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COMMUNICATION CAMPAIGNS AND INTERNET COMMUNICATION STRATEGIES

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Recent reports reveal that sales of falsified medicines are on the increase. This underlines the need to raise public awareness about the inherent risk of buying medicines online, unless it is known that the website source is licensed, registered and genuine. The implementation of the common logo, as described in the Falsified Medicines Directive, whereby Member States are obliged to publicise what a falsified medicine is and to describe its purpose, will be an important element in raising public awareness. This, combined with the efforts of other interested parties, will begin to make an impact of tackling the demand side of the equation. The presentation will review the status of the common logo implementation, review educational campaigns and underline the need to work even more collaboratively to face an increasing penetration of falsified medicines in to Europe.