



2022 Antimicrobial resistance awareness challenge

FAO Regional Office for Asia and the Pacific social media contest

BACKGROUND

Everyone can suffer from a serious infection that can only be treated with antimicrobials. For the year 2019, it was estimated that 1.27 million human deaths were attributable to bacterial antimicrobial resistance (AMR) (Murray *et al.*, 2022). Hence, it is essential to preserve the efficacy of antimicrobials.

Although AMR is a natural phenomenon, its spread has been exacerbated by the misuse of antimicrobials. This situation does not only concerns human medicine, but also the food-production sector, which is responsible for a large part of the global antimicrobial use (Pham-Duc *et al.*, 2019). Moreover, AMR can transfer between animals, humans, food and the environment. Thus, all animal health actors (veterinarians, para-veterinarians, pharmacists, farmers, employees of food-production industries or pharmaceutical companies, etc.) have a role to play to ensure antimicrobials are used responsibly.

In this context, the FAO Regional Office for Asia and the Pacific (RAP) is launching a social media contest with the overall aim to support awareness-raising on the AMR issue. This contest is meant to give a voice to all those individuals in the food and agriculture sector who are either impacted by AMR or acting at their level to prevent and control the emergence and spread of AMR.

How to participate?

1. You must be on Twitter or Facebook with a public profile (unprotected tweets or public posts).
2. Create a short video where you describe your AMR Story. The video must:
 - a. Last between 15 seconds and 2 minutes and 20 seconds.
 - b. Be in English or with English subtitles.
3. Post your short video on **Twitter** or **Facebook** using **#AMRStoryChallenge** (see eligibility criteria below).

If you wonder what could be your AMR story, you may ask yourself some of the below questions:

- Have you already encountered a situation where an animal was infected by an antimicrobial-resistant bacterium?
- Do you do anything, in your routine practice, to prevent bacterial infections in animals, so that fewer antimicrobials get used?
- Do you do anything to use antimicrobials more responsibly?

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- Do you have success stories to share? For example, if you are a farmer who succeeded in reducing antimicrobial use thanks to stronger biosecurity, this is a very interesting success story.

Every AMR story is valuable. Just be yourself and sincere when preparing your video. Of course, if you can make something fun, this is even better! If you have some tips or practical solutions to prevent and control AMR in livestock in the field, please explain them in your video, we would be very interested to hear about it.

Please note that each participant must be a citizen of an FAO Member country in Asia and the Pacific.¹ Please also see below for additional eligibility information.

FAO prizes for the best AMR story

The top three contestants will receive an iPad Mini!

Process

A designated panel of judges will score the videos based on:

- the accuracy of the information provided in the story.
- the relevance of the experience sharing and proposed tips to prevent and control AMR in the food and agriculture sector.
- the quality of the video making.

The contest will run from 5 September, 00.00 to 16 December 2022, 23.59 (UTC +7).

The three winners will be contacted by FAO for their complete contact details. If a winner cannot be traced or does not respond within 5 days following contact via his/her social media profile, or refuses his/her selection, the selection will be forfeited and the next contestant with the highest average score will be selected.

For further information

You've got a question? Feel free to reach out to us at FAORAP-Antimicrobial-Resistance@fao.org

References

Murray, C.J., Ikuta, K.S., Sharara, F., Swetschinski, L., Aguilar, G.R., Gray, A., Han, C. *et al.* 2022. *Global burden of bacterial antimicrobial resistance in 2019: a systematic analysis*. The Lancet, 399(10325): 629–655. [https://doi.org/10.1016/S0140-6736\(21\)02724-0](https://doi.org/10.1016/S0140-6736(21)02724-0)

Pham-Duc, P., Cook, M.A., Cong-Hong, H., Nguyen-Thuy, H., Padungtod, P., Nguyen-Thi, H. & Dang-Xuan, S. 2019. *Knowledge, attitudes and practices of livestock and aquaculture producers regarding antimicrobial use and resistance in Vietnam*. PLOS ONE, 14(9): e0223115. <https://doi.org/10.1371/journal.pone.0223115>

¹ See list available here: <http://www.fao.org/asiapacific/countries/en/>

ANNEX 1

Contest rules

1. **Eligibility.**
 - a. The Contest is open to individuals (“Entrants”) or groups of individuals who have reached the age of 18 at the time of entering the Contest. FAO employees and their immediate family members (spouses, parents, children, siblings and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related, are not eligible to enter the Contest. FAO will determine eligibility at its sole discretion.
 - b. Partners or relations of partner staff of the institutions involved in the launch of contests, and relations of the judging committee, are not eligible to compete.
 - c. Entrants who use accompanying music must ensure that they are using royalty-free music they are licensed to use or under a creative commons license with proper credit or attribution.
2. **Submission of entries.**
 - a. FAO reserves the right to disqualify submissions that are not consistent with the Organization’s values and guiding principles.
 - b. FAO also reserves the right to verify the eligibility of any entry and/ or entrant (including an entrant’s identity and address) and to disqualify any entrant who submits an entry that is not in accordance with the Contest Rules, including these Rules, including as regards copyright and privacy, or who tampers with the entry process. For the avoidance of doubt, the video should not infringe any intellectual property rights or any right whatsoever of any third party.
 - c. FAO will not pay any fees, nor pay any costs relating to, participation in any contest or for the use of any submissions in relation to the contest.
 - d. No logos, URLs, telephone numbers, or calls that solicit directly for monetary donations should be included in any material.
 - e. FAO will not be responsible, and cannot be held liable, for incomplete, lost, late, misdirected or illegible entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or for any human error, lost/delayed data transmission, or any other error or malfunction.
 - f. By submitting entries to the contest, entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the contest, FAO institutional activities, and any other purposes outlined in these Rules. The data may also be used by FAO in order to verify the entrant’s identity, postal address and telephone number or to otherwise verify the entrant’s eligibility to participate in the contest.
 - g. Nothing in these Contest Rules or in any rules for the contests, nor any acts performed, or statements made in relation to the contests, shall be deemed a waiver, express or implied, of any of the privileges and immunities of FAO.

3. Copyright ownership and licensing for reproduction.
 - a. Entrants must own the copyright of the material they submit to the contest. If the material contains images of a person or persons, entrants must have obtained the permission of those persons for submission of their material to the contest as well as the use of the material by FAO for the purposes described in these General Rules.
 - b. FAO will not seek additional approvals in connection with the use of the material and it will not be responsible for any claim or complaint alleging violation of the rights of third parties.
 - c. By entering the Contest, Entrants, while retaining copyright ownership, grant an irrevocable, perpetual, worldwide exclusive license to FAO, for non-commercial purposes, to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and the promotion of FAO's work, in:
 - FAO corporate website: www.fao.org;
 - Corporate videos or digital recordings to illustrate the work of the Organization;
 - Printed FAO publications, brochures or posters;
 - Social media channels, including promotion of the Contest itself;
 - Any other media used by FAO in its communications.