

WHAT WE NEED TO ACHIEVE

- It is important that communication begins at the highest level within organisations to ensure that Law enforcement agencies adopt similar strategies or approaches in the fight against counterfeit medicinal products.
- Governments and regulatory authorities need to show commitment in improving legislation and regulatory frameworks which must be transparent and responsive to feedback.
- Responsible use of the media through educational programs about medicinal product integrity will play a major role in the reduction of counterfeiting in the future.

WHAT WE NEED TO ACHIEVE

- Training of law enforcement officers in communication strategies with regards to counterfeiting can help the understanding of the seriousness of the nature of counterfeiting.
- Sharing of information is vital to achieve any goals set out to reduce counterfeiting. This in particular applies to the sharing of information between countries and across borders.
- The challenges lies in the sharing information in a secure manner between organisations and persons with integrity.

Tomorrows Agenda

INTERGRITY

HONESTY

DISCIPLINE

TRUST

MUTUAL RESPECT

IMPROVEMENT OF

SAFETY & QUALITY

within the Healthcare system

CRITICAL ASPECTS TO CONSIDER

TEAMWORK

- Acknowledging the existence of counterfeit medical products.
- Pharmacist playing a leading role in public education.
- Greater political commitment.
- Adequate training and education for law enforcement agencies
- Effective surveillance, investigation and prosecution.
- Cooperation and communication at national, regional, and international level.
- Public awareness campaigns and education.

CONCLUSION

- It is obvious that communication plays an important role in being a measure to combat counterfeiting of medical products. How best to implement a strategy to a fragmented pharmaceutical sector and to non cohesive law enforcement agencies is fundamental to success.
- A strategy involving informing the consumers of the benefits of good safe high quality products and the dangers of counterfeit is paramount to assisting law enforcement agencies curtail the spread of counterfeiting.

I long to accomplish a great and noble task, but it is my chief duty and joy to accomplish a humble task as though they were great and noble, for the world is moved along not only by the mighty shoves of its heroes but also by the aggregate of tiny pushes of each others honest work.

Helen Keller

thank
you

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Questions