

#AntibioticResistance



WORLD ANTIBIOTIC AWARENESS WEEK

14-20 NOVEMBER 2016

TABLE OF CONTENTS

Why we need a global campaign 3

Campaign objectives 4

Key messages 5

Calls to action for key audiences 6

Campaign visual identity 11

Core materials & activities 12

How to get involved 14

WHY WE NEED A GLOBAL CAMPAIGN

Antibiotic resistance has become one of the biggest threats to global health & endangers other major priorities, such as development.

It is rising to dangerously high levels in all parts of the world, compromising our ability to treat infectious diseases & undermining many advances in health & medicine.



In May 2015, a global action plan to tackle antimicrobial resistance was endorsed at the World Health Assembly, supported by the Food & Agriculture Organization of the United Nations (FAO) & World Organisation for Animal Health (OIE). The first objective of the plan is to ‘improve awareness & understanding of antimicrobial resistance through effective communication, education & training’.



To help achieve this objective, WHO launched the ‘Antibiotics: Handle with care’ campaign during the first World Antibiotic Awareness Week in November 2015, working closely with FAO & OIE. Many countries & regional bodies also run antibiotic resistance awareness campaigns. WHO, FAO & OIE are building on this success & reaching a global audience.



This year **World Antibiotic Awareness Week** will be held from **14 to 20 November 2016**. It will be marked by public, policy maker, human & animal health professional, & student engagement through social media & local awareness-raising events around the world.



You are invited to join the campaign, help raise awareness & understanding of this urgent problem & spark the changes needed to ensure antibiotics are used only when necessary & as prescribed by a health professional.



This toolkit has been designed to provide you with the essential information you need to take part in the campaign. We hope that it will help inspire & facilitate you to develop your own local activities.

CAMPAGIN OBJECTIVES



To make antibiotic resistance a globally recognised health issue.



To raise awareness of the need to protect antibiotics through appropriate use.



To increase recognition of the role that individuals, human & animal health & agriculture professionals, & governments must all play in tackling antibiotic resistance.



To encourage behaviour change & convey the message that simple actions can make a huge difference.

KEY MESSAGES



- 1 Antibiotic resistance is one of the biggest threats to global health today. It poses a major challenge to health, food security, & development. It can affect anyone, of any age, in any country.

All around the world, bacteria are becoming resistant to the antibiotics used to treat the infections they cause, resulting in longer illnesses & more deaths. At the same time, not enough new antibiotics are being developed to replace older & increasingly ineffective ones.

- 2 Antibiotic resistance occurs when bacteria change in response to the use of antibiotics. While this happens naturally, the over-use & misuse of antibiotics has accelerated the process, leading to record high levels of antibiotic resistance.

The current global antibiotic resistance crisis is the result of many factors:

- I. over-prescribing & dispensing of antibiotics
- II. misuse of antibiotics by patients
- III. over-use & misuse of antibiotics in livestock, fish farming & on plants
- IV. lack of new antibiotics being developed
- V. poor infection control in hospitals, clinics & farms
- VI. lack of toilets & proper sewage disposal

- 3 Without urgent action, the world is headed for a 'post-antibiotic era' in which common infections & minor injuries which have been treatable for decades can once again kill, & the benefits of advanced medical treatments such as chemotherapy & major surgery will be lost.
- 4 Without effective antibiotics, a growing list of infections is becoming harder to treat. This includes pneumonia, tuberculosis, blood poisoning & gonorrhoea. Access to effective antibiotics is also essential to protect animal health, as well as to improve animal welfare, treat sick animals, food security & food safety.
- 5 Antibiotics are a precious resource that cannot be taken for granted. They have allowed many serious infections to become very treatable & saved millions of lives. There needs to be a worldwide change in behaviour if their effectiveness is to be preserved.
- 6 It is not too late to reduce the impact of antibiotic resistance. We all have a part to play in preserving the effectiveness of antibiotics by preventing the spread of infections & changing how we prescribe & use these medicines.

CALLS TO ACTION FOR KEY AUDIENCES

Public & national authorities



How the public can help:

- Only use antibiotics when prescribed by a certified health professional
- Never demand antibiotics if your health worker says you don't need them
- Always follow your health worker's advice when using antibiotics
- Never share or use leftover antibiotics
- Prevent infections by regularly washing your hands, handling food in a safe/clean manner, avoiding close contact with sick people, practising safer sex & keeping vaccinations up to date

How policy makers can help:

Human health

- Ensure you have a robust national action plan to tackle antibiotic resistance
- Improve surveillance of antibiotic-resistant infections
- Strengthen policies, programmes & implementation of infection prevention & control measures
- Regulate & promote the appropriate use & disposal of quality medicines
- Make information on the impact of antibiotic resistance available

Animal health & production & agriculture

- Control the use of antibiotics through supervision of well-trained veterinarians
- Prevent the circulation of non-quality products
- Encourage research on & use of alternative treatments to antibiotics
- Ensure that appropriate legislation supports veterinary services
- Raise awareness on the responsible & prudent use of antibiotics in animals & plants based on international standards, & implement these standards

CALLS TO ACTION FOR KEY AUDIENCES

Human health



How health professionals can help:

- Prevent infections by ensuring that your hands, instruments & environment are clean & safe for use at the right times
- Keep your patients' vaccinations up to date
- Talk to your patients about antibiotic resistance & dangers of unnecessary use
- Only prescribe & dispense antibiotics when they are truly needed
- Prescribe & dispense antibiotics according to current guidelines

Dentists:

- Always follow infection prevention & control protocols
- Only prescribe antibiotics when they are needed, & according to current guidelines
- When prescribing antibiotics, talk to patients about how to take them correctly, antibiotic resistance & the dangers of misuse
- Ask your patient about their previous & present antibiotic use
- Talk to patients about preventing infections (e.g. good oral hygiene)

Doctors:

- Always follow infection prevention & control protocols
- Use diagnostics to make informed treatment decisions (when possible)
- Only prescribe & dispense antibiotics when they are needed, according to current guidelines
- Talk to patients about how to take antibiotics correctly, antibiotic resistance & the dangers of misuse
- Talk to patients about preventing infections (e.g. vaccination, hand washing, safer sex, covering nose & mouth when sneezing)

CALLS TO ACTION FOR KEY AUDIENCES

Human health



Hospital & clinic managers:

- Prevent infections by ensuring staff clean their hands, instruments & environment
- Implement programmes to optimize antibiotic use & monitor prescribing & resistance patterns
- Dedicate resources (human, financial, IT) to tackling antibiotic resistance & preventing the spread of infections
- Discharge patients as soon as they're well enough (to lower the risk of infection)
- Ensure adequate toilets & safe water & proper waste management

Midwives:

- Always follow infection prevention & control protocols
- Screen mothers & babies for infections
- Advise mothers that breastfeeding boosts babies' immunity & prevents infections
- Discharge mothers & newborns as soon as they're in a good condition (to lower the risk of infection)
- Teach mothers about hygiene & how to prevent infections (e.g. vaccination, hand washing, safer sex, covering nose & mouth when sneezing)

Nurses:

- Always follow infection prevention & control protocols
- When a patient needs antibiotics, make sure they're taking the right dose, for the right time, & by the best route
- Talk to patients about how to take antibiotics correctly, antibiotic resistance & the dangers of misuse
- Talk to patients about preventing infections (e.g. vaccination, hand washing, safer sex, covering nose & mouth when sneezing)

And if prescribing medication:

- Only prescribe & dispense antibiotics when they are needed, according to current guidelines

CALLS TO ACTION FOR KEY AUDIENCES

Human health



Pharmacists:

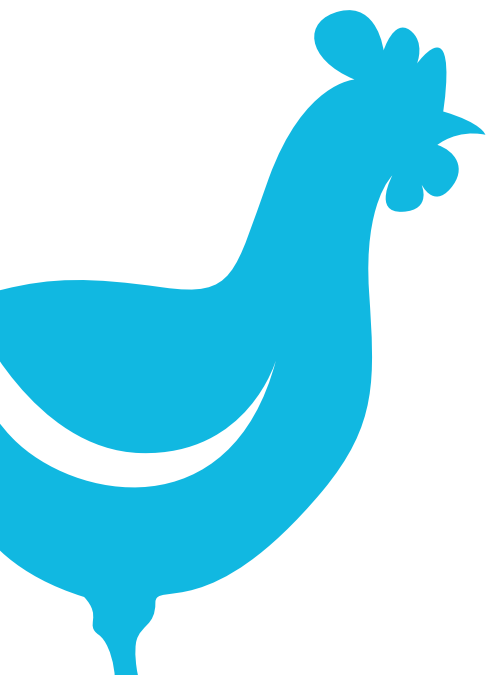
- Only dispense antibiotics when they are needed, according to current guidelines (e.g. check the patient has a valid prescription, for the right drug/dose/duration)
- When patients are seeking treatment for cold or flu, explain that antibiotics are not needed
- Talk to patients about how to take antibiotics correctly, antibiotic resistance & the dangers of misuse
- Remind patients to contact their health professional if symptoms persist or they experience side effects
- Talk to patients about preventing infections (e.g. vaccination, hand washing, safer sex, covering nose & mouth when sneezing)

The healthcare industry:

- Invest in new medicines such as vaccines, diagnostics & new therapeutic options, including new antibiotics.

CALLS TO ACTION FOR KEY AUDIENCES

Food & Agriculture



How farmers & food producers can help:

- Only give antibiotics to animals—including food-producing & companion animals — to control or treat infectious diseases & under veterinary supervision
- Phase out the use of antibiotics for grow promotion & only use antibiotics to prevent disease under veterinary authority for specific circumstances & for a limited time
- Vaccinate animals to reduce the need for antibiotics & use alternatives to antibiotic available
- Promote & apply good practices at all steps of production & processing of foods from animal & plant sources
- Improve biosecurity on farms & prevent infections through improved hygiene & animal welfare

Breeders & animal owners

- Only use antibiotics when prescribed or administered by a veterinarian
- Follow the recommended dosage & length of treatment
- Only buy antibiotics from authorised sources
- Vaccinate & introduce good hygiene & husbandry practices to prevent infections
- Keep written records of all antibiotics used as well as the laboratory results

Veterinarians

- Only prescribe & dispense antibiotics for animals under your care & when truly needed
- Conduct antimicrobial sensitivity testing before prescribing or administering an antibiotic
- Educate animal owners on the risks of over-using & misusing antibiotics
- Promote sound animal husbandry hygiene & welfare methods, vaccination strategies, & periodically review farm records to ensure prescription compliance
- Keep your knowledge on antibiotic use recommendations up to date

CAMPAGIN VISUAL IDENTITY

The **'Antibiotics: Handle with care'** campaign is a call to action for everyone, everywhere to play their part in maintaining the effectiveness of antibiotics.

This stamp is available in Arabic, Chinese, English, French, Russian & Spanish, & in blue, white, red & grey.



CORE MATERIALS & ACTIVITIES

Campaign materials



Posters

Targeting the public, human & animal health workers, policy makers & the food & agriculture sector. Available in up to 6 languages.

Infographics

With key facts, data & information about the antibiotic resistance presented in a visually-appealing & shareable format.

Gifs

A GIF displaying some of the main causes of antibiotic resistance.

Videos

A series of short videos with key messages to raise awareness of the need to preserve the power of antibiotics through appropriate human use.

Online quiz

See how much you know about antibiotic resistance & share your results & key facts with friends.

Radio script

Public service announcement explaining the issue & what can be done to address it.

Social media

Posts using the hashtag #AntibioticResistance on the WHO, FAO & OIE social media platforms.

Fact sheet

Fact sheet on antibiotic resistance - provides background & context to media & the public.

CORE MATERIALS & ACTIVITIES

Campaign materials

Publications:

- Global action plan on antimicrobial resistance
(<http://www.who.int/antimicrobial-resistance/publications/global-action-plan/en/>)
- The FAO action plan on antimicrobial resistance 2016-2020
(<http://www.fao.org/3/a-i5996e.pdf>)
- The OIE Strategy on Antimicrobial Resistance & the Prudent Use of Antimicrobials (www.oie.int/amrstrategy)
- Antimicrobial resistance: global report on surveillance 2014
(<http://www.who.int/antimicrobial-resistance/publications/surveillancereport/en/>)
- Worldwide country situation analysis: response to antimicrobial resistance, 2015 report
(<http://www.who.int/antimicrobial-resistance/publications/situationanalysis/en/>)
- Antibiotic resistance: Multi-country public awareness survey
(<http://www.who.int/antimicrobial-resistance/publications/baselinesurveynov2015/en/>)

World Antibiotic Awareness Week websites:

- WHO: www.who.int/waaw
- FAO: www.fao.org/antimicrobial-resistance
- OIE: www.oie.int/antimicrobial-resistance

Please visit regularly!

Materials will be added to these sites in the lead up to the week. Every time we update something, we send an exclusive email. Subscribe by emailing waaw@who.int.

HOW TO GET INVOLVED

*You have a vital role to play in the success of this campaign. Here are some of the ways **you can** help to increase awareness & understanding of **antibiotic resistance** & the need to address it*

Everyone, everywhere can make use of existing campaign materials such as posters, infographics, videos & the radio script

*Share messages, images & other materials on social media & online using the hashtag **#AntibioticResistance***

Get your community involved & organize an event targeting media, businesses, schools, & tertiary institutions

Engage with grassroots groups, non-governmental organisations & community bodies. Make it clear that you think antibiotic resistance is a priority issue & that you want it addressed

*Share a success story or case study on what you have done to help tackle antibiotic resistance & inspire others through social media, your website or newsletter, an event, or email us at **waaw@who.int***

Please share your plans with us!

#AntibioticResistance



For more information, contact:

WHO: waaw@who.int

FAO: FAO-Newsroom@fao.org

OIE: communication@oie.int



www.facebook.com/WHO
www.facebook.com/UNFAO
www.oie.int/facebook

www.who.int/waaw
www.fao.org/antimicrobial-resistance
www.oie.int/antimicrobial-resistance

@WHO
@FAOKnowledge @FAOnews
@OIEAnimalHealth

