

## **EHFCN Project *Awareness campaign on fake medication online***

### **Stakeholders scoping meeting**

- Wednesday 13 July 2016 – 13:30 to 17:30 hrs.
- Europol – The Hague, The Netherlands

### **Background**

The EHFCN project *on raising public awareness about fake medication online* (2016) will be launched in September 2016 with the support of the Council of Europe and Europol .

The goals of the project are to facilitate a behaviour change and to prevent potential users from buying fake medication online. The most important tool in this campaign is providing information on the possible risks through a teaser - create a momentum by spreading a video message online - and directing patients to a platform where they can find relevant information on the topic.

The project also aims to organise meetings with stakeholders to define common needs, exchange knowledge and expertise and offer a platform to work on common issues.

### **Aim of the meeting**

The objectives of this working meeting are:

- (i) to share experiences and the latest developments related to falsified medication;
- (ii) to discuss the approaches to addressing the topic of fake medication in an integrated way;
- (iii) to identify common future actions

### **Provisional Agenda**

#### **Wednesday, 13 July 2016**

13:30–13:35	<b>Welcome</b> <i>Paul Vincke, Managing Director, the European Healthcare Fraud and Corruption Network (EHFCN)</i>
13:35–14:00	<b>Introduction and latest developments</b> <i>Chris Van Steenkiste, Cluster Manager Counterfeiting Focal Points COPY &amp; SOYA, Europol</i>
14:00–14:15	<b>Presentation of EHFCN and the 2016 awareness campaign</b> <i>Nathalie De Wulf, Communication Manager, EHFCN</i>
14:15–14:40	<b>Presentation of the latest developments at Interpol</b>

*Patricia Grollet, Criminal Intelligence Officer, Global Health & Safety Sub-Directorate, Interpol*

- 14:40–15:00      **Presentation of the Medicrime Convention**  
*Oscar Alarcon, Legal Expert and Co-Secretary of the European Committee on Crime Problems, Action against Crime Department, Council of Europe*
- 15:00–15:20      **Presentation of the Falsified Medicines Directive**  
*Johan Verhaeghe, Project Manager FMD, Medicines for Europe*
- 15:20–15:30      **Coffee break**
- 15:30–15:50      **Presentation of the Outputs from June 17th meeting ‘The online environment – who is out there’ (Fakeshare, IRACM, Fondation Chirac, ASOP, CSIP)**  
*Klaus Gritschneider, ASOP EU*
- 15:50–16:10      **Presentation of the project ‘Mapping of the supply chain from an import/export perspective’**  
*Erin Carlson, Program Manager, Health Integrity and Enterprise Transformation, The MITRE Corporation*
- 16:10–17:00      **Round table and workshop: Increasing effectiveness, sharing knowledge and amplifying the message**
- 17:00–17:30      **Conclusions and next steps**
- 17:30–20:30      **Drink at the Blue Bottle (Europol)**