



An overview of the

IMPACT COMMUNICATIONS STRATEGY

A.J.M Hoek

Chair of IMPACT WG Communications

CEO and General Secretary FIP

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

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

IMPACT Communications Strategy 2009-2013

WHAT ARE THE OPTIONS FOR IMPLEMENTING THE STRATEGY?

Specific planned activities of the Communications Strategy 2007-2008

1. Generate an IMPACT consensus statement and publish as a firm international commitment to action
2. Create a simple campaign theme to drive and promote communications activities*
3. Identify a high-profile, influential international anti-counterfeiting ambassador to champion the IMPACT agenda

4. WHPA and IAPO both have organisational aims (and some resources) to develop toolkits of relevance in 2007/2008*
5. WHPA will develop a counterfeit medicines toolkit for healthcare professionals*
6. WHPA will also consider the development of a counterfeit medicines toolkit for patients' organizations and patients*
7. IAPO will commence development of a Patient Safety Toolkit for patients' organizations in mid 2007 which will have a section on counterfeit medicines*

8. IMPACT presence at national events for advocacy and dissemination of key messages
9. Create momentum and put on the agenda at key international industry meetings (packaging, wholesaling, medical and pharmacy)*
10. To organise a briefing at the May 2007 World Health Assembly, Geneva, Switzerland*
11. Commission a BBC/CNN World TV documentary on the impact of counterfeit medicines

12. Use the Internet to create broad international communication of key messages to policy makers, healthcare professionals and patients
13. Create a database of key journalists - with intelligence on where they get information, how they use it and how we can input into that process etc. Both international and national level journalists
14. Organise a Media Workshop - In 2007 hold a workshop with journalists to inform them about IMPACT and build links and working relationships

List of potential ideas for 2009-2010

- Communicating results from the Interpol Operations STORM, MAMBA, PANGEA
- Press release on Interpol/WHO collaborations and Interpol Resolution on Counterfeit Medical products
- Engaging civil society in combating counterfeit medicines – lead up to WHA briefing in 2009
- 1st IMPACT Global Report on the Counterfeit Medical Products – A call for action!

- International Anti-Counterfeit Medical Products Day – celebrate with an award of a “best practice in anti-counterfeiting”
- Internet based anti-counterfeiting campaign initiative
- Patients directed initiatives on safe use of medical products
- Continue to develop media campaigns and news releases via a variety of communication channels in print, TV/radio, events and online information

- Strengthen IMPACT presence at national events for advocacy and dissemination of key messages
- Guidance on the uses and restrictions of IMPACT logo

IMPACT Communications Officer

- To work closely with the WHO IMPACT secretariat:
 - Implement the IMPACT communications strategy and plan for the first International Anti-Counterfeit Medical Products 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 Counterfeit Medical Products 2009/2010” in collaboration with relevant internal and external stakeholders.
 - Support each Working Groups in developing project-specific communications and publications as required.



Key summary

REPORT OF THE MEETING OF THE WG COMMUNICATIONS

A.J.M Hoek

Chair of IMPACT WG Communications

CEO and General Secretary FIP

Agenda

- Revision of the IMPACT FAQ sheet and drafting of a Press Release from this meeting, including dissemination strategies
- Review and next steps on the IMPACT video “All together – winning the race saving lives”
- Council of Europe - “Model approach – counterfeit medicines in Europe: Risk communication strategies for drug regulatory authorities”
- Review past and future communication activities
- Any other matters

IMPACT FAQ document

- Recommendations:
 - It is important to state the purpose and scope of an updated IMPACT FAQ, including existing text as available on the IMPACT website
 - The existing FAQ draft needs to be reworked in accordance to the needs of its audience
 - General FAQ on IMPACT is required
 - Specific FAQ regarding the development of the “WHO definition” of a counterfeit medical product
 - Translates some of the useful information of this document into an internal “*Technical guidance for IMPACT stakeholders on communications and procedures*”

Press release from Hammamet

- Outcomes of this meeting that needs to be communicated:
 - Harmonizing a common international consensus on the definition of counterfeit medical products
 - Reaffirmation of the commitment of all stakeholders in IMPACT
 - The need for civil society engagement

Review and next steps on the IMPACT video “All together – winning the race saving lives”

- Translation of first video into 6 languages
- Next steps:
 - Video targeting pharmacists in developing countries
 - Video targeting patients and consumer awareness
- Request existing media productions already made by other IMPACT members for further promotion
- Develop communication guidance from positive experience of partnerships between governments and the media – “Best practices”
- Need for a comprehensive distribution plan on media package

COE model approach on risk communication strategies for drug regulatory authorities”

- Complementary to what IMPACT is doing
- Consensus on the possibility of using it as a global model for relevant country adaption
- Place link on IMPACT website to the EDQM website on the model with an introduction or preamble by IMPACT on the use of this document as it is intended

Future communication activities in 2009

- Retain objectives for next year
- Continue to develop media campaigns and news releases via a variety of communication channels in print, TV/radio, events and online information including revised FAQ documents
- Strengthening role of the government to protect citizens from counterfeit medical products – need to engage national and international media more
 - Connecting communication officers in governments relating to issues relating to health and medical products who can support IMPACT communications in their countries

Future communication activities in 2009

- 1st Global IMPACT report – “state of the world” report – threat assessment report of the harm caused by counterfeit medical products – identify gaps, good results, progress, areas of improvement – a call for action
- Engaging civil society in combating counterfeit medicines – lead up to WHA briefing in 2009
- Develop guidance on the uses and restrictions of IMPACT logo
- **The immediate and critical need to have an IMPACT communications officer at the WHO Secretariat**