

# Advocacy in Action

June, 2011  
Safe Medicines Conference  
Taipei



# Advocacy

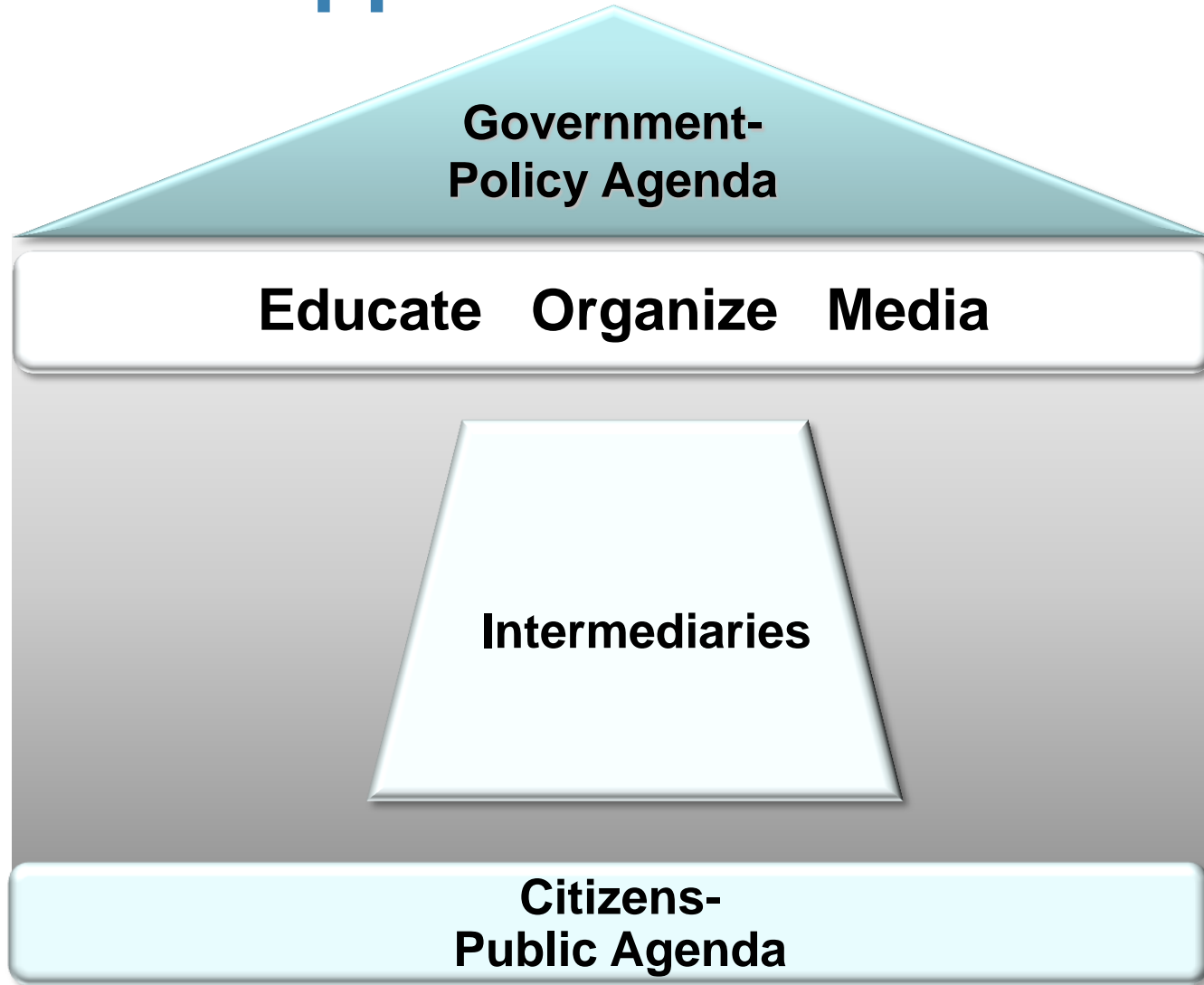
**Lobbying Equals Advocacy**  
**Advocacy Does not Equal Lobbying**  
**Advocacy Is Influencing**

- **Cannot Solve A Problem That Does Not Exist**
- **The Problem Needs to be Properly Framed**
- **Opportunity Costs Need to be Identified**

**Policies are Like Sausages:**

**It's best not to see how they are both made.**

# A Systems Approach



# Framing: The Critical Questions

1	• Is there s problem?
2	• Who & how was problem made?
3	• How to fix the problem?
4	• Who to fix the problem ?
5	• Is it episodic?
6	• Is it thematic?

**A thousand deaths is a statistic  
One death is a tragedy.**

**Be Thematic but use an anecdote.**

# Advocacy Fundamentals

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- **FRAME**
  - Organizing Principle
  - What is In
  - What is Out
  
- **FACTS**
  - Messages
  - Connect Values and Reasoning
  - Numbers & People
  
- **FIX**
  - Solution Based
  - Education, Organize, Awareness (Media)
  - Deflect and Direct

*Be the Change You Want to See  
Mahatma Gandhi*

# Healthcare Professionals Call to Action: Now More Than Ever

## Educate

Awareness, Identify  
& Communicate  
Threat

## Advocate

Strengthen Laws,  
Enforcement,  
Penalties

## Partnership

Collaborate with  
HCP's & Other  
Stakeholders



Maximize Value  
Proposition  
for  
HCPs

Enhance Use  
of  
Healthcare Funds

Improve Health  
Outcomes  
&  
Save Lives

# Anti-Counterfeit Interventions

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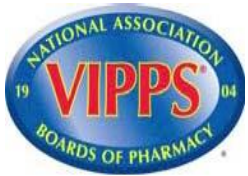




# anticounterfeit technology



**National Association of Boards of Pharmacy (NABP) identified more than 7,000 – 96% of the total number of sites reviewed – as being out of compliance with pharmacy laws and practice standards established in the United States.**



## A Solution

**Verified Internet Pharmacy Practice Sites: These sites are accredited by NABP and have completed an extensive accreditation process prior to receiving NABP approval.**



# Anti-Counterfeit Initiative Outreach - US YouTube Channel (Mock-up Screenshots)

**COUNTERFEITERS ARE SMART. YOU CAN BE SMARTER.**

Get inside the world of counterfeit VIAGRA:

**VIAGRA® VIAGRA'S CHANNEL** [Subscribe](#) [Uploads](#) [Playlists](#)

**QUESTION #01:** Looks like VIAGRA. Feels like VIAGRA. But is it? **REAL** **FAKE**

PTS: 00000

[Buy real VIAGRA safely on VIAGRA.com](#)

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 Total Upload Views: 656,222  
 Joined: April 1, 2011  
 Last Visit Date: 6 hours ago  
 Subscribers: 773  
 Website: <http://www.viagra.com>

The Official Channel of VIAGRA  
 (These videos are owned by PFIZER)

**About Me:**  
 Proin sed lacus sit amet nibh tincidunt eleifend. Sed sit amet neque augue, nec aliquam risus. Aliquam in urna vitae nibh tincidunt posuere eget sit amet enim. Nulla convelis consequat mauris, eget sodales nulla lacina a. Proin convelis nunc id lectus auctor.

**RECENT ACTIVITY**

**VIAGRA uploaded a new video**

**QUESTION #01:** Looks like VIAGRA. Feels like VIAGRA. But is it? **REAL** **FAKE**

PTS: 00000

[Learn how to buy real VIAGRA safely online](#)

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PTS: 00000

[Buy real VIAGRA safely on VIAGRA.com](#)

**CAN YOU SPOT A FAKE?**

**Rollover to find out**

**VIAGRA**  
 (sildenafil citrate) med

# Decreasing Demand: Social Marketing in Partnership

<http://www.realdanger.co.uk/>



Click here to hear how HEART UK can help you



**Someone is Making a Killing**



## Traveling Counterfeit Medicine Lab

- Cement Mixer
- Unqualified Workers
- Harmful substances

## Lower Cost Solutions

- HCP Educational Leaflets
- Internet & Tx Failure
- Inserts with Medicines
- Postcards

# Gambia Pilot Process

Collect Local Health Care Facility Medicines & Stock Levels  
via Mobile Phone (SMS)  
Send to Central Server via Internet – Real Time Reports



**Health Facilities**

Send an SMS  
each week  
requesting data

**“SMS  
for Health”**



Reports delivered  
via internet.  
To Director of  
Clinical Services  
and Chief  
Pharmacist.



**National Pharmacy Store  
Ministry of Health**

- **Monitoring Stock Levels 20 drugs**
- **Monitoring Out of Date Drugs (Expiry/Waste)**
- **Monitoring Top Five Medical Treatments/Diseases**
- **Across Drug Supply Chain: Central Medical Store - 6 Regional Stores - 50 Facilities Across Gambia**

# Other Interventions

- Labeling: Overt and Covert
- SMS Use: Patient Awareness Nigeria Pilot
- Sting Operations: Europe
- Legislation
  - US Protect IP: Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property,” give private parties and the US government tools to fight piracy, including compelling Internet service providers to redirect traffic away from offending sites or demanding search engines to stop linking to them.
  - EU Directive: Safe medicines is public health matter, expands legal group
  - Kenya Anti-corruption Law & Economic Crimes Act: Money key driver, provides provision to confiscate revenues
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