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World Confederation
for Physical Therapy



**FIP (International Pharmaceutical Federation) Joint Intervention on Agenda item 16.3 on Substandard/spurious/false-labelled/falsified/counterfeit medical products
69th WORLD HEALTH ASSEMBLY**

Speaker: Ms Zuzana Kusynová, from the International Pharmaceutical Federation

Thank you for the opportunity to speak on behalf of the international organisations representing the world's physicians, nurses, pharmacists, dentists and physical therapists. Together, we form the World Health Professions Alliance (WHPA), representing over 26 million health professionals in more than 130 countries.

We welcome different WHO efforts, including the developments of "track and trace" models. The detection of SSFFC is facilitated by new technologies. We view with interest the development of initiatives aimed at authenticating medicines at the point of dispensing or purchase by the patients, in both high-income countries (e.g. EU falsified directive) or in low-income countries. Such tools, especially when developed in collaboration with health professionals, can improve vigilance and help reduce public concern about SSFFCs and enhance confidence in medicines.

Similarly, we welcome WHO Medical Product Alerts, which serve as important tools for health professionals. We would welcome a similar initiative for medical and dental devices. Safeguarding the legitimate supply chain is crucial and health professionals play a key role.

We note that there is still lack of awareness of the risks associated with obtaining medicines through unsafe, illegal or non-legitimate sources. This is why WHPA will promote further awareness about the risks of SSFFCs via interactive educational videos targeting different audiences: public, health professionals and policy makers, all in different contexts worldwide. These videos will be publically available in mid-2016.

We are aware of the increasing number of different initiatives from both governments, and public and private sectors and call for consistency, integration and coordination of solutions adopted by all stakeholders at local level to be ensured.

Finally, we would like to reaffirm our interest in contributing to WHO work.