

- 3.1. Undertake the creation of design collateral, infographics, video, motion graphics, animation, and other mediums to tell the stories of the causes and impacts of fake medicines.

4. Advocacy

- 4.1. Identify, develop, and manage volunteers and organizers on all levels ranging from the general public and patients, to health care professionals and elected officials.
- 4.2. Train and support volunteers and organizers in the execution of events and activities to pressure decision-makers and elected officials for policy change.
- 4.3. Build and leverage relationships with elected officials and decision-makers to lobby for effective policy changes.

5. Translation

- 5.1. Provide support in the translation of campaign materials to other languages as necessary.

6. Policy

- 6.1 Understand and advise the campaign on policy positions on a local, national, and international level in line with the Joint Statement.

7. Research

- 7.1 Provide research support for all areas of the campaign.

8. Analytics and Data

- 8.1 Support the campaign in measuring and testing the impact of the campaign and improving the day-to-day activities of the campaign.

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FIGHT THE FAKES
SPEAK UP ABOUT FAKE MEDICINES

PARTNERS



www.fightthefakes.org