

# Social media plan - 'Fake meds – Real risks'!

## Dangers of buying unregulated medication

The North East and North Cumbria Integrated Care Board (ICB) **Fake Meds – Real Risks!** social media plan for NHS and local authority communications leads, GP practices and local community pharmacies, provides content to use and share across social media channels on the dangers of buying unregulated medication and the health risks posed by unsafe, counterfeit, or unapproved prescription medicines.

All assets and messaging are available to download here - [Fake Meds, Real Risks toolkit](#)

### Contents

- **#FakeMedsRealRisks** - social media messaging and visuals.
- **Press release** - Professor Ewan Maule, ICB director of medicines and pharmacy, Dr Neil O'Brien, ICB chief medical officer and Amanda Healy, director of public health, Durham County Council, and chair of the North East Association of Directors of Public Health all quoted.
- **Video** – Professor Ewan Maule (50 seconds).

### Please tag us in your social media posts

**Facebook** - NorthEastandNorthCumbriaNHS

**X** – @NENC\_NHS

**Instagram** – nenc\_nhs

**TikTok** - @nenc\_icb

**Linked-In** - @north-east-and-north-cumbria-nhs

**YouTube** - North East and North Cumbria NHS



## #FakeMeds- RealRisks!

1.

### Stay safe buying medicines online!

📍 Prescription medicines are strictly controlled for a reason – taking them without advice from a doctor or pharmacist can be **very dangerous**.

⚠️ Medicines might be **expired**, **diluted**, or something completely different.

⚠️ They can cause harmful side effects or react badly with other medicines.

⚠️ Some fake medications can even be **fatal**.

✓ Always talk to your **GP** or **pharmacist** first. They'll help you understand what you're taking and how to take it safely.

✓ If you do buy online, make sure the pharmacy is registered with the [General Pharmaceutical Council](#)


Stay safe, stay informed!


Find out more: [NHS medicines information](#)

**#FakeMedsRealRisks**


**#HereToHelp**



<p>2.</p>	<p><b>Stay safe buying medicines online!</b></p> <p>Not all websites selling medicine are registered pharmacies.</p> <p>Buying medicines from unregistered online pharmacies could be <b>dangerous!</b></p> <p>⚠ The medicines may be <b>out of date, fake, or not right for you.</b></p> <p>📍 They could cause harmful side effects, react badly with other medicines you're taking - or even be fatal.</p> <p>✓ Talk to your GP first. They know your medical history and can advise you.</p> <p>✓ If you do buy online, make sure the pharmacy is registered with the <a href="#">General Pharmaceutical Council</a></p> <p>Stay safe, stay informed! Find out more: <a href="#">NHS medicines information</a></p> <p><b>#FakeMedsRealRisks</b> <b>#HereToHelp</b></p>	 <p>The poster is green with white and dark green text. It features the NHS logo in the top right. The main title 'FAKE MEDS REAL RISKS' is in large, bold, white letters on a dark green background. Below this, it says 'Buying medicines from unregistered online pharmacies could be very dangerous...' in white text on a green background. At the bottom, there are illustrations of medical syringes and pills. A small green arrow points to the left with the text 'HERE TO HELP' in white.</p>
-----------	---	---

3.	<p><b>Stay safe buying medicines online!</b></p> <p>Taking ANY medicine should always be done with advice from a <b>GP or pharmacist!</b></p> <ul style="list-style-type: none"> <li>🚫 Buying medicines online can be risky!</li> <li>✗ Some websites sell medicines that are fake or haven't been checked by a pharmacist.</li> <li>✗ They could cause harmful side effects, react badly with other medicines or even be <b>fatal</b>.</li> <li>✓ If you do buy online, make sure the pharmacy is registered with the <a href="#">General Pharmaceutical Council</a></li> </ul> <p>Stay safe, stay informed! Find out more: <a href="#">NHS medicines information</a></p> <p><b>#FakeMedsRealRisks</b> <b>#HereToHelp</b></p>	 <p>The poster features the NHS logo at the top right. The main title 'FAKE MEDS REAL RISKS' is prominently displayed in large, bold, white letters on a dark green background. Below the title, a message states: 'Taking ANY medicine should always be done with advice from a GP or pharmacist!'. The bottom section of the poster shows various medical supplies like syringes and pills, with a green arrow pointing left that contains the text 'HERE TO HELP'.</p>
----	--	--

<b>Additional assets</b>		
Press release	<p><b>Buying unregulated medication could put you at serious risk!</b> - Professor Ewan Maule, director of medicines and pharmacy, North East and North Cumbria Integrated Care Board (ICB) Dr Neil O'Brien, chief medical officer (ICB) and Amanda Healy, director of public health, Durham County Council, and chair of the North East Association of Directors of Public Health -quoted</p>	<p><a href="#">Fake Meds, Real Risks toolkit</a></p>

Film	<p><b>Dangers of buying unregulated medicines –</b> Professor Ewan Maule, director of medicines and pharmacy, North East and North Cumbria Integrated Care Board (ICB)</p>	<p><a href="https://youtu.be/hXSbvGMxV5g">https://youtu.be/hXSbvGMxV5g</a> (50 seconds)</p>  <p><a href="#">Fake Meds, Real Risks toolkit</a></p>
------	--	--