

A GUIDE TO PROMOTE

# World Antibiotic Awareness Week

12-18 NOVEMBER, 2018



World Health  
Organization

# Introduction

**Our time with antibiotics is running out.** Since their discovery, antibiotics have served as the cornerstone of modern medicine. However, persistent overuse and misuse of antibiotics have encouraged the emergence and spread of antibiotic resistance, which occurs when bacteria become resistant to the drugs used to treat them. Antibiotic resistance is rising to dangerously high levels in all parts of the world, and is threatening our ability to combat common infectious diseases and support modern medical procedures.

World Antibiotic Awareness Week (WAAW) takes place every November and aims to increase global awareness of antibiotic resistance and to encourage best practices among the general public, health workers, prescribers and policy makers to avoid the further emergence and spread of antibiotic resistance.

The 2018 WAAW campaign seeks to provide greater flexibility to regions and countries to reflect their unique priorities, audiences, levels of awareness, and enabling environment for behaviour change towards handling antibiotics with care. The messaging theme for WAAW 2018 will be anchored in the Global Action Plan on Antimicrobial Resistance (GAP), which offers a One Health and cross-sectoral approach to address the threat of antimicrobial resistance (AMR) through its five strategic objectives.

The five days of World Antibiotic Awareness Week features tailored multiday messaging that corresponds to each of the five strategic objectives of the GAP – awareness, global AMR surveillance, infection prevention and control, optimal antimicrobial use and investment and R&D. Countries and regions can participate in the WAAW campaign throughout the week, and especially on days when the messages and objectives correspond with specific country priorities.

- 12 Nov 2018, Day 1** –Awareness and Behaviour Change
- 13 Nov 2018, Day 2** –Global Surveillance and Research
- 14 Nov 2018, Day 3** –Infection Prevention Control, WASH and the Environment
- 15 Nov 2018, Day 4** –Optimising use of antimicrobials in human and animal health
- 16 Nov 2018, Day 5** –Investment and R&D in AMR

During WAAW 2018, WHO and partners will reach the general public, governments, health care professionals, farmers, veterinarians, and a range of other stakeholders through interactive games, infographics, posters and social media assets to raise awareness of the need to act on antimicrobial resistance. This document provides an introduction to the abundance of multiday messages and material for each day of WAAW and provides guidance on ways to promote and participate in 2018 World Antibiotic Awareness Week.

## HOW TO PARTICIPATE

- 1) **Download materials:** Print posters, download social media squares, infographics and other WAAW materials to share on social media on the WHO WAAW webpage. They are available in all 6 UN languages. Email [waaw@who.int](mailto:waaw@who.int) with any questions.
- 2) **Participate in WAAW multiday messaging social media campaign:** Use the daily 'focus' messages and resources provided below to post on social media platforms using WAAW 2018 hashtags. Each day's message will correspond to one of the 5 GAP objectives.
- 3) **Participate in general WAAW social media campaign:** Promote WAAW throughout the week using the general WAAW resources provided below.
- 4) **Interactive Platform and Game** – Share your WAAW event on the interactive platform. Make sure you play the fun and informative interactive game on AMR resistance!

**Download materials and get more information on 2018 World Antibiotic Awareness Week:**

<http://www.who.int/who-campaigns/world-antibiotic-awareness-week>

**WAAW materials in all 6 UN languages can also be found on the WHO Trello Board:**

<https://trello.com/b/Ymp4Behu/who-waaw-campaign>

## Social Media Accounts

**World Antibiotic Awareness Week** is all about increasing **global awareness** of antibiotic resistance and encouraging best practices to help fight it, making social media a fantastic way to spread the message.

Throughout WAAW, WHO HQ will be posting on our official social media profiles listed below.

**Sharing, liking or re-tweeting** from these accounts is just one way you can help celebrate this important week.

**Remember**, antibiotic resistant infections can affect anyone, of any age, in any country. Sharing WHO content will amplify important messages to the widest audience possible and help the global fight against antibiotic resistance.

### WAAW Social Media Accounts



Twitter: <https://twitter.com/WHO>



Facebook: <https://www.facebook.com/WHO>



Instagram: <https://www.instagram.com/who/>

### WAAW 2018 Hashtags

**#StopDrugResistance**

**#AntibioticResistance**

**#WAAW18**

# World Antibiotic Awareness Week

## Multiday Campaign

*5 days, 1 day for each GAP objective*

The Global Action Plan on AMR outlines five strategic objectives for tackling the threat of antimicrobial resistance. Below we outline both the GAP objective and intended focus message for each day, as well as some suggested social media posts that cover the range of thematic areas during the week. You can use these posts or create your own using the key daily messages as inspiration across Twitter, Facebook, Instagram or other social media platforms. Don't forget to include the official hashtags! We encourage social media messaging to reflect the priorities, challenges & successes most applicable to your region, country or area of expertise/interest, whether this means engaging with the campaign more generally or on key thematic days.

We have also developed social media squares (animated GIFS and still images) to use and share, which correspond with the daily focus messages. There are 2-3 social media squares developed for each of the campaign days, which can be paired with suggested social media posts or used separately. They are available for download here: <http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>

The full text of the Global Action Plan on AMR is available at:

<http://www.who.int/antimicrobial-resistance/publications/global-action-plan/en/>



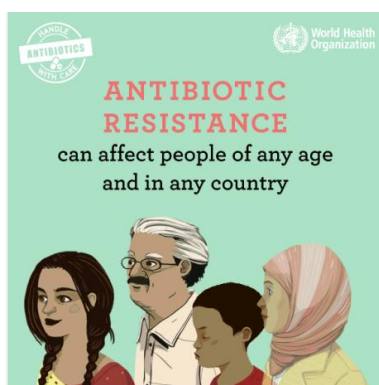
12 NOV 2018

## Day 1 – Awareness and Behaviour Change

**GAP Objective 1:** Improve awareness and understanding of antibiotic resistance through effective communication, education and training

**Daily focus message:** Help people understand why antibiotic resistance is happening, that it poses a genuine risk to our future health, and that we all can do something to help

**Social media GIFS/stills** are available to download at: <http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>



GIF



STILL



GIF

#AntibioticResistance can affect people of any age and in any country 🌍  
You can help #StopDrugResistance.  
Handle antibiotics with care

The rise of #AntibioticResistance is leading to untreatable infections which can affect anyone, of any age, in any country. It is the bacteria itself, not the person or the animal, that becomes resistant to antibiotics.

#AntibioticResistance poses a big threat to global health.  
Proper use of antibiotics is key to #StopDrugResistance

The rise of #AntibioticResistance is threatening our ability to treat common infectious diseases, resulting in prolonged illness, disability & death.  
#StopDrugResistance

For more information on World Antibiotic Awareness Week visit: <http://www.who.int/campaigns/world-antibiotic-awareness-week/en/>

Campaign material from previous WAAW campaigns area can be found here: <http://www.who.int/campaigns/world-antibiotic-awareness-week/archives/en/>

13 NOV 2018

## Day 2 – Surveillance and Research

**GAP objective 2:** Strengthen knowledge and evidence base through surveillance and research

**Daily focus message:** Mobilize laboratories in every country to look for evidence of bacterial resistance to help build a global picture of how it is spreading and where it poses the greatest risk

**Social media GIFS/stills** are available to download at:

<http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>



STILL

### Social media post idea:

Is your country enrolled in GLASS? Tell us your country's contributions to GLASS.

Take this opportunity to highlight your country's **AMR National Action Plan!**

To learn more about WHO AMR surveillance and research, visit:

<http://www.who.int/antimicrobial-resistance/global-action-plan/surveillance/en/>

Global Antimicrobial Resistance Surveillance System (GLASS): <http://www.who.int/glass/en/>

AMR National Action Plans: <http://www.who.int/antimicrobial-resistance/national-action-plans/en/>

National Action Plan Database: <https://amrcountryprogress.org>



14 NOV 2018

## Day 3 – Infection Prevention and Control, WASH and the Environment

**GAP objective 3:** Reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures

**Daily focus message:** Campaign for all hospitals and health-care centres to do their utmost to keep infections at bay with the best possible sanitation and hygiene measures available

**Social media GIFs/stills** are available to download at: <http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>



GIF



STILL



STILL



STILL

You can help prevent **#AntibioticResistance**. Preventing infections can reduce the use of antibiotics, and limit the spread of antibiotic resistance. **#InfectionPrevention** can help **#StopDrugResistance**.

Through good **#handhygiene** we can prevent infections (and avoid the need for antibiotics). Everyone can play a role to tackle **#AntibioticResistance**.

Here's what you can do to **#StopDrugResistance**:

- Help prevent infections through good **#handhygiene**.
  - NEVER share antibiotics.
  - Always seek the advice of a qualified health care professional before taking antibiotics!
- #AntibioticResistance**

Effective waste treatment can protect the environment & reduce **#AntibioticResistance**



To find more information on how Infection Prevention and Control, Water Sanitation and Hygiene (WASH) and the Environment impact antimicrobial resistance, visit:

IPC: <http://www.who.int/infection-prevention/en/>

WASH and Environment: [http://www.who.int/water\\_sanitation\\_health/diseases-risks/risks/antimicrobial-resistance/en/](http://www.who.int/water_sanitation_health/diseases-risks/risks/antimicrobial-resistance/en/)

15 NOV 2018

## Day 4 – Optimise antibiotic use

**GAP objective 4:** Optimise the use of antimicrobial agents in human and animal health

**Daily Focus Message:** Use the antibiotics that are still effective as wisely as possible. Ensure antibiotics are only given to patients who really need them, regulate how they are distributed, and handle them with care

**Social media GIFs/stills** available to download at: <http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>



STILL

GIF

GIF

STILL

Antibiotics **DO NOT** treat viral infections, like colds and flu. Proper use of antibiotics is key to fighting **#AntibioticResistance**.

Remember: Never share **#antibiotics** (not even with family). You can help stop the spread of **#AntibioticResistance**.

Think twice. Seek advice. Taking antibiotics when they are not needed accelerates emergence of **#AntibioticResistance**, one of the biggest threats to global health. You can help **#StopDrugResistance**!

**ALWAYS** take antibiotics as prescribed by your health care professional. And never buy antibiotics from unregulated sources like street vendors, the black market or online. Help **#StopDrugResistance**

**ALWAYS** seek the advice of a qualified healthcare professional before taking antibiotics. Help us stop the spread of **#AntibioticResistance**.

Remember: only take **#antibiotics** a health professional has prescribed **TO YOU**. We can stop the spread of **#AntibioticResistance**.



### Participate in the **#AntibioticResistance** Twitter Storm!

WHO, US CDC, ECDC, key partners and Member States are participating in a Twitter storm to send a unified message about taking action against antibiotic resistance. Join us and amplify the message by sending the following tweet at

**9 AM EDT (Eastern Daylight Time/ UTC -4.00) on 15 November 2018:**

**“Antibiotic resistance is one of the most urgent global health threats. Everyone has a role to play in improving antibiotic use to help fight **#AntibioticResistance**.”**

For additional information on AMR stewardship visit: [http://www.who.int/medicines/access/antimicrobial\\_resistance](http://www.who.int/medicines/access/antimicrobial_resistance)  
Essential Medicines List AWaRE categorization: [http://www.who.int/medicines/news/2017/20th\\_essential\\_med-list/en/](http://www.who.int/medicines/news/2017/20th_essential_med-list/en/)



16 NOV 2018

## Day 5 – Investment and R&D

**GAP objective 5:** Develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines, diagnostic tools, vaccines and other interventions

**Daily focus message:** Urge governments, funding agencies, and the private sector to invest in new tools, skills and technologies so that our medicines are secured for generations to come

**Social media GIFs/stills** available to download at: <http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>



GIF

The world is running out of antibiotics. We need to take action to protect human health and [#StopDrugResistance](#)



GIF

Without urgent action we are heading for a future in which infections and minor injuries could once again KILL. [#StopDrugResistance](#)



GIF

The fight against [#AntibioticResistance](#) depends on greater investment in research and development of new antibiotics, vaccines, and diagnostic tools. We must act now, change can't wait. [#StopDrugResistance](#)

Additional information about innovation, investment and R&D on AMR can be found below:

[http://www.who.int/medicines/access/antimicrobial\\_resistance](http://www.who.int/medicines/access/antimicrobial_resistance)

Priority pathogens list: [http://www.who.int/medicines/areas/rational\\_use/prioritization-of-pathogens/en/](http://www.who.int/medicines/areas/rational_use/prioritization-of-pathogens/en/)

# General WAAW Social Media Posts

Misuse of antibiotics puts us all at risk.  
Taking antibiotics when you don't need them  
speeds up [#AntibioticResistance](#).  
Help [#StopDrugResistance](#)

Curious about [#AntibioticResistance](#)?  
Play WHO's interactive game to learn more  
about everyday causes & solutions to the  
global threat of AMR & what YOU can do to  
help. [bit.ly/2hhqDjc](http://bit.ly/2hhqDjc)

[#AntibioticResistance](#) happens when  
bacteria change and become resistant to the  
antibiotics used to treat them. This can make  
diseases caused by these bacteria harder to  
treat.

[#AntibioticResistance](#) fact:  
Pathogens don't respect national borders.  
Some of the world's most common–  
and potentially most dangerous–  
infections are proving drug-resistant

[#AntibioticResistance](#) occurs everywhere  
in the world. It can affect anyone, of any age,  
in any country.

When it comes to antibiotics - think twice,  
seek advice! We can stop the rise of  
[#AntibioticResistance](#)

It is up to all of us to help  
[#StopDrugResistance](#). [#AntibioticResistance](#)  
is one of the biggest threats to global health,  
food security, and development. Change  
can't wait.

The misuse and overuse of  
antibiotics is accelerating the threat of  
[#AntibioticResistance](#). This can undermine the  
SDGs and our goal of ensuring Health for All.  
[#StopDrugResistance](#)

# General WAAW Resources

## Interactive Game and Platform

If you are organizing an event or activity to raise awareness on antibiotic resistance, let the world know through the WAAW interactive platform. Once you have added your event, spread the word and find out what other events might be happening in your country or region.

Play and share the interactive game on the platform to learn more about antimicrobial resistance and how to prevent it. The game uses common scenarios from around the world to increase understanding of AMR among the public and to tackle misconceptions around antibiotic use.

Access the interactive platform to add your WAAW event or play the game:

<http://apps.who.int/world-antibiotic-awareness-week/activities/en>

## Public facing posters

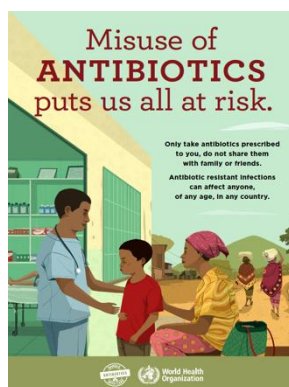
This year's posters contain two key messages that resonated with the public from the 2017 WAAW campaign – **'Think Twice, Seek Advice'** and **'Misuse of antibiotics puts at all at risk'**. It is important to incorporate human-centred design into health communications so people can relate to the messages being promoted. These newly commissioned posters depict common point of care scenarios from around the world.

All posters are available in the 6 UN languages. Digital versions (pdf) are available for download on the WHO WAAW website and can be shared on social media throughout WAAW. **Find the posters towards the bottom of the webpage here:**

<http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material>

Email [waaw@who.int](mailto:waaw@who.int) to obtain print ready versions of the posters.

The posters should be printed on A3 paper size (297 x 420 mm)



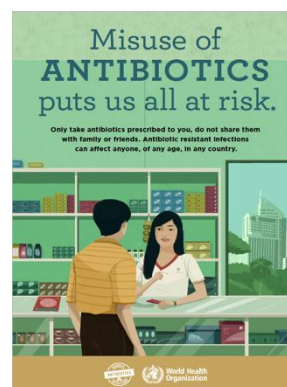
Scene 1

*Misuse of Antibiotics*



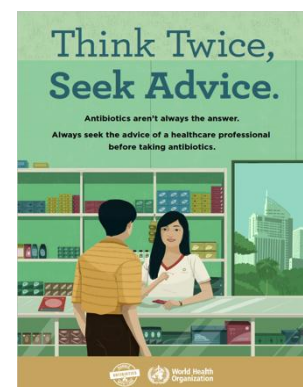
Scene 1

*Think Twice, Seek Advice*



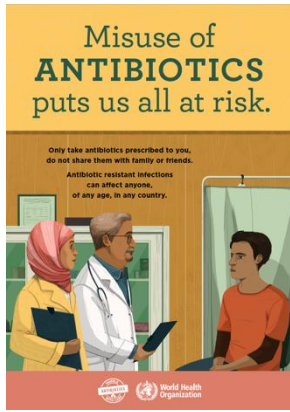
Scene 2

*Misuse of Antibiotics*



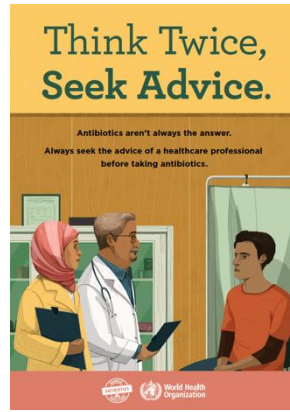
Scene 2

*Think Twice, Seek Advice*



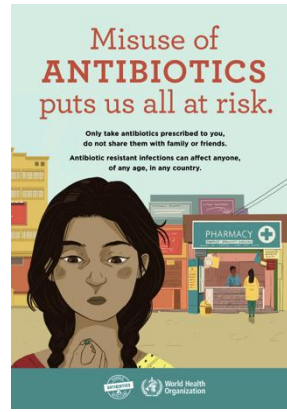
Scene 3

*Misuse of Antibiotics*



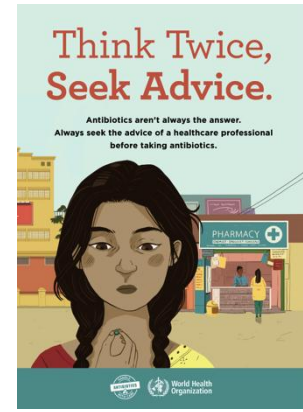
Scene 3

*Think Twice, Seek Advice*



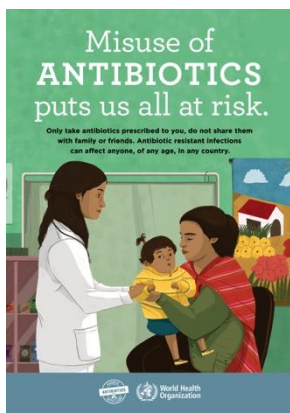
Scene 4

*Misuse of Antibiotics*



Scene 4

*Think Twice, Seek Advice*



Scene 5

*Misuse of Antibiotics*



Scene 5

*Think Twice, Seek Advice*

## Global Action Plan on AMR: posters and banners



This poster is meant to simply convey the strategic objectives of the Global Action Plan on Antimicrobial Resistance to a variety of stakeholders. It is especially useful as a backdrop for conferences or policy driven events and meetings. The poster is available in digital (pdf) versions on the WHO WAAW website, where the Advocacy Materials are located. It is available in all 6 UN languages, and can be downloaded from: <http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material> . **Make sure to scroll down the webpage**, the poster is located towards the bottom of the page!

For print-ready versions of posters and banners, email [waaw@who.int](mailto:waaw@who.int). Posters should be printed on A3 paper size (297 x 420 mm) and the banner is formatted to 1000mm X 2000mm print size.