

Regional Launch Ceremony of the Public Service Announcements Against Counterfeit Medicines; and Hiring of Local Consultant

**Phnom Penh, Cambodia
October 5-9, 2009**

Trip Report

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About DQI

The Drug Quality and Information (DQI) Program, funded by the U.S. Agency for International Development (USAID) and implemented by the United States Pharmacopeia (USP), provides technical leadership to more than 30 developing countries to strengthen their drug quality assurance programs, ensure the quality of medicines and promote public health. DQI helps build local, national and regional capacity to improve the standards of drug manufacturing and distribution, reduce the impact of infectious diseases, mitigate the effects of the HIV/AIDS epidemic, and advance the appropriate use of medicines. This document does not necessarily represent the views or opinions of USAID. It may be reproduced if credit is given to DQI and USP.

Abstract

The DQI team traveled to Phnom Penh to hold a regional launch ceremony for the public service announcements (PSAs) that were filmed to raise awareness about the dangers of counterfeit medicines. The PSAs will be broadcast on national television in Cambodia, Vietnam, Laos, and Thailand. DQI also filmed interviews with Ministry of Health, World Health Organization (WHO) and non-governmental organization (NGO) staff as part of a regional documentary about poor quality medicines that is being developed for global broadcast. DQI staff also interviewed candidates and then hired a full-time consultant to be based in Phnom Penh who will help implement country activities and strengthen communication with partners.

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Key Words

Cambodia, counterfeit medicines, medicine quality monitoring, Inter-Ministerial Committee (IMC) for Eliminating Counterfeit Drugs and Illegal Health Care Services, Intersectoral Committees, pharmacovigilance, Global Fund, AMFm, Department of Drugs and Food, National Health Product Quality Control Center, Ministry of Health.

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ACRONYMS

ADR	Adverse drug reaction
AMF-m	Affordable Medicines Facility - malaria
CNM	National Malaria Center
CPC	Cambodia Pharmacovigilance Center
DDF	Department of Drugs and Food
GF, GFATM, or Global Fund	Global Fund to Fight AIDS, Tuberculosis, and Malaria
IMC	Inter-Ministerial Committee (IMC) for Eliminating Counterfeit Drugs and Illegal Health Care Services
MOH	Ministry of Health
MQM	Medicines Quality Monitoring
NGO	Non-governmental organization
NHPQ	National Health Product Quality Control Center
PAC	Pharmacists Association of Cambodia
PQM	Promoting the Quality of Medicines Program
PSA	Public Service Announcement
QA	Quality Assurance
QC	Quality Control
RDM-A	Regional Development Mission for Asia
URC	University Research Company
USAID	United States Agency for International Development
USP	United States Pharmacopeia
DQI	United States Pharmacopeia Drug Quality and Information
WHO	World Health Organization

Background

DQI has been providing technical assistance to the Cambodian Ministry of Health's Department of Drugs and Food (DDF), the National Health Product Quality Control Center (NHPQ), and National Priority Diseases Programs for malaria and tuberculosis since 2003 in an effort to improve the quality of medicines in Cambodia.

DQI has been active in four key areas:

- (1) Improving detection of poor-quality medicines circulating in the Cambodian market through postmarketing surveillance¹;
- (2) Strengthening existing drug quality control and assurance systems;
- (3) Improving availability of, and access to, objective and up-to-date information about medicines; and,
- (4) Raising awareness among the general public about medicine quality issues and mobilizing policy makers, regulators, and health professionals to act.

DQI assisted the Cambodian government to establish 12 sentinel sites that collect data on medicine quality. Currently, the medicines quality monitoring (MQM) program is jointly funded by USAID and the Global Fund (GF) and is implemented by the DDF. According to results of the program, approximately 12% of the medicines sampled during 2003-2009 were of poor quality (15% for antimalarials). Substandard and counterfeit medicines in all categories – antimalarial, antibiotic, and antiretroviral – have been found circulating in the Cambodian market. It is not unusual to find unregistered or expired products in pharmacies and drug outlets in both urban and rural settings.

The DDF, Pharmacists Association of Cambodia (PAC), and Inter-Ministerial Committee for Eliminating Counterfeit Drugs and Illegal Health Care Services (IMC) use the findings from the MQM program to alert health professionals and the public about substandard and counterfeit drugs found in the region. Cambodia has initiated a public awareness campaign to draw attention to the dangers of buying products from the informal market. DQI and Living Films, with funding from USAID/Cambodia and the Regional Development Mission for Asia (RDM-A), have produced PSAs warning the public to be alert. The PSAs will be televised in five regional languages.

Purpose of Trip

- Screen the PSAs with the Secretary of State for Health, H.E. Dr. Chou Yin Sim, and request his formal approval for broadcast on Cambodian TV3.
- Interview candidates and select a local consultant for the Promoting the Quality of Medicines (PQM) program, the successor program of DQI.
- Participate in the regional launch ceremony of the PSAs at MetaHouse with representatives from USAID, Cambodian Ministry of Health (MOH), DDF, NHPQ, National Malaria Center (CNM), and other NGO partners and press.

¹ This project uses Global Pharma Health Fund e.V. (GPHF) Minilabs[®] to carry out simple, basic testing methods that can be used to detect substandard and fake medicines. The Minilab[®] is a small mobile laboratory that contains labware and materials to test medicines in the field. It includes a test plan describing standards for visual inspection, disintegration and identity testing, and thin-layer chromatography to screen medicines for identity and quantity of active pharmaceutical ingredients, thus helping ensure its quality and authenticity. www.gphf.org

Source of Funding

This trip was supported with funds from USAID/Cambodia.

Overview of Activities

October 5, 2009

Meeting with Mr. Yim Yann, Undersecretary of State for Health

Participants: Mr. Yim Yann, MOH
Ms. Laura Krech, DQI
Mr. Sok Bunso, CPC

Mr. Yann briefed Ms. Krech on the status of forming the Cambodian Pharmacy Board (also known as the Cambodian Pharmacist Chamber). DQI supports the establishment of the Cambodian Pharmacy Board. A consultative meeting was recently held and the decree is being adapted and drafted for approval by the Council of Ministers. The Pharmacy Board is part of MOH pharmaceutical law enforcement and will be a professional organization approved under Royal Decree that has more power to take regulatory actions than the Pharmacist Association of Cambodia (PAC). The objectives of this body are:

- Professional regulation: to control pharmaceutical practice and make sure all pharmacists abide by proper regulations when carrying out professional duties
- Promotion of public health: promote high quality services, including prevention and health education
- Official representation in the public sector to take actions and more progressively regulate the pharmaceutical sector

Meeting with H.E. Dr. Chou Yin Sim, Secretary of State for Health

Participants: H.E. Dr. Chou Yin Sim, MOH
Ms. Laura Krech, DQI
Mr. Sok Bunso, CPC

Ms. Krech showed the PSA on counterfeit medicines to H.E. Chou Yin Sim and asked for feedback. H.E. Sim must approve the PSA before it can be broadcast. He provided valuable feedback and suggested changes to be made to the PSAs. He also said that the PSA must first be approved by the DDF committee. Ms. Krech then debriefed H.E. Sim on recent DQI activities in Cambodia and discussed recent counterfeits found in the MQM program. H.E. Sim stated that he was not informed of these recent results by the committee and scheduled a meeting on Friday, October 9 with the IMC Secretariat, DQI, DDF, and the NHPQ to discuss how communication can improve so he can take action. H.E. Sim showed Ms. Krech examples of companies that he had

Counterfeit ampicillin from Shijiazhuang Pharmaceutical Co, Ltd which was banned from import



banned from importing products because they did not have licenses to import or were importing poor quality products. He ordered a ban on importation of products claimed as being manufactured by SHIJIAZHUANG OUYI Pharmaceutical Co., Ltd, China. Antibiotics from this company, if it actually exists, are known counterfeits.

Meeting with Cambodian Pharmacovigilance Staff

Participants: Ms. Laura Krech, DQI
Mr. Sok Bunso, CPC
Dr. Mam Dathara, CPC

Mr. Bunso and Dr. Dathara discussed recent activities:

- An adverse drug reaction (ADR) event reporting form was created and will be distributed; trainings on how to properly fill out the form and contact the CPC will begin in the fall.
- As of September 2009, CPC has created and disseminated seven newsletters.
- An SOP has been drafted for the roles and responsibilities of the center.
- CPC is working closely with PAC to organize local and national meetings on topics including pharmacovigilance, H1N1, and intellectual property rights for pharmaceuticals.
- CPC is communicating with a national radio station to have a call-in program on patient safety, adverse drug reactions, and medicine quality.

A workshop entitled “The safety of patients in Cambodia: Plans and decisions for strengthening the national pharmacovigilance system” is planned for December 9 in Phnom Penh. Mr. Bruce Hugman, a WHO expert consultant in pharmacovigilance training, will facilitate the workshop.

Workshop objectives include:

1. Review and evaluate progress and identify immediate and long-term needs
2. Develop an action plan, including:
 - An overview of resources and activities for the immediate future
 - Organizational structures and responsibilities
 - Roles and responsibilities of CPC staff
 - Roles and responsibilities of the Advisory Committee
 - Future involvement of Ministry of Health, the DDF, WHO, PQM, and others
 - Roles and responsibilities relating to 2010 Affordable Medicines Facility - malaria (AMF-m) funding
 - Effective promotion, use, and analysis of ADR reporting forms

October 6-7, 2009

Interviews with PQM consultant candidates

Out of more than 30 applicants, Ms. Krech interviewed seven candidates for the full-time PQM consultant position and selected two for final interviews on Friday, October 9.

October 8, 2009

Meeting with DDF

Participants: Dr. Chroeng Sokhan, DDF
Madame Roath, DDF
Mr. Sok Bunso, CPC
Mr. Mam Dathara, CPC
Ms. Laura Krech, DQI
Dr. Patrick Lukulay, DQI
Mr. Chris Raymond, DQI
Ms. Sandra Kim, USP



Dr. Sokhan described the work of the DDF and close collaboration with DQI since 2003. Dr. Lukulay took the opportunity to ask questions about the status of medicine quality in Cambodia and what can be done to continue to strengthen medicine QA/QC in the country.

Meeting with NHPQ

Participants: Ms. Laura Krech, DQI
Dr. Patrick Lukulay, DQI
Mr. Chris Raymond, DQI
Ms. Sandra Kim, USP
Dr. Nam Nivanna, Director NHPQ
Mr. Tey Sovannarith, Deputy Chief



Dr. Nivanna showed the DQI team the current location of the NHPQ; the lab intends to move in 2010 or 2011 to a permanent facility. The building design is already completed, but DQI can help in terms of specifications for laboratory equipment and furniture.

DQI staff, Dr. Nivanna, and Mr. Sovannarith discussed the proposed FY 10 work plan activities and came to a consensus on which activities should be prioritized and included in the work plan for USAID to consider.

Regional Launch Ceremony for PSAs Addressing the Dangers of Counterfeit Medicines

As part of a large-scale effort to combat the dire public health consequences of counterfeit medicines on citizens in developing countries, DQI screened a PSA with cooperation and support of authorities in Cambodia. The PSAs will be broadcast nationally on Cambodian television, where the proliferation of substandard and counterfeit medicines intended to treat HIV/AIDS, malaria, tuberculosis and other life-threatening conditions remains a major threat to the lives and livelihood of citizens struggling with these diseases.



USAID mission director Mr. Fuller recognizes the importance of public education in combating counterfeit medicines

Translated into five languages, the “Pharmacide” PSAs were screened at a ceremony held at MetaHouse. Opening remarks were given by Mr. Flynn Fuller, USAID Cambodia Mission Director; Dr. Chea Nguon, Vice-Director of the CNM; Dr. Patrick Lukulay, Director of DQI; and Mark Hammond of Living Films, who directed the PSAs. A short documentary on using the Minilab[®] in the field was also screened. Over 60 people attended the event including many NGO partners, MOH and WHO officials, and press.

“Counterfeit and substandard medicines pose a grave threat to patients in Southeast Asia, but their presence in these countries remains a largely unknown problem,” said Mr. Fuller. “These poor-quality medicines can contribute to adverse reactions in patients, including protracted illness and death, but may go undetected as severe symptoms and death may be wrongly attributed to the course of their disease. This is a fate that no one deserves. It is a problem that USAID, USP, and national authorities take very seriously, and we hope to reach patients directly through this PSA campaign.”

Dr. Lukulay stated that “The PSAs underscore the consequences of purchasing these drugs through alternative means, which is unfortunately an attractive option among an economically deprived population because of the lower cost. We hope that once citizens are made aware of the consequences, they will not look at this as a viable alternative.” Lukulay added, “Not only do substandard drugs affect the individual taking them, but those that contain some, but not all, of an active ingredient can contribute to the development of drug-resistant strains of these diseases. This is a serious public health threat in developing countries, impacting not only the individual patient but the greater population of citizens, all of whom may suffer when a medicine is no longer effective because resistance has developed.”



Dr Lukulay explaining about the dangers of poor quality medicines

The PSAs show the life cycle of a counterfeit drug – from counterfeiter to dealer to victim. It notes that “counterfeiting is a crime against humanity, against you,” and urges citizens to always use a licensed pharmacy when purchasing medicines.

October 9, 2009

Meeting with IMC Secretariat

Participants: IMC Secretariat Committee Members
H.E. Dr. Chou Yin Sim
Ms. Laura Krech, DQI
Mr. Chris Raymond, DQI

This meeting was initiated by H.E. Dr. Chou Yin Sim to discuss how to improve communication and reporting of the medicine quality monitoring results and to identify a new focal point in the IMC Secretariat for DQI. In order to take actions against substandard and counterfeit medicines, all information must go through the Secretariat. The Secretariat, which meets monthly or bi-monthly, is composed of 13 people and provides support to the IMC. Mr. Heng Bun Kiet has been selected as the new focal point for DQI.

The Secretariat requested that once the USAID/Cambodia work plan is approved, an official Agreement of Cooperation be drafted that outlines the activities to be implemented between DQI and the MOH. The document will be signed by both parties to transparently show the activities and estimated budget.

The Secretariat requested funding in FY 10 for:

- Inspectors to be able to travel to the provinces and adequately follow up on reports of counterfeit and substandard medicines
- Collecting and testing medicines in additional provinces
- Training of inspectors and central level staff to conduct basic testing
- Supporting monthly meetings of the IMC Secretariat and the Intersectoral Committees (provincial committees) in 12 provinces (Global Fund supports 12 provinces and they requested that DQI support the other 12)

H.E. Dr. Chou Yin Sim stated that the new DQI consultant can attend all Secretariat meetings. He also acknowledged a lack of actions taken and pledged that this will change; he will report medicine quality monitoring findings to the Minister of Health, with whom he meets regularly.

Mr. Raymond informed the Secretariat of the changes H.E. Dr. Chou Yim Sim and the DDF committee requested to the PSA for broadcast in Cambodia and told him that these changes will be incorporated by the end of October. Mr. Raymond will return to Cambodia and meet with H.E. Chou Yin Sim to show him the new version and obtain his approval and support.

Meeting with Clinton Foundation

Participants: Ms. Nora Petty, Program Officer, Malaria, Clinton Foundation
Ms. Rachel Brodesky, Country Analyst, Malaria, Clinton Foundation
Ms. Laura Krech, DQI
Mr. Chris Raymond, DQI

Mr. Sok Bunso, CPC
Mr. Mam Dathara, CPC
Dr. William Mfuko, WHO

DQI met with the William J. Clinton Foundation staff based at the CNM to discuss two topics of common interest: pharmacovigilance and medicine quality assurance. The Clinton Foundation provided technical assistance to the CNM to apply to AMFm, a new initiative of the Global Fund to Fight HIV/AIDS, TB, and Malaria (GFATM). As of late October, the AMFm application was approved and significant funding will be available for pharmacovigilance and medicine quality assurance activities. According to USAID regulations, USAID contractors and organizations that have cooperative agreements with USAID (such as PQM) cannot provide technical assistance to AMFm activities or assist in their implementation.

DQI spoke about the upcoming meeting “The safety of patients in Cambodia: Plans and decisions for strengthening the national pharmacovigilance system” and the meeting objectives. Clinton Foundation agrees that this meeting will be quite timely to take stock of what has been accomplished. It is important to coordinate with all partners who will be involved in pharmacovigilance activity implementation.

The group also discussed the fact that Cambodia is proposing to use dihydroartemisinin piperazine (DHA-pip) as the first-line treatment for *P.falciparum* malaria. Currently, DHA-pip is not WHO pre-qualified and may not be by the expected start date of the project (May-June 2010). The Global Fund will only allow Cambodia to procure DHA-pip if it is approved by the Expert Review Panel. If DHA-pip is approved it would be widely available in both the public and private sector.

AMFm proposed procuring Duo-Cotecxin[®] (which contains DHA-pip) from Zhejiang Holley in China or DHA-pip from Sigma Tau. As part of the Cross Border Study on Antimalarial Quality, completed in July 2009, DQI collected Duo-Cotecxin[®] in Cambodia and tested it at an independent laboratory. Some samples did not pass dissolution testing. DQI will send a copy of the Cross Border Study Report to the Clinton Foundation when it can be publicly available. Ms. Petty will inform WHO about the quality testing results of the Duo-Cotecxin[®].

October 9-10, 2009

Filming of interviews for regional documentary

Participants:

Mr. Yim Yann, Undersecretary of State, MoH
Dr Kheang Soy Ty, Chief of Party, URC Cambodia
Laura Krech, DQI
Christopher Raymond, DQI
H.E. Dr Duong Socheat, Director, CNM
Dr William Mfuko, WHO-Cambodia
Mark Hammond, SohoFilms/Living Films

As part of the next phase of media projects to increase both public awareness of poor quality medicines and the visibility of the USAID-supported activities in Southeast Asia, DQI is co-producing an hour long, high-definition film for global broadcast. This film will illustrate the problems of counterfeit medicines with a geographic focus on the Greater Mekong Sub-region. Together with financing from the French government, the Lewis Charitable Trust, and PQM, the film is meant to bring the problem to a global audience, including policymakers and interested partners, as an engaging and effective education tool.



Pre-production on the project began with filming interviews with the above mentioned individuals. The interviews focused primarily on the Cambodia situation and included descriptions of what is currently being done in the country to strengthen the public health infrastructure and ensure quality medicines throughout the country. The interviews were conducted in both English and Khmer.

In addition, the film crew spent time at urban markets interviewing pharmacy customers about their knowledge and awareness of counterfeit medicines. Of the 20 customers off the street who agreed to be interviewed on film, 12 out of 20 had never heard of counterfeit medicines (neither the term itself nor the concept).

October 9 Debriefing with USAID

Participants: Dr. Chantha Chak, USAID
Ms. Laura Krech, DQI
Mr. Chris Raymond, DQI

Ms. Krech and Mr. Raymond went through the proposed work plan with Dr. Chak, who provided feedback and recommended changes. Ms. Krech will update the plan and re-send it to USAID/Cambodia for consideration.

October 9 Meeting with PQM Consultant Finalists

Ms. Krech and Mr. Raymond interviewed the two finalists and decided to offer the position to Ms. Siv Lang, a pharmacist who best fit the requirements.

Next Steps

- DQI will update the FY 10 work plan based on USAID/Cambodia's feedback and resubmit for approval. DQI will also include suggestions from the DDF, NHPQ, and the IMC Secretariat into the work plan where possible.

- DQI will send a copy of the Cross Border Report on Antimalarial Medicine Quality to the Clinton Foundation so they can see which medicines passed and failed quality testing.
- Mr. Raymond will modify the PSA according to the feedback from the DDF Committee and H.E. Chou Yin Sim and will return to Cambodia to seek his approval.
- An Agreement of Cooperation will be drafted by the USP legal department to make the relationship and FY 10 activities between the Cambodian MOH and DQI official and transparent
- The CPC and DQI will continue planning and preparation for the December 9 meeting “The safety of patients in Cambodia: Plans and decisions for strengthening the national pharmacovigilance system.”
- DQI will draft a contract to formally hire Ms. Siv Lang as a full-time local consultant based in Phnom Penh.
- DQI will work closely with the IMC Secretariat to report medicine quality monitoring results.

“Pharmacide” Public Service Announcement Launch in the News

Embassy of the United States—Cambodia, “Public-Service Announcements Tackle Counterfeit Medicines” (http://cambodia.usembassy.gov/counterfeit_medicines.html)

EssentialDrugs.org, “Campaign Warns Citizens of Dangers of Counterfeit Medicines”

(<http://www.essentialdrugs.org/edrug/archive/200910/msg00010.php>)

Global Pharma Health Fund, “Cambodia: Fighting Counterfeit Medicines with TV Spots and Minilabs”

(<http://www.gphf.org/web/en/news/meldungen.htm?showid=92&backlink=start>)

Phnom Penh Post:

<http://www.phnompenhpost.com/index.php/2009100228711/National-news/tv-spots-to-target-counterfeit-drugs.html>

Customs briefing:

http://mailview.custombriefings.com/SQuality_and_Sa

Safe medicines.org:

<http://www.safemedicines.org/2009/10/psas-warn-cambodians-of-counterfeit-drug-dangers.html>

US Pharmacopeia interview videos:

<http://www.youtube.com/watch?v=33UxtDZn1Ew>

http://www.youtube.com/watch?v=jue0_G8j3mY

NATIONAL

Widespread Counterfeit Drugs Continue To Put Lives At Risk

BY ABBY SEIFF
THE CAMBODIA DAILY

Just over a year ago, Operation Storm ended. Coordinated by Interpol, the Mekong-region sting was a five-month, multi-government effort that netted over 16 million counterfeit pills in seven countries. But in Cambodia the problem still looms large.

Part of the difficulty Cambodia—not to mention nearly every country worldwide—faces when trying to crack down on counterfeit and substandard medication lies simply in the range of active engagements needed to succeed: The customer needs education, or even money, to pay for the legal version; the borders need tightening; the pharmacies need regulation and on and on.

"If you buy counterfeit heart medication and it fails, you die. But when you get a substandard antibiotic and it fails, you're becoming resistant, you're in danger of starting an epidemic that could spread to other countries," explained Gunther Hintz, director of Medicorps.

That would be the start of a worst-case scenario, but it is something that is playing out on a small scale across the country.

Dr Hintz recalled one such case he witnessed at a Battambang hospital: A woman from a remote village came in with a hip infection. "You take a culture, give an antibiotic and it clears up," this should have been a simple case, he said. "But we took the culture and it was resistant to all known antibiotics." Over the years this woman had been taking various medications, counterfeit or substandard or simply wrongly prescribed, and the result was that a type of bacterium developed, which was resistant to drugs.

In 2002, a study by the Ministry of Health found that 13 percent of the country's medication fell into the counterfeit or substandard category. And here is where it gets tricky: Even the statistics are unclear.

"You have to be very careful because no one will be able to tell you what the numbers really are," said Chris Raymond, the regional project coordinator for US Pharmacopeia Drug Quality and Information Program, which has been working with Cambodia since 2002 to fight counterfeit medication. "If I look at tuberculosis drugs procured through the Global Drug Facility, they're most-

ly fine. Just a few years ago we were seeing fake artesunate at up to 50 or 60 percent in some locales. Now it's much lower."

Part of why at least some of those numbers are lower is because two times a year, Health Ministry officials trained by the USP DQI go into the provinces and play "mystery shopper." They hit up local pharmacies, purchasing drugs anonymously, and then field-test the medicines using briefcase-sized laboratories.

If the drugs fail, said Mr Raymond, they're sent to the National Health Products Quality Control Center in Phnom Penh for verification testing. And if they fail again, they are reported to the government's department of drugs and food, which in turn passes them along to an inter-ministerial committee to combat counterfeits. At that point, national authorities determine what action to take. On the local level, drug inspectors now have juridical police powers that allow them to shut down unregistered pharmacies, divest them of the counterfeit medication, levy fines and educate the public.

In addition to whatever education local authorities deem worth pursuing, there are some national campaigns.

The department of drugs and food has a radio campaign, as does University Research Co, noted Mr Raymond. And starting today, public service announcements about the tragic conse-

quences of counterfeit drugs and unlicensed drug outlets will begin airing on TV3. The TV spots are supported by the Ministry of Health and were developed by USP DQI with funding from USAID.

But the amount of public awareness needed to make a dent might be out of reach given the rapidly growing pharmaceutical industry. If updated statistics for Cambodia aren't available, the global numbers are staggering: According to the US Center for Medicines in the Public Interest, global sales next year will hover around \$75 billion. This number, the Center notes, is a 92 percent increase from 2005.

"As more drugs become very valuable and expensive, there will be more counterfeits," said Dr Patrick Lukulay, program director of USP DQI. "Ultimately, it comes down to regulation. If you give people the space, they will make money."

In Cambodia, despite efforts to narrow that space, the problem remains. Yim Yann, honorary president of the Pharmacists' Association of Cambodia, estimates that there are more than 1,000 unlicensed pharmacies along with 100 wholesalers. Too many, he said, to be properly regulated.

"Counterfeit drugs play a role like murder. It is so important that we try and eliminate them."

(Additional reporting by Cheng Sokhomg)

Photos from the PSA launch and Interviews



Dr. Lukulay speaks about the regional PSA launch in Cambodia



Mark Hammond, director of the PSAs



Mr. Flynn Fuller, USAID Cambodia Mission Director



DQI and USAID at the PSA launch



Participants at the PSA launch at MetaHouse



The film crew after two days of filming



Setting up for interview of Dr. Soy Ty



Interviewing HE Yim Yann, Undersecretary of State, along the Tonle Sap River