



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization

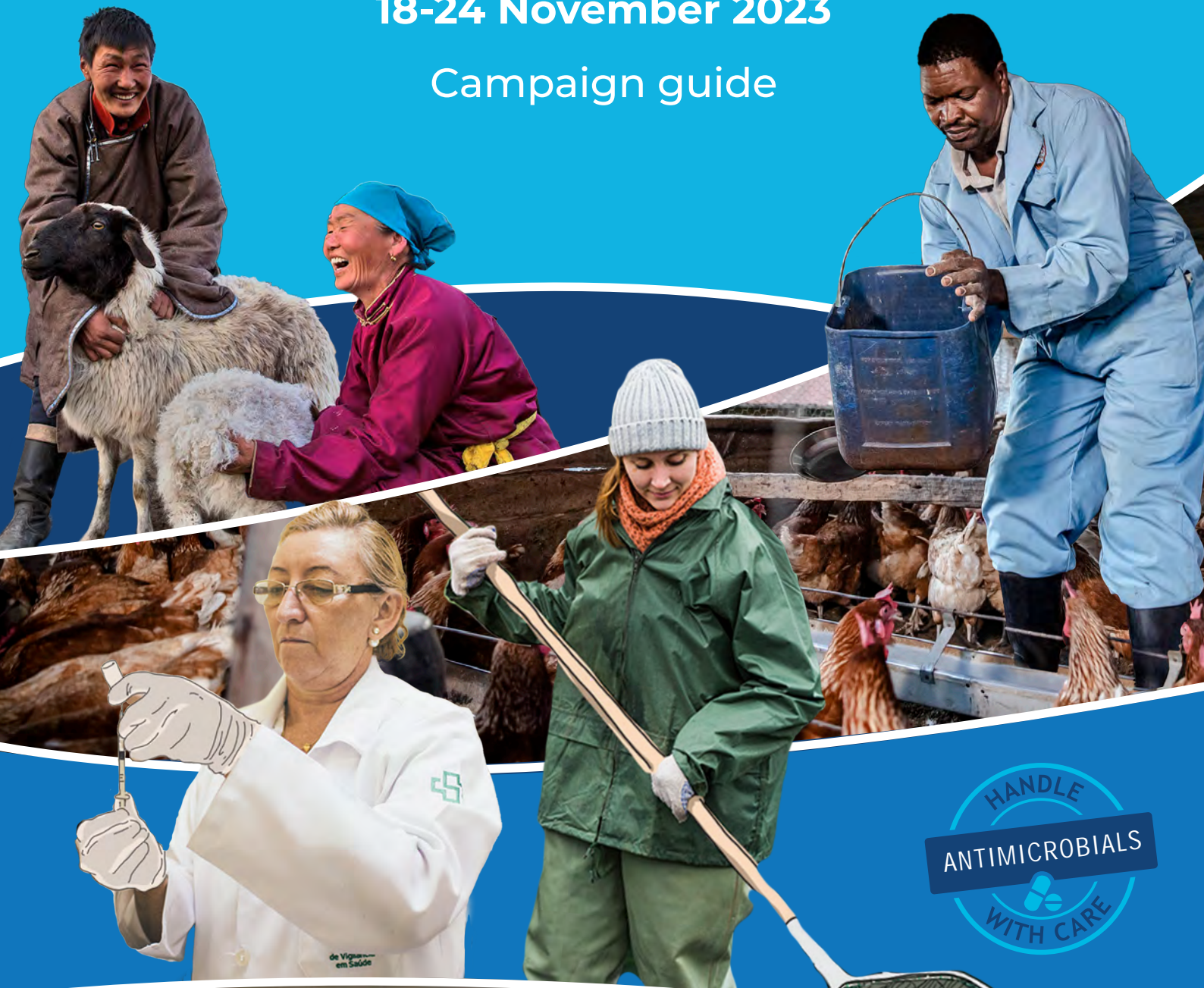


World Organisation  
for Animal Health  
Founded as OIE

# World AMR Awareness Week

18-24 November 2023

Campaign guide



## World Antimicrobial Awareness Week becomes World AMR Awareness Week

World Antimicrobial Awareness Week has been renamed **World AMR Awareness Week (WAAW)** after **global consultation meetings** with participants from various sectors and regions. The decision to rebrand the global campaign stems from the need for a more appropriate term encompassing the concept of resistance, which is the main challenge that needs to be addressed.

While the acronym "WAAW" remains unchanged, its expansion now stands for "World AMR Awareness Week." This global campaign aims to raise awareness and encourage action among One Health stakeholders to tackle the emergence and spread of drug-resistant pathogens.

Various events and activities are held worldwide from November 18 to 24 to celebrate World AMR Awareness Week.



### Cover photos

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 Middle: (left) © WHO; (right) © Shutterstock  
 Bottom: © FAO/Luis Tato

## Get Involved

Drug-resistant microorganisms, including bacteria, viruses, fungi and parasites, can spread between and within human, animal and plant populations. Additionally, they can migrate through the environment, posing a significant challenge. To effectively tackle antimicrobial resistance (AMR), it is essential to implement multi-sectoral interventions using the One Health approach. This holistic approach recognizes the health of humans, domestic and wild animals, plants and the wider environment, including ecosystems, are closely linked and interdependent.

Preventing AMR requires collective action from all sectors of society. The misuse and overuse of antimicrobials primarily drive AMR, which happens in multiple sectors. We need a whole-of-society and multi-sectoral approach to tackle this global issue effectively.

This campaign guide is designed to provide key information on how you can join and participate in the celebrations. It serves as a resource to inspire and guide you in developing your activities that address the impact of AMR on our world. Your support is crucial to the success of this campaign!

## Theme: Preventing antimicrobial resistance together



The theme for WAAW 2023 will remain "Preventing antimicrobial resistance together", as in 2022. AMR is a threat to humans, animals, plants and the environment. It affects us all. That is why this year's theme calls for cross-sectoral collaboration to preserve the efficacy of antimicrobials.

To effectively reduce AMR, all sectors must use antimicrobials prudently and appropriately, and take preventive measures to decrease the incidence of infections. The following actions can help reduce the need for antimicrobials and minimize the emergence of AMR:

- strengthen infection prevention and control in health facilities, farms and food industry premises;
- ensure access to clean water, sanitation and hygiene, and vaccines;
- minimize pollution and ensure proper waste and sanitation management;
- access to quality assured healthcare for all; and
- access to advice from experts during animal, food and agricultural production.

## Calls to action

The following calls to action provide simple and specific ways for everyone to help slow the spread of AMR.

### For Policymakers

- Make AMR a priority and allocate resources to meet AMR national action plan targets.
- Establish surveillance and reporting mechanisms.
- Strengthen regulations and increase the capacity of regulatory agencies to sustainably reduce inappropriate use of antimicrobials.
- Work with Quadripartite organizations (FAO, UNEP, WHO, and WOA) to implement and monitor AMR national actions plans.
- Engage the civil society in the efforts to reduce misuse and overuse of antimicrobials.

### For Young People and Student Groups

- Advocate for AMR as a priority for student groups and associations.
- Lead awareness-raising activities such as walks, talks, and events within communities.
- Share examples of advocacy work on social media to inspire others to become AMR Champions.
- Initiate a dialogue with decision-makers regarding the effects of AMR on communities and ways to reduce or prevent it.

### For Media and Marketing Partners

- Work with the Quadripartite to document and showcase AMR success stories.
- Increase the frequency of coverage of AMR-related issues to create a better-informed public.
- Simplify the AMR issue for the public, to generate interest, educate and increase visibility.

### For Universities

- Make AMR a mandatory part of the curriculum or course content and lead cross-sectoral events and activities to increase understanding of the spread of AMR.
- Share knowledge across borders by inviting researchers worldwide to speak at institutions and share ideas on addressing AMR.

### For NGOs and civil society groups

- Incorporate AMR actions into existing and new projects.
- Create a dialogue with communities to raise awareness of the need to use antimicrobials responsibly.
- Advocate for better access to quality-assured healthcare and veterinary services in community settings.



### For Resource Partners

- Support the Quadripartite's work on AMR and expand it to more countries.
- Assist countries and organizations to learn from and scale up successful AMR interventions.
- Fill knowledge gaps by supporting AMR research and projects where evidence is lacking.

### For Private Sector Stakeholders

- Support AMR action in the workplace by providing facilities that make it easier for employees to take action against AMR.
- Produce safe feed that contributes to animal health to help decrease antimicrobial use in animal production.
- Introduce an “AMR lens” into the policies and practices of your company to identify opportunities for interventions.
- Ensure proper disposal of waste and wastewater to reduce the spread of drug-resistant infections.



## How to participate

Get involved in one or more of the following ways and encourage your network to do so. Let us know if you organize an activity, virtually or in person!

- **Go Blue for AMR awareness:** Go Blue (wear light blue when participating in WAAW events; adjust your social media profiles to blue and share why you are Going Blue with friends, family, colleagues, and on social media).
- **Gather participants for a colour campaign photoshoot** using #AMR to promote across social media channels expressing why you are "Going Blue for AMR". Join the challenge to get the most comments, questions or "likes"!
- **Celebrate your community's AMR Champions:** We need people everywhere to protect antimicrobials efficacy. If there are AMR Champions in your school, feed shop, veterinary hospital, health facility, sanitation system or neighbourhood, let them know that their commitment to a healthy environment and responsible use of antimicrobials is appreciated and that you are counting on them to continue their excellent work!
- **Target the top:** Write to your elected representatives and let them know your concerns about the threat of AMR. Have you piqued their interest? Ask them to talk to you and your colleagues about your country's priorities for the United Nations General Assembly High-Level Meeting on AMR in 2024.
- **Reach out to the media:** Share key messages by participating in panel discussions and media briefings. Invite journalists to cover your events and activities to get more people to participate. Additionally, press releases are an excellent way to raise awareness, increase participation and attract media attention to your organization's WAAW activities and events. [Here is a press release template](#) to help you create your own.
- **Actively engage on social media:** Post about AMR during the week; update social media banners to WAAW banner for the week; record a video about AMR (e.g., personal commitment to working on the issue, a short interview with a colleague) and post to social media. Engage and collaborate with a young AMR champion (or future doctor, nurse, veterinarian or pharmacist) or a social media influencer in these activities during the week.
- **Learn globally, act locally:** Have some snacks (after washing your hands), watch a WAAW webinar or a video on AMR together and discuss how the presentations fit into your local context.

- **Organize a community event:** Reaching out to the public and organizing a community gathering will go a long way in starting a dialogue and informing others about AMR. You can invite the local primary health center doctor or veterinarian to speak at the gathering. It can build trust and help to debunk myths about AMR, microbes, infections and antimicrobials.
- **Pass it on:** Set up a message chain in the workplace to pass on three key facts about AMR prevention to everyone during the week. This can be done by phone, WhatsApp, social media messaging or other means, but the message must be passed on. Organize events on AMR for staff. Share stories of colleagues working on AMR across workplace channels. Distribute WAAW visuals and information via internal communication channels.
- **Engage and collaborate with young AMR Champions in your area:** Work with your local school administration to hold a special school assembly on AMR. Teach children the basics of infection prevention, safe and responsible use and disposal of antimicrobials. Organize a debate or a panel discussion among students and youth groups. Facilitate an opportunity for young AMR Champions in your area to engage with relevant government officials working on AMR.
- **Competitions to stimulate interest:** Organize competitions with prizes to engage different constituencies on AMR-related issues. It can be a photography or poster competition for young people or the best biosecurity practices among poultry farmers. You can even organize small school competitions through trivia games or case study quizzes.
- **Educational session:** If you are a human or animal health professional, you can think of an educational or continuing professional education session for your peer group and staff. By focusing on improving specific competencies related to AMR and encouraging a dialogue on how to prevent it in the workplace, you can help your team understand the issue and develop practical solutions.
- **Use the WAAW visuals:** Visual reminders to handle antimicrobials with care are a great way to start conversations and raise awareness of current AMR challenges – check out [this Trello board](#) for ideas. Ideas include using the slogan stamp on facemasks, T-shirts, white coats, waistcoats, or other uniforms worn by healthcare, patient service, and animal health professionals in your facility, or on lanyards. When you are done, don't forget to share your creativity by posting on social media using #WAAW and #AMR.

## Communications materials

Here is a list of multilingual communication materials to promote World AMR Awareness Week. Some of these materials will be available shortly. Stay tuned as the resources are updated on the Trello Board. You can easily download and share these resources with external partners or providers.

### **TAG US IN YOUR POSTS OR ONE OF THE ACCOUNTS BELOW:**

- [WAAW Trello Board](#)
- [Facts and figures](#)
- [The 'Antimicrobials: Handle with Care' stamp](#)

### **WEBSITES<sup>1</sup>**

[FAO](#) | [UNEP](#) | [WHO](#) | [WOAH](#)

### **TO LET US KNOW ABOUT YOUR EVENT OR ASK A QUESTION, EMAIL US AT:**

- [Antimicrobial-Resistance@fao.org](mailto:Antimicrobial-Resistance@fao.org)
- [unep-info@un.org](mailto:unep-info@un.org)
- [waaw@who.int](mailto:waaw@who.int)
- [communication@woah.org](mailto:communication@woah.org)

<sup>1</sup>If you're looking for sector-specific content, we recommend visiting the website of the organizations in that field.

Join the conversation **#WAAW** | **#AMR**



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