



Medicines & Healthcare products  
Regulatory Agency

# DMAA Campaign Guide

MHRA's Fake Meds Campaign



# Introduction

- The Medicines and Healthcare products Regulatory Agency (MHRA) is running a campaign to reduce the harm to the UK public caused by purchasing fake, unlicensed or counterfeit medical products online.
- As part of the campaign, we are launching an week of action to raise awareness around the use and dangers of DMAA, an illicit substance which has a history of being used in sports and slimming particularly.
- This campaign guide has been designed to assist those who wish to support this campaign and its important public health messages.
- It explains the objectives, key messages and how you can support the campaign as an organisation or an individual

# About the campaign

- Objective: Raise awareness of how to purchase safe sports supplements and how to report it if you discover you have bought a product which contains DMAA
- Key message: DMAA is an illicit substance, look for the signs to ensure you are buying safe products from legitimate retailers. If you discover a product you bought contains DMAA report it here: [dmaa@mhra.gsi.gov.uk](mailto:dmaa@mhra.gsi.gov.uk)
- Audiences: 18-30 year old men and women
- Channels: Traditional media such as newspapers and magazines, blogs and social media including twitter, Facebook and Youtube

# Delivering the campaign

- The campaign will run from 30 January – 5 February
- Prior to the week of action the MHRA spoke at the IPED symposium in Cardiff on 19 January
- The centre piece of the campaign will be a video filmed in Crystal Palace Gym with a number of athletes endorsing the Fake Meds Campaign including a Olympian weightlifter and athletes who also weightlifts for exercise
- We will release blogs throughout the week including blogs by UK Active and fitness bloggers, such as Stephen Hall, Blonde-Ambitionz and Oxford Fitness.
- New videos, graphics and statistics will be released daily on the MHRA twitter giving viewers important and interesting information on DMAA and how to avoid it

# How you can support the campaign

- Follow us on @MHRAGovuk
- Retweet MHRA tweets and links to the graphics, articles and statistics
- Contribute your own perspective, thoughts and experiences to the discussion using the #FakeMeds hashtags
- Provide information about the campaign and links to our campaign page on your website
- Tell your members, friends or followers about the campaign and ask them to support it by sharing/retweeting our social media posts
- Forward this guide to your network to let them know about the campaign and how they can support #FakeMeds
- Provide us with any feedback on the campaign to help us improve going forward
- If you would like more information or have any questions please contact Ciara Dunne on [ciara.dunne@mhra.gsi.gov.uk](mailto:ciara.dunne@mhra.gsi.gov.uk)/020 3080 6640



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# Thank you for supporting this important public health campaign

The graphic features a black background with a yellow circle on the right containing a cartoon character dressed as a criminal in a black hat and a thick gold chain. The character is holding a tray of various pills and capsules, some of which are marked with question marks. To the left of the character, the text 'Medicines & Healthcare products Regulatory Agency' is displayed above the slogan 'Helping you buy medical products online safely'. The hashtag '#FakeMeds' is located in the bottom right corner of the graphic.

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**Helping you buy medical  
products online safely**

#FakeMeds

