

## Kenya: Facebook group aims to tackle fake medicines

Kenya's pharmacy and poisons board has set up a Facebook account for people to report pharmacists who give them fake drugs. Kenyans can use the social networking site to report adverse reactions to drugs as well as suspected counterfeit drugs and unregistered pharmacies.



The initiative was launched early last week by Medical Services permanent secretary Prof James Ole Kiyia in a bid to regulate the industry and protect the public. Prof Kiyia said the move would help bring a change in attitude especially amongst consumers.

The Kenyan government appears to be embracing the use of new media. Two weeks ago during the Pan Africa Media Conference, President Mwai Kibaki proposed using new media to fight corruption and nepotism and address environmental challenges.

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