



# BILLBOARD





LE MÉDICAMENT CONTREFAIT  
**TUE!**



Le médicament contrefait est un tueur silencieux  
distribué par des criminels

VOUS ÊTES LE PATIENT, INFORMEZ-VOUS.

**LE PHARMACIEN EST VOTRE GARANTIE**



شهادة من جامعة ال C&E الدولية  
ولا عشرة عالميت

NIHAYO  
Makloub

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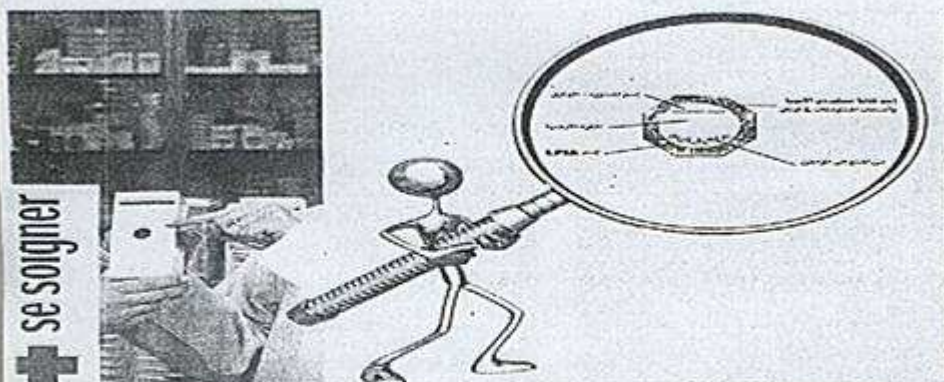
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se soigner

Campagne nationale contre la contrefaçon

## Les faux médicaments tuent!

Les médicaments contrefaits sont des tueurs silencieux. Emballés pour ressembler aux originaux, ils créent la confusion chez les patients qui, ne se doutant de rien, les achètent et les consomment au détriment de leur santé. Ces produits non-médicinaux ressemblent, de par leur aspect extérieur, au produit original; mais le contenu est totalement différent. Ils mettent en danger la santé des patients car ils ne répondent pas, dans la plupart des cas, à la qualité, l'efficacité et la sécurité attendues. Le Dr Ziad Nassour, vice-président de la Conférence internationale des pharmaciens francophones, souligne que les médicaments contrefaits sont des produits qui se trouvent clandestinement sur le marché et qui ne contiennent pas de principe actif et mettent en danger les patients. Il ajoute que les médicaments contrefaits, sont fabriqués illégalement et sans respect des normes, quant à la sûreté de leur contenu ou à l'inclusion de substances actives qui traitent

les maladies. Leur unique but est, selon lui, le gain d'argent par les criminels qui les fabriquent et les distribuent, les vendant clandestinement souvent à un prix moins cher que les originaux pour attirer et augmenter leurs chances de vente. Le Dr Hussein Abou Zeld, représentant de l'OMS, estime, pour sa part, qu'il est difficile de déterminer la prévalence des médicaments contrefaits à travers le monde.

### Prix anormalement bas

Numéro de lots et dates de péremption ne correspondant pas à ceux employés par l'exploitant de manière habituelle. Circuit de distribution ne pouvant être établi. Cherchez les caractéristiques: hologramme, encre à réflexion variable ou étiquette de l'agent autorisé. Signalement par un patient d'un défaut de qualité d'un médicament ou d'effets indésirables nouveaux.

Pendant, il affirme que des études indiquent un taux de 1% dans les pays développés et un taux de 30% dans les pays en voie de développement.

### Un problème majeur

Pour le ministre de la Santé, le Dr Mohammad Jawad Khalifé, il s'agit d'un problème de santé publique. Les patients qui consomment des médicaments contrefaits ne voient pas leur condition s'améliorer mais, au contraire, ils affrontent des complications, voire une mort potentielle. «Lorsqu'il s'agit de santé, les détails, aussi infimes soient-ils, deviennent d'une importance majeure et une qualité de santé dépend d'une qualité de médicament qui repose, elle-même, sur une chaîne pharmaceutique de responsabilité qui doit être respectée et contrôlée», précise le ministre de la Santé. La consommation d'un médicament ne contenant pas la dose de principe actif attendue ou intégrant un autre principe actif, met en danger la santé du

patient. Le médicament contrefait échappe à tout contrôle. Son efficacité et sa qualité ne peuvent être garanties et il peut présenter une composition différente de celle du médicament d'origine. Les intervenants insistent, par ailleurs, sur l'importance du rôle du pharmacien. Car sa vigilance peut éviter l'introduction de médicaments contrefaits dans la chaîne pharmaceutique. Le pharmacien doit mettre en garde ses clients sur les risques de la contrefaçon et doit rester à l'écoute d'éventuels signalements indiqués par eux. Il doit, également, veiller à décourager le public d'utiliser des sources d'approvisionnement illégales car, ni la qualité, ni les conditions de conservation des médicaments qui y seraient achetées, ne peuvent être garanties. Les conférenciers estiment, finalement, que le facteur économique, les lacunes de la loi, la globalisation et la vente sur Internet sont des facteurs qui facilitent la contrefaçon. ■ NADA JURIDINI



# New campaign aims to stamp out use of counterfeit drugs

CRITICS SAY MOVE NEEDS TO BE BACKED WITH POLITICAL WILL

Emon Kircher-Allen  
Special to The Daily Star

BEIRUT: A new campaign to combat counterfeit pharmaceuticals kicked off with great fanfare at the posh Habtoor Grand Hotel on Wednesday, drawing scores of journalists and industry insiders.

"Counterfeit Drugs Kill!" proclaimed banners above a depiction of pills morphing into bullets and heading straight for a man's heart. The organizers - including Health Minister Mohammad Jawad Khalifeh - called for the eradication of counterfeit drugs in Lebanon through awareness-raising for everyone involved, from doctors, to patients, to pharmacists and even politicians. The campaign will involve radio and TV, the distribution of educational flyers, a logo and other measures.

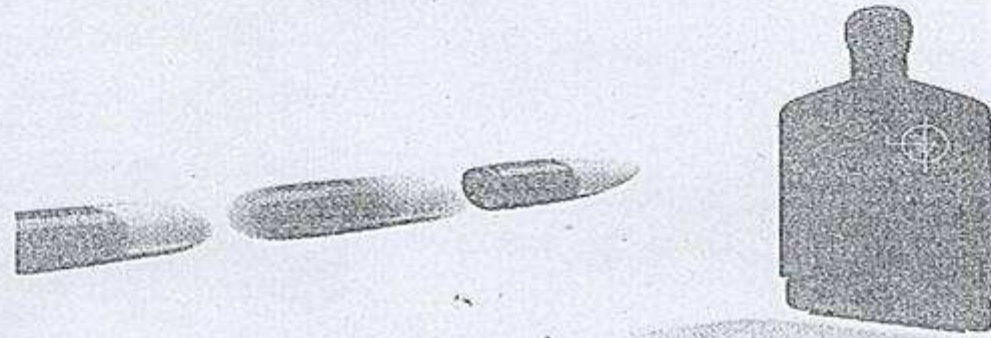
But while huzz about the campaign took off this week, not all activists were optimistic that it would result in real changes. From his office on the other side of town near the American University Hospital, longtime anti-counterfeiting advocate and lawmaker Sukkariyyah greeted the new efforts with cynicism.

"In the absence of a national political will that can formulate a national drug policy, you can never achieve any positive, real result," he said, reflecting on the significance of the new campaign. "We lack in Lebanon a national drug policy. If you want to start seriously with the problem, you have to talk about that."

A national drug policy was not on the new campaign's immediate agenda. Political will, however, is one of its main goals, along with consumer and vendor education.

"You have the pharmacists, you have the authorities - the Minister of Health - you have the media, you have the politicians, you have the hospitals," said Adel Messing, head of Lebanon's Pharmaceutical Syndicate and Vice President of the International Confederation of Pharmaceutical Pharmacists, which helped organize the campaign. "These are the parties responsible for the health of a nation. If they were together aligning their points of view on one sentence - that counterfeit drugs are a silent killer distributed by

## COUNTERFEIT DRUGS KILL!



counterfeit drugs are silent killers distributed by criminals

The campaign's banners warn of the mortal dangers of counterfeit drugs.

criminals - we can protect the patient's health."

If this happens, Nassour said, the Lebanese judiciary may begin viewing drug counterfeiting as a criminal offense rather than an intellectual property rights violation (such as bootlegged software). According to Nassour, this has been the norm. The new message is, he said, "you're dealing with killers."

Sukkariyyah doesn't contest that last statement - he said he has seen people die after taking bogus drugs - but he views the problem of counterfeiting as too deeply entrenched in the government and in the culture of medicine in Lebanon for an awareness campaign to make much difference.

As a busy ophthalmologist by training, Sukkariyyah said he

has been deeply involved in the fight against counterfeit drugs since 1996, soon after he first became a member of parliament. He has started investigations, and claims that he has brought evidence forward that showed corrupt government officials to be at the root of the problem of counterfeit drugs in Lebanon. The issue of fake pharmaceuticals made news last year when it was discovered that cancer drugs administered at a Lebanese hospital contained nothing but water, but for Sukkariyyah this was only the latest development in an illicit trade whose growth he has fought for years.

"Corruption is everywhere, and corrupt officials are backed by politicians and bribed by tradesmen," he said. "This corruption in the health

industry is escalating."

Sukkariyyah paints a grim picture of Lebanon's ability to actually stem the flow of fake drugs in its pharmacies. He said that there is no lab capable of analyzing drugs, that equipment acquired for that purpose had been sold by the government and that doctors routinely over prescribe drugs and operations to make extra money. And he said that pharmacists sometimes prefer to sell fake medicine because the profit margin is higher.

Sukkariyyah cited a 2004 World Health Organization (WHO) document that shows the startling prevalence of fake drugs in Lebanon. Whereas about 1 percent of drugs in developed countries are counterfeit, the document said, a staggering

35 percent of Lebanese medicinal drugs are fake.

Both the tone and information at the press conference were different.

Like Sukkariyyah, Khalifeh and Nassour said the problem of fake medicine involved many sectors of society, but the campaign organizers seemed to suggest that the root of the problem were criminals operating separately from officials, pharmacists and doctors. "Smuggling, counterfeiting and copying medicine are illegal activities, and it is not possible to deal with them except in this way," Khalifeh said in a statement.

WHO representatives did not offer estimates about the proportion of Lebanese medicine that was counterfeit. "While it is difficult to specify the percentage of counterfeit drug prevalence around the world, studies show that this varies from 1 percent in developed countries to 30 percent in developing nations," said a statement attributed to WHO and printed in a press release issued at Wednesday's event.

Nassour backed away from using percentages as a benchmark, either to measure the problem or to calculate success.

"We do not have a percentage, and we cannot have one," he said. "Because when [fake drugs] get to Lebanon or any other country, they do not come officially. The only thing we say is that if we have only one box present, this can kill one person, and this is unacceptable to us."

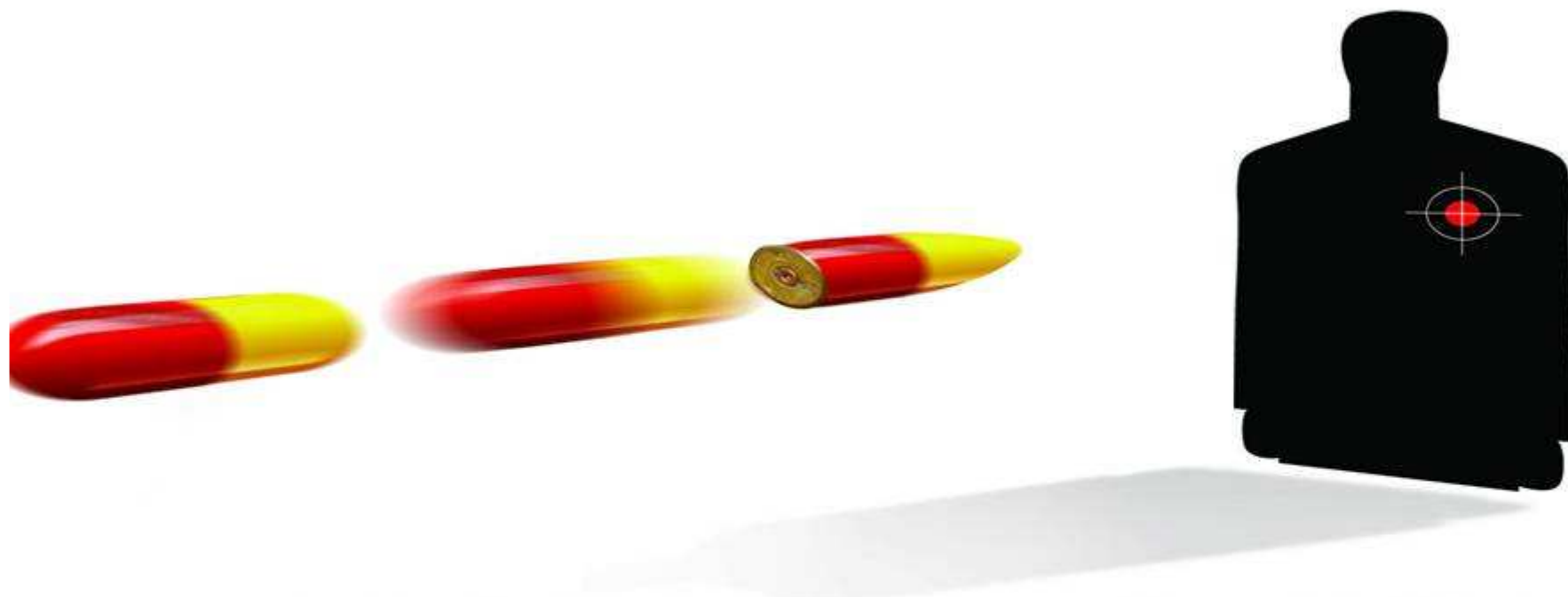
"Lebanon now has made the first step, and is a leader in the awareness campaign in the region," he added.

Such talk does not encourage Sukkariyyah, who sees Lebanon as lagging behind countries like Syria and Jordan when it comes to medicine controls, despite the country's relative wealth. The parliamentarian said he wants to see an entity independent from the cabinet become responsible for drug oversight, along with the development of an explicit national drug policy.

"Theoretically, this campaign is good," he said. "But nothing will come out of it. Either we have an independent drug control lab - or let the people suffer."



# COUNTERFEIT DRUGS **KILL!**



**counterfeit drugs are silent killers  
distributed by criminals**

YOU ARE THE PATIENT. IT IS YOUR RESPONSIBILITY TO ASK

**YOUR PHARMACIST... YOUR BEST GUARANTEE**



PHARMACIE

**NUTRICAP 120**  
EFFET PROUVÉ. RÉSULTAT VISIBLE.  
QUI PEUT EN DIRE AUTANT ?

Force - Volume - Brilliance



الدخول  
PUSH  
Sentry

الماء القوي / المقعد  
يفضل

الماء القوي / المقعد لكل مناسبات  
بواسطة المكونات  
التي تزيين شعرك لتعطي  
الحيوية لصنعك

PHAR

1 SIZE LESS  
PLUS FIRMNESS

RETINOL ANTI-CELLULA  
مضاد للشيخوخة



# Guide et brochure





# Brochure patient

**The appropriate use of drugs**

**Medicines and counterfeiting**  
A medicine is not a consumer good, it is a healthcare product. To guarantee its quality and protect you from counterfeit medicines, it should be bought only in a pharmacy.

**A medicine is:**

**An active product**  
To be effective - to treat or to prevent a disease - a medicine includes one or several active principle ingredients which may induce side effects. Therefore, it is not an ordinary product.

**Under control**  
From its manufacturing to its dispensing in pharmacies, a medicine is controlled by health authorities. Its quality (composition, manufacturing, preservation and distribution conditions) is also guaranteed for your safety.

**Generally prescribed by your physician**  
Many medicines require a prescription which is adapted to your disease, taking into account elements from your medical record as well as the medicines you are already taking.

**Dispensed by your pharmacist**  
Whether a medicine requires a prescription or not, it will always be dispensed by your pharmacist, who guarantees its quality. As a medicine specialist, he will give you some advice. He will also ensure that there is no incompatibility with other medicines you are taking.

**A counterfeit medicine is:**

**Out of any control system**  
As it is not subject to the control of health authorities and healthcare professionals, its effectiveness and quality can not be ensured.

**Dangerous and can be fatal**  
A counterfeit medicine can have a different composition from the one of the original medicine: no active principle ingredient, a lower or higher dose of active principle ingredients or it can include toxic substances. Therefore, this medicine can be inactive and ineffective in curing you. It can also be toxic and dangerous for your health.

**Can be available everywhere: through internet, free delivery, some hospitals, some pharmacies, dispensaries...**  
An increasing number of websites offer to buy medicines through the Internet. Email boxes are full of advertisement emails (spams) encourages you to a medicines over-consumption and which direct you on illegal websites.  
You should keep in mind that, at present time, selling medicines through mail, email orders or free delivery is not authorized in Lebanon.  
You should also be aware that many medicines sold through the Internet are counterfeit medicines.

**What is a counterfeit medicine?**  
A counterfeit medicine is a product of which origin is unknown.  
It has been fraudulently manufactured, labelled and illegally distributed by persons to the detriment of patients' health.  
It creates consumers' confusion as it stands for an authorized medicine.  
Its package can be very close to one of the original medicine.



DRUGS



a WHO  
initiative  
to combat  
counterfeit  
medical products

World Health Organization









**FIP Framework for Establishing  
National Guidelines for Pharmacists  
in Combating Counterfeit Medicines**

**2009**





## Foreword

This document has been developed by the International Pharmaceutical Federation (FIP). It aims to provide FIP member organisations with a framework facilitating the development of a national Guide for pharmacists in combating counterfeit medicines.

It is recommended that national guidelines of this nature should be a joint document between national associations of pharmacists or related professional groups and the ministry of health (or the national Drug Regulatory Agency). This tool should be considered as a first step to establishing and/or strengthening partnerships between pharmacists' organizations and other key stakeholders on counterfeit medicines, through an action plan established amongst the different partners.

This document was based on many references collected and used; here are 6 major ones:

1. WHO ~~International Medical~~ Products Anti-Counterfeiting Taskforce (IMPACT) documents
  - Principles and Elements for National Legislation against Counterfeit Medical Products: an update with special reference to counterfeit medical devices
  - Counterfeit medical products and the Internet
  - National Drug Regulatory Agency Data Collection Tool for assessment of national situations
  - Sampling strategy for national drug regulatory agencies
  - IMPACT Communication Strategy
  - National Drug Regulatory Agency response to suspected cases of counterfeit medical productsFor more information and updates on IMPACT, please visit [www.who.int/impact](http://www.who.int/impact)
2. FIP Statement of Policy on Counterfeit medicines. Sydney 2003. Available on <http://www.fip.org>. Latest access on 14th November 2008.
3. World Health Professions Alliance. BE AWARE – Helping to fight counterfeit medicines, keeping patients safer. Geneva (Switzerland): 2007. Available on <http://www.whpa.org>. Latest access on 14th November 2008.
4. MHRA/RPSGB. Counterfeit medicines – Guidance for Pharmacists. London (United Kingdom): Available in English at: <http://www.rpsgb.org/pdfs/counterfeitmedsguid.pdf>. Latest access on 14th November 2008.
5. Afssaps/Ordre national des pharmaciens. Guide à l'usage des pharmaciens. Paris (France): 2007. Available in French at: <http://www.ordre.pharmacien.fr/upload/Syntheses/242.pdf>. Latest access on 14th November 2008.

6. CIOPF/Ministère de la Santé libanais/Ordre des pharmaciens du Liban/EmroPharm Forum. Counterfeit medicines kill: a guide for healthcare professionals. Available in English and in French at: <http://www.fip.org/combatacounterfeitmedicines>. Latest access on 14th November 2008.

In this document useful information for pharmacists on combating counterfeit medical products is provided in the context of the recommended content framework of a national guide. National pharmaceutical associations will also find specific red box sections which will require their input in order to make the guide relevant for their pharmacists.

FIP requests all Member Organizations to send an electronic or paper version of their present and future Guides to [fip@fip.org](mailto:fip@fip.org) or at FIP, Andries Bickerweg 5, PO Box 84200, 2508 AE The Hague, the Netherlands.

# Plan d'action-phase 2

- Spot radio
- Spot TV
- Spot cinéma
- Blouse blanche avec logo de la campagne
- Conférence pour les douanes, les magistrats, les politiciens, les infirmières, les pharmaciens d'hôpitaux, les médias.















“ MEDICAMENTS DE LA RUE ”

**247**  
COMMUNICATION



# *ACTIONS RELAIS*

## *sensibilise ton entourage*



Sensibilisation des vendeurs en pharmacies, médecins, étudiants en pharmacie en médecine en odonto, personnel médical...

Possibilité d'actions promotionnelles auprès des cibles ci-mentionnées

Conférences avec distribution de PATCH, tee shirts...

Lieu: INFAS (infirmiers & sage femmes)

Faculté de Pharmacie (étudiants en pharmacie & vendeurs)

Faculté de Médecine (étudiants en pharmacie & vendeurs)





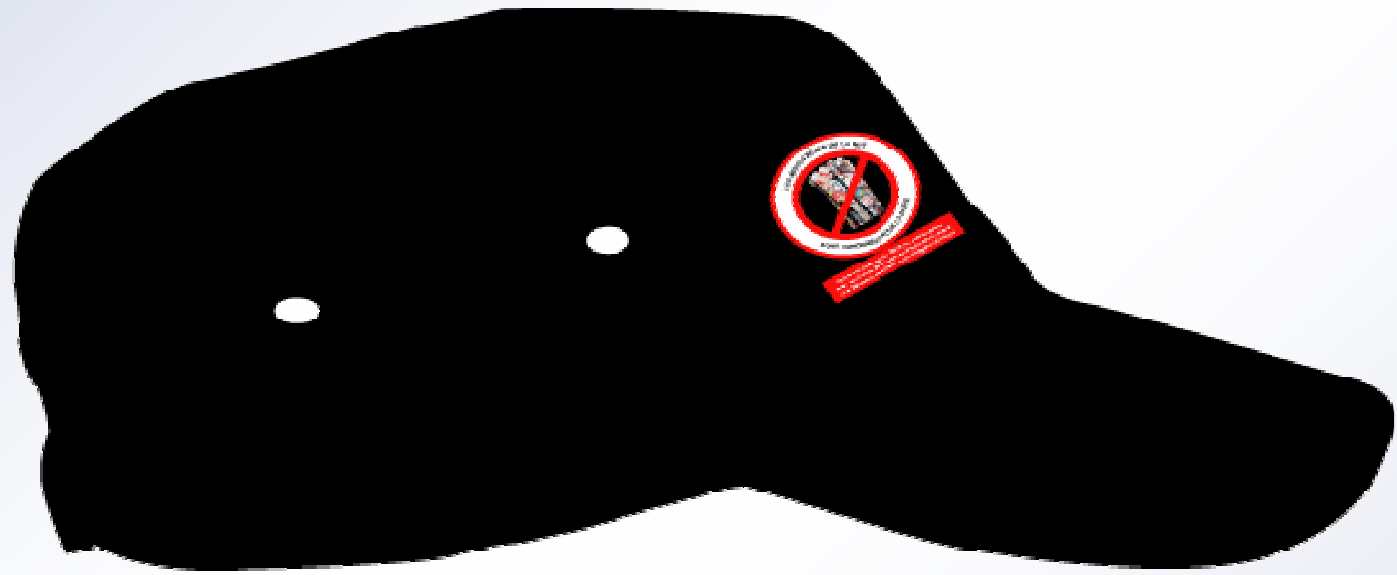


Message du Conseil National de l'Ordre des Pharmaciens  
en collaboration avec les ordres nationaux, les syndicats de santé  
et le ministère de la santé et de l'hygiène publique.










**HELAS! IL FAISAIT CONFIANCE  
AUX MEDICAMENTS DE LA RUE**

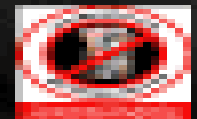


**NE CONSOMMEZ PAS LES MEDICAMENTS DE LA RUE**



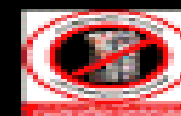


**Il achetait son sirop dans la rue...  
il buvait la mort  
sans le savoir**



**NE CONSOMMEZ PAS LES MÉDICAMENTS DE LA RUE**

**Zé vend medicama**



**NE CONSOMMEZ PAS LES MEDICAMENTS DE LA RUE**



# Recommendations

# Pour cela on propose

- D'expliquer l'impact des médicaments contrefaits sur la santé
- De promouvoir une meilleure sensibilisation du public et des différents acteurs précités, sur le problème de la contrefaçon
- De faire un meilleur partage des informations et des données au niveau national et international
- D'engager un contact direct avec les différents acteurs précités à travers des séminaires et des conférences d'information
- De centraliser les données sur les médicaments contrefaits (site CIOPF)



# Pour cela on propose

- De créer un cadre légal adéquat et encourager une application plus rigoureuse des lois (CRIME PHARMACEUTIQUE)
- D'inciter les autorités à reconnaître la spécificité du médicament et de la profession de Pharmacie et les soustraire à une politique basée sur les seuls critères de concurrence, d'ouverture des marchés et de déréglementation
- De se procurer les médicaments à travers le fournisseur agréé par le ministère de la santé

# Pour cela on propose

- De créer une coordination active avec les instances internationales: FDA, EMEA, WHO, AFSSAPS...
- De créer des bulletins de déclaration de cas pour les pharmaciens et les médecins.
- D'encourager un engagement politique et une volonté réelle des gouvernements du monde pour combattre la contrefaçon
- D'inciter les autorités à renforcer et protéger la profession de pharmacien, le pharmacien étant la personne-clé dans ce combat.



# Pour cela on propose

- D'impliquer le pharmacien dans la lutte contre les médicaments contrefaits
- D'inciter les autorités à maintenir une chaîne de responsabilité sécurisée dont chaque maillon est un professionnel de santé (le pharmacien)

# Pour cela on propose

- La présence de pharmaciens à la douanes
- La présence de pharmaciens cliniciens dans les unités importantes à l'hôpital
- La présence d'un laboratoire central accrédité par l'EMA ou la FDA .
- D'arrêter immédiatement la livraison à domicile (circuit certain de médicaments contrefaits)
- Confisquer tous les médicaments présents illégalement dans les supermarchés, les boutiques et les dispensaires

Le médicament ne  
devrait jamais être un  
produit de  
consommation



Parce que Votre santé  
est en jeu

Parce que La santé c'est l'essentiel et  
C'est un droit élémentaire de l'homme

**Le pharmacien: votre garantie**