



Meds We Can Trust

WHY QUALITY MEDICINES MATTER

Everyone deserves access to medicines they can trust. Yet, too often people around the world aren't getting the safe, quality medicines they need. Mothers are tragically losing their children after receiving poor-quality medicines that simply fail to work. Patients are turning to unregulated sources in desperation and realizing – sometimes too late – that their medicines are only making them sicker.

According to the [World Health Organization](#), at least 1 in 10 medicines in low- and middle-income countries is falsified or substandard, disproportionately affecting the poorest and most marginalized communities. Left unchecked, poor-quality medicines reverse progress on infectious and non-communicable diseases, erode trust in health systems and increase the threat of antimicrobial resistance. Nearly all of the world's health priorities – efforts to combat and eliminate infectious diseases, reduce maternal and child mortality, treat chronic conditions and achieve universal health coverage – depend on quality-assured medicines reaching patients.

ABOUT THE MEDICINES WE CAN TRUST CAMPAIGN

The Medicines We Can Trust campaign is a global movement to raise awareness of the importance of medicines quality and the impact poor-quality medicines have on people's lives. Since its launch in 2018, more than 250 civil society organizations, philanthropic foundations, government entities and private partners from across 15 countries have joined the conversation. The Medicines We Can Trust campaign serves as a shared platform for diverse stakeholders to connect and advocate for the importance of medicines quality within their communities through their unique perspectives.

Led by an international Steering Committee, the Medicines We Can Trust campaign aims to achieve four key outcomes:

1. **Donors** prioritize investments in regulatory systems and quality assurance is incorporated into procurement, manufacturing and distribution practices.
2. **Countries** establish strong regulatory systems that prevent poor-quality medicines from moving through the supply chain, and find and remove them when they do.
3. **Health workers** are stewards of quality who rely on trusted sources and follow up with patients when they suspect treatment failure related to poor-quality medicines.
4. **Patients and consumers** know what to look for, report suspicious products and demand quality in their medicines.

To join this movement, sign up for campaign updates or join the coalition, visit medswecantrust.org/get-involved.

Campaign Steering Committee



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