



**### MEDIA ADVISORY ###**

**WHAT:** Launch of the *AJTMH* Malaria Supplement on Falsified and Substandard Medicines

**WHEN:** 10:00-11:30 AM EDT/1400-1530 UTC, Monday, April 20, 2015

**WHERE:** W. Fred Mayes Telecommunication Center  
230 Rosenau Hall, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

**ONLINE:** Watch live streaming at <http://sph.unc.edu/BadMedsKill> and join the conversation on Twitter [@UNCpublichealth](https://twitter.com/UNCpublichealth) using hashtag #BadMedsKill

**RSVP & QUESTIONS:** Reporters are invited to RSVP their intention to participate and to send questions via email to [Poor-Quality-Meds@UNC.edu](mailto:Poor-Quality-Meds@UNC.edu)

**EMBARGO:** Studies in the *AJTMH* Supplement include the following, which are available at <https://www.dropbox.com/sh/fe6rq5fsohxghs/AADiow31D2PAn4GdypDMrgvta?dl=0>  
**Under embargo until 11:30 EDT/1430 UTC April 20, 2015.**

**“4 Billion Lives at Risk from Falsified and Substandard Medicines”**

Four billion people live in countries with ineffective, falsified, and substandard drugs being sold as genuine and the whole world must be vigilant. This pandemic of poor quality medicines not only leaves people with serious illness and conditions untreated, it is also estimated to kill more than 120,000 children with malaria each year.

This proliferation of falsified medicines - estimated to be a \$75 billion a year criminal enterprise - is the focus of a special supplement of *The American Journal of Tropical Medicine and Hygiene (AJTMH)* titled “The Global Pandemic of Falsified Medicines: Laboratory and Field Innovations and Policy Perspectives.” It will be released at a panel discussion on Monday, April 20<sup>th</sup> during a science event at The University of North Carolina at Chapel Hill’s Gillings School of Global Public Health.

The event, which will be webcast live, will feature panel discussions by several authors of the 17 articles on falsified drugs that will appear in the journal.

“The pandemic of falsified and substandard medicines is pervasive and underestimated, particularly in low and middle-income countries where drug regulatory systems are weak or non-existent, as shown by field studies in the Supplement. Fortunately, this Supplement offers a discussion of techniques for detecting falsified medicines and specific policy recommendations, including an international convention, much like that for tobacco control, and a model law to address the pandemic,” said Jim Herrington, PhD, MPH, Executive Director, UNC Gillings Global Gateway™, *AJTMH* Supplement co-editor, and co-author of one of the studies that will be presented.

Along with Dr. Herrington, the following experts will deliver remarks and presentations:

- Barbara K. Rimer, PhD, Dean, UNC Gillings School of Global Public Health
- Robert A. “Bob” Blouin, PhD, Dean, UNC Eschelman School of Pharmacy
- Professor Steve Meshnick, MD, Department of Epidemiology, Gillings School of Global Public Health
- Joel Breman, MD, DTPH, *AJTMH* Supplement co-editor, Senior Scientist Emeritus from NIH’s Fogarty International Center
- Harparkash Kaur, PhD, London School of Hygiene and Tropical Medicine
- Gaurvika ML Nayyar, MBA/MPH, *AJTMH* Supplement co-editor, Southeast Asia Portfolio Program Manager, United States Pharmacopeial Convention
- Patricia Taberner, MSc, MPh, Worldwide Antimalarial Resistance Network, Oxford University
- Amir Attaran, DPhil, LLB, Faculties of Law and Medicine, University of Ottawa

Authors of papers in the Supplement will be available online and in-person to respond to reporters questions during a moderated 15 min Q&A session following the brief presentations above. Email questions to [Poor-Quality-Meds@UNC.edu](mailto:Poor-Quality-Meds@UNC.edu).

## APPENDIX:

Studies in the *AJTMH* Supplement “The Global Pandemic of Falsified Medicines: Laboratory and Field Innovations and Policy Perspectives” include the following, which are available at

<https://www.dropbox.com/sh/fe6rq5fsohxghs/AADiow3ID2PAn4GdypDMrgvta?dl=0>

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	<b>Article Title</b>	<b>Submitting Institution</b>	<b>Corresponding Author</b>	<b>Theme in the Supplement</b>
1	“The Global Pandemic of Falsified Medicines: Laboratory and Field Innovations and Policy Perspectives: Summary”	University of North Carolina-Chapel Hill	Jim Herrington	Summary
2	“Foreword”	US Food and Drug Administration	Margaret Hamburg	
3	“Integration of novel low-cost colorimetric and visual fluorescent techniques for rapid identification of counterfeit artemether-lumefantrine and other drugs in resource poor areas”	Centers for Disease Control and Prevention	Michael Green	Detection Technologies
4	“Paper-based test cards for field detection of falsified and very low quality (VLQ) anti-infective and anti-malarial medications”	University of Notre Dame	Marya Lieberman	Detection Technologies
5	“Rapid, sensitive and specific drug quality testing assay for antimalarials using luminescent reaction and novel microfluidic technology”	Boston University	Muhammad H. Zaman	Detection Technologies
6	“Chemical and bioassay techniques to authenticate quality of the antileishmanial drug miltefosine”	London School of Hygiene and Tropical Medicine	Harparkash Kaur	Detection Technologies
7	“Quality of antimalarials at the epicenter of antimalarial drug	London School of Hygiene and Tropical Medicine	Shunmay Yeung	Field Surveillance Data

	resistance: Results from an overt and mystery client survey in Cambodia”			
8	“Substandard antimalarials available in Afghanistan: a case for assessing the quality of drugs in resource poor settings”	London School of Hygiene and Tropical Medicine	Toby Leslie	Field Surveillance Data
9	“Empirical analysis of counterfeit drug penetration in global legitimate supply chains: a descriptive assessment”	University of California San Diego	Tim Mackey	Field Surveillance Data
10	“Monitoring the quality of medicines: Results from Africa, Southeast Asia, and Latin America”	United States Pharmacopeia	Mustapha Hajjou	Field Surveillance Data
11	“Risk factors for poor quality artemisinin containing antimalarials in Tanzania’s private sector – results from a nationally representative outlet survey”	Artemisinin Combination Therapy (ACT) Consortium Drug Quality Project Team and the IMPACT2 Study Team	Catherine Goodman	Field Surveillance Data
12	“Quality of the Antibiotics – Amoxicillin and Cotrimoxazole from Ghana, Nigeria, and the United Kingdom”	London School of Hygiene and Tropical Medicine	Harparkash Kaur	Field Surveillance Data
13	“A repeat random survey of the prevalence of falsified and substandard antimalarials in the Lao PDR – a change for the better”	Worldwide Antimalarial Resistance Network, University of Oxford	Patricia Taberner	Field Surveillance Data
14	“Collaborative health and enforcement operations on the quality of antimalarials and antibiotics in SE Asia”	University of Oxford	Paul Newton	Field Surveillance Data
15	“Responding to The Global Pandemic of Falsified Medicines: Laboratory and Policy Perspectives”	National Institutes of Health, Fogarty International Center	Joel Breman	Policy Perspectives
16	“Estimated under-five deaths associated with poor quality antimalarials in sub-Saharan Africa”	Center for Disease Dynamics, Economics and Policy	Ramanan Laxminarayan	Policy Perspectives
17	“Stopping murder by	University of Ottawa	Amir Attaran	Policy Perspectives

	medicine: Introducing the model law against medicine crime”			
18	“The Joint Inter-Agency Task Force (JIATF): a new and proactive approach to promote access to safe and effective medicines”	The Global Fund to Fight AIDS, Tuberculosis and Malaria	Martin Cinnamon	Policy Perspectives

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About the American Society of Tropical Medicine and Hygiene

ASTMH, founded in 1903, is a worldwide organization of scientists, clinicians and program professionals whose mission is to promote global health through the prevention and control of infectious and other diseases that disproportionately afflict the global poor.

About the American Journal of Tropical Medicine and Hygiene

Continuously published since 1921, *AJTMH* is the peer-reviewed journal of the American Society of Tropical Medicine and Hygiene, and the world's leading voice in the fields of tropical medicine and global health. *AJTMH* disseminates new knowledge in fundamental, translational, clinical and public health sciences focusing on improving global health.

Website: <http://www.ajtmh.org/>

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