



Mission, Goals and Strategy for Member Approval

April 2018

ASOP Canada: Mission

Keep Canadians safe from illegal online sellers of falsified medicines and to protect the integrity of Canada's drug supply chain.

ASOP Canada: Goals and Strategy

Goals	Strategy
<p>1. To reduce consumer purchasing of falsified, unlicensed and substandard drugs from online sellers (demand side)</p>	<ul style="list-style-type: none"> • Quantify the demand-side problem in Canada (i.e., develop credible consumer data about the extent of the problem). • Articulate the dangers in Canada (i.e., demonstrate that falsified, unlicensed and substandard drugs are harmful). • Increase awareness of the prevalence and dangers of falsified, unlicensed and substandard drugs purchased online in Canada (i.e., communicate robust content to various audiences).
<p>2. To reduce the number and scope of online sellers of falsified, unlicensed and substandard drugs (supply side)</p>	<ul style="list-style-type: none"> • Quantify the supply-side problem in Canada (i.e., develop credible data about the extent of the problem). • Help identify and report bad actors with a Canadian nexus. • Ensure that Canadian law enforcement has the necessary resources and capabilities to investigate and prosecute cases. • Encourage intra- and inter-governmental cooperation, including with regard to law enforcement.
<p>3. To protect the integrity of Canada's legitimate pharmacies and drug supply chain.</p>	<ul style="list-style-type: none"> • Raise public awareness of the strengths of Canada's pharmacies and drug supply chain. • Advocate for evidence-based solutions to protect the integrity of Canada's legitimate pharmaceutical supply chain. • Showcase how other countries are approaching anti-counterfeiting measures and/or policies (eg: US FDA Drug Supply Chain Securities Act and the EU Falsified Medicines Directive) • As an internal exercise, identify the areas where illegal online sellers have potential to permeate Canada's secure pharmaceutical supply chain and increase consumer/patient access to falsified, unlicensed, and substandard drugs.