



Be part of the first

WORLD ANTIBIOTIC AWARENESS WEEK

16 to 22 November 2015

“Antimicrobial resistance is not a future threat looming on the horizon. It is here, right now, and the consequences are devastating.”

Director-General of WHO, Dr Margaret Chan, 2014

Why we need a global campaign

Antibiotic resistance is one of the biggest threats to global health today.

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



Only about one-quarter of countries currently have national plans to tackle antibiotic resistance. However, political attention is growing and in May 2015 a global action plan to tackle antimicrobial resistance was endorsed by governments at the World Health Assembly. Objective 1 is to 'improve awareness and understanding of antimicrobial resistance through effective communication, education and training'.



To help achieve this, WHO is leading a **global campaign on antibiotic resistance**, working closely with the Food and Agriculture Organization of the United Nations (FAO) and World Organisation for Animal Health (OIE).



Many countries and regional bodies have run antibiotic resistance-awareness campaigns to-date. WHO aims to build on this success and reach a global audience.



The first World Antibiotic Awareness Week will be held from 16 to 22 November 2015.

It will be marked with proactive media outreach, engagement with the public through social media and local awareness-raising events around the world.



Partners—such as UN agencies, ministries of health and agriculture, non-governmental organizations, human and animal health professionals' groups and others—**are invited to join the campaign** and help raise awareness and understanding of this urgent problem, and spark changes needed to ensure antibiotics are used only when necessary and as prescribed by a health professional.

Campaign objectives

01



To make antibiotic resistance a globally **recognized health issue**

02



To raise awareness of the **need to preserve the power of antibiotics** through appropriate use

03



To increase the recognition that **individuals, health and agriculture professionals, and governments must all play a role** in tackling antibiotic resistance

04



To encourage **behaviour change** and convey the message that simple actions can make a difference

Campaign name and branding

'Antibiotics: Handle with care'

Antibiotics are a precious resource that we cannot continue to take for granted.

Without urgent action, the world is headed for a 'post-antibiotic era' in which common infections and minor injuries which have been treatable for decades can once again kill, and the benefits of advanced medical treatments such as chemotherapy and major surgery will be lost.

The theme of the campaign 'Antibiotics: Handle with care' speaks to the need for everyone, everywhere to play their part in preserving the effectiveness of antibiotics.



French

Antibiotiques:
à manipuler avec
précaution

Spanish

Antibióticos:
manejar con cuidado

Russian

Антибиотики:
используйте
осторожно!

Chinese

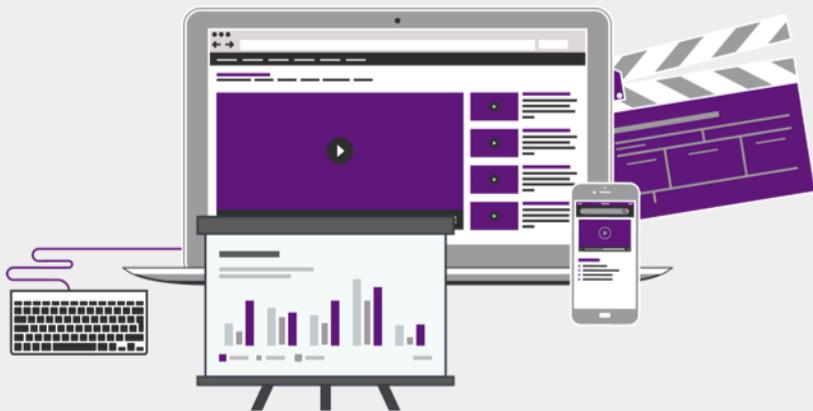
运动主题:
慎重对待抗生素

Arabic

المضادات الحيوية:
تعامل معها بحرص

Join the campaign!

WHO is developing a global **campaign toolkit** that you will be able to tailor and use. A range of resources will be made available in Arabic, English, Chinese, French, Russian, and Spanish.



Spread the word and start planning now!

Some of the ways that you can be part of the campaign:

- ◉ Sharing messages and materials on social media and online
- ◉ Organizing events targeting media, businesses, schools, tertiary institutions, etc.
- ◉ Reaching out to government leaders and other public figures who can help address antibiotic resistance
- ◉ Engaging with grassroots groups, non-governmental organizations and community bodies



www.who.int/drugresistance

For more information on the campaign and how you can get involved, contact:

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