



NEWSLETTER

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PATIENT SAFETY THROUGH SAFE MEDICINES: CAMPAIGN LAUNCH & NEW INFORMATION PLATFORM

On March 24th, OSMR, in partnership with the National Agency for Medicines and Medical Devices of Romania (ANMMDMR), officially launched the national awareness campaign: ***"Falsified Medicines can Kill!"***, alongside a new dedicated information platform: www.medicamentesigure.ro

The launch took place during the ***7th edition of the conference "Patient Safety through Safe Medicines"***, a landmark event that brought together national and European authorities, health experts, international organizations, and representatives of civil society.



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The campaign aims to raise awareness among patients about these dangers and to encourage safer choices when purchasing medicines.

The new platform www.medicamentesigure.ro is an online hub designed to provide reliable, accessible information for patients.

The platform includes:

- ❖ *Practical guides on how to purchase medicines safely*
- ❖ *Clear indicators to help identify falsified products*
- ❖ *Advice on recognizing trustworthy sources, particularly online*



Acasă

OSMR

ANMDMR

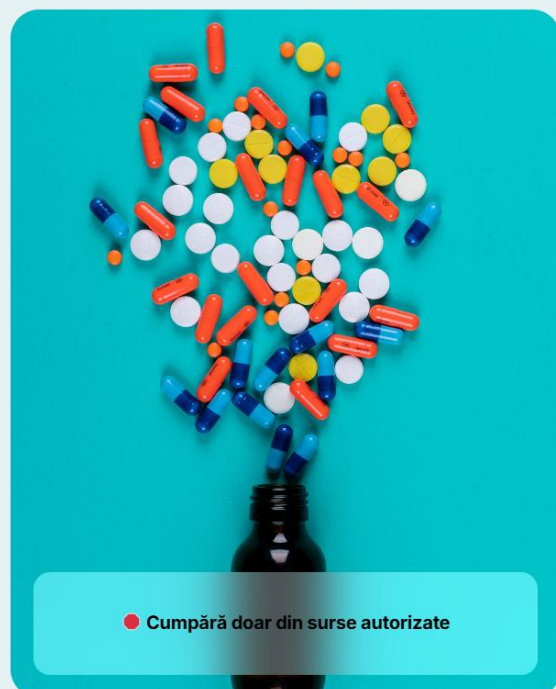
Ministerul Sănătății

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Campanie națională pentru combaterea medicamentelor falsificate

Medicamentele falsificate pot ucide!

Medicamentele falsificate nu tratează boala și pot agrava starea de sănătate, cu riscuri care pot merge până la deces.



● Cumpără doar din surse autorizate

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The campaign builds on a 2025 nationally representative study on public attitudes toward falsified medicines. The findings reveal significant gaps in awareness:

- ❖ *1 in 10 Romanians would knowingly consider taking falsified medicines under certain circumstances*
- ❖ *7% believe falsified medicines have fewer side effects*
- ❖ *12% think they may be more effective than genuine medicines*
- ❖ *Only slightly more than half of respondents could correctly identify key characteristics of falsified medicines.*

These results underline a clear need for better public education and access to reliable information.



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The initiative comes at a critical time, as the distribution of falsified medicines—especially through online channels—is on the rise. These products pose serious health risks, ranging from lack of therapeutic effect to severe adverse reactions or even death.



Speakers at the event emphasized that combating falsified medicines requires *joint action from authorities, industry, and patients alike*.

OSMR highlighted that while much of its work is technical, the real fight is ultimately decided by individual choices—specifically, where patients choose to buy their medicines.

ANMDMR reinforced that without public awareness and cooperation, efforts to control the growing online trade in falsified medicines will remain insufficient.

