



**International Pharmaceutical Students' Federation**

Since 1949 | Students today, pharmacists tomorrow.

## Fight the Fakes Photo Competition

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**Established in 1949**, IPSF is the leading international advocacy organisation for pharmacy and pharmaceutical science students and recent graduates that promotes improved public health through the provision of information, education, networking, and a range of publications and professional activities.

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## Fight the Fakes Photo Competition Call 26 November 2019 - 7 December 2019

### Introduction:

- Fake medicines put patients and the general public at risk. Patients believe they are receiving genuine treatment, but instead, they are getting potentially dangerous products that could increase resistance to real treatments and cause further illness, disability, or even death.
- Fight the Fakes is a campaign that aims to raise awareness about the dangers of fake medicines. This campaign gives a voice to those who have been personally impacted and shares the stories of those working to put a stop to this threat to public health. It seeks to build a global movement of organisations and individuals who will shine a light on the negative impact that fake medicines have on people around the globe and to reduce the negative consequences on individuals worldwide.
- IPSF endorses the campaign and shares the belief that coordination among all actors involved in the manufacturing and distribution of medicines is vital to tackle this public health threat.

### How to Participate:

1. Take a photo of yourself with the Fight the Fakes bubbles and post it on Facebook or Instagram. The fight the Fakes bubbles can be found here: <http://fightthefakes.org/message-bubbles-for-fight-the-fakes-week/>
2. To enable the post to be seen by IPSF and for your photo to be considered in the competition, it has to be published as a **public** post. If your Instagram account is connected to your Facebook account, make sure to change the privacy settings for each post to be PUBLICLY visible. However, if you post privately and would like the post to be taken into consideration, you should make your post public for one week after the deadline of the contest.
3. The following hashtags must be used in the post for it to be qualified for the competition: #NoFakeMeds #FightTheFakes #IPSForg
4. The following accounts must be tagged:  
Instagram: @IPSForg  
Facebook: IPSF – International Pharmaceutical Students' Federation, and the Fight the Fakes account, @FightTheFakes

### Other Important Information:

- The competition will be held from **26 November 2019 to 07 December 2019**.
- The **top two participants** who receive the most likes will be awarded **free registrations to the Asian Pharmaceutical Regulatory Conference and Fight the Fakes merchandise**.

If you have any questions, please do not hesitate to contact [external@ipsf.org](mailto:external@ipsf.org) or [publichealth@ipsf.org](mailto:publichealth@ipsf.org).