



Public Service Campaign to Safeguard Online Consumers Launches

Actor Danny Trejo in action warning consumers about #BadMeds and to verify before they buy

WASHINGTON, D.C. - December 14, 2022 - The Alliance for Safe Online Pharmacies (ASOP) Global Foundation is proud to be a foundational partner of the [Bad Meds Public Service Campaign](#) with the Los Angeles County Sheriff's Office, the National Association of Boards of Pharmacy, Los Angeles Police Department, Homeland Security Investigations, Crime Stoppers, and featuring actor and advocate, Danny Trejo. ASOP Global's [2021 consumer perception survey](#) reported that nearly half of consumers are willing to roll the dice with their health by purchasing medications from unregulated online sources, despite inherent safety risks. With 95% of online drug sellers operating illegally, consumer and provider awareness is paramount to safeguard patient safety.

"U.S. consumers are increasingly turning to the internet to buy medications because of perceived convenience and cost savings, but they are unaware of the risks," said Libby Baney, Senior Advisor to ASOP Global and Partner at Faegre Drinker LLP. "The Bad Meds PSA shows just how hard it is to spot a fake and [directs consumers to tools](#) that can help consumers verify that they're buying from a legitimate site."

The ASOP Global Foundation is dedicated to educating consumers about the proliferation of illegal pharmacy websites and counterfeit medicines and how to stay safe online.

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ABOUT ASOP GLOBAL

The Alliance for Safe Online Pharmacies (ASOP Global), a 501(c)(4) nonprofit organization headquartered in Washington, D.C., with activities in U.S., Canada, Europe, Latin America and Asia, is dedicated to protecting consumers around the world, ensuring safe access to medications, and combating illegal online drug sellers.