



# Antibiotics: Handle With Care 2015 Campaign Toolkit

*“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

# AntibioticResistance



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# 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 25% of countries have national plans to tackle antibiotic resistance. However, political attention is growing.

In May 2015, a global action plan to tackle antimicrobial resistance was endorsed at the World Health Assembly. The first objective of the plan is to 'improve awareness and understanding of antimicrobial resistance through effective communication, education and training'.



To help achieve this objective, 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.



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

# 'ANTIBIOTICS: HANDLE WITH CARE' CAMPAIGN

The 'Antibiotics: Handle with care' campaign will officially launch during the first World Antibiotic Awareness Week from 16 to 22 November 2015.

We ask you, as partners, to join us in the celebration of this new global campaign by raising awareness locally.

Now is the time to start planning and reach out to potential supporters within your network.

This toolkit has been designed to provide you with the essential materials and resources you need to generate media coverage around the campaign launch.

Resources provided on the campaign website include:

- Guidelines on maximising media interest around the campaign
- Press materials, including factsheets and infographics
- Key messages and branding

As each country faces its own challenges, we encourage you to tailor the materials provided to best meet your individual needs.

We hope that this toolkit will help inspire and facilitate you to develop your own local activities.

# CAMPAIGN OBJECTIVES



To make antibiotic resistance a globally recognised health issue.



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



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



To encourage behaviour change and 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 is rising to dangerously high levels in all parts of the world. It is compromising our ability to treat infectious diseases and undermining many advances in health and medicine. It can affect anyone, of any age, in any country.
- 2 Antibiotic resistance occurs when bacteria change in response to the use of antibiotics. While this happens naturally, the over-use and misuse of antibiotics has accelerated the process, leading to record high levels of antibiotic resistance.
- 3 The current global antibiotic resistance crisis is the result of six factors:
  - over-prescribing and dispensing of antibiotics by health workers
  - patients not finishing their full treatment course of antibiotics
  - the over-use of antibiotics in livestock and fish farming
  - poor infection control in hospitals and clinics
  - lack of hygiene and poor sanitation
  - lack of new antibiotics being developed
- 4 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.
- 5 Without effective antibiotics, a growing list of infections is becoming harder to treat. These include pneumonia, tuberculosis, blood poisoning and gonorrhoea.
- 6 Antibiotics are a precious resource that cannot be taken for granted. They have allowed many serious infections to become very treatable and saved millions of lives. There needs to be a worldwide change in behaviour if their effectiveness is to be preserved.
- 7 It is not too late to reduce the impact of antibiotic resistance and we all have a part to play in preserving the effectiveness of antibiotics. By reducing the spread of infections and changing how we produce, prescribe and use these medicines we can reduce the impact and limit the spread of antibiotic resistance.

# CALLS TO ACTION FOR KEY AUDIENCES



## How the general public can help:

- Only use antibiotics when **prescribed** by a certified health professional
- Always take the **full prescription**, even if you feel better
- **Never use left over** antibiotics
- **Never share** antibiotics with others
- **Prevent infections** by regularly washing your hands, avoiding close contact with sick people and keeping your vaccinations up to date



## How health workers can help:

- **Prevent infections** by ensuring your hands, instruments and environment are clean
- Keep your patients' **vaccinations** up to date
- If you think a patient might need antibiotics, where possible, **test to confirm** and find out which one
- Only prescribe and dispense antibiotics if they are **truly needed**
- Prescribe and dispense the **right antibiotic at the right dose for the right duration**



## How policy makers can help:

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



## How the agriculture sector can help:

- Ensure that antibiotics given to animals—including food-producing and companion animals—are **only used to control or treat** infectious diseases and under veterinary supervision
- **Vaccinate** animals to reduce the need for antibiotics and **develop alternatives** to the use of antibiotics in plants
- Promote and apply **good practices** at all steps of production and processing of foods from animal and plant sources
- Adopt **sustainable systems** with improved hygiene, biosecurity and stress-free handling of animals
- Implement **international standards** for the responsible use of antibiotics and guidelines, set out by OIE, FAO and WHO

# CAMPAIGN MATERIALS



# CAMPAIGN 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. The use of the blue and white colours are intended to convey credibility, health and wellbeing.

This stamp is available in Arabic, Chinese, English, French, Russian and Spanish.



Arabic



Chinese



English



French



Russian



Spanish

# CORE MATERIALS AND ACTIVITIES

## Campaign materials



### POSTCARDS

To encourage people to 'save the date' and get involved in the campaign. These can be distributed at congresses, meetings or other suitable events.



### POSTERS

Four posters targeting the public, health workers, policy makers and the agriculture sector. Available in 6 languages.



### INFOGRAPHICS

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



### T-SHIRT DESIGNS

Designs for campaign t-shirts to help raise awareness and visibility at key events.



### PRESS RELEASE

Available from 16 November.

# CORE MATERIALS AND ACTIVITIES



## ONLINE RESOURCES

- **WHO fact sheet on antibiotic resistance**  
- provides background and context to media and the public
- **Online quiz** - see how much you know about antibiotic resistance and share your results and key facts with friends - available in October
- **Global action plan on antimicrobial resistance**
- **Worldwide country situation analysis: response to antimicrobial resistance, 2015 report**
- **Antimicrobial resistance: global report on surveillance 2014**



## SOCIAL MEDIA

Campaign using **#AntibioticResistance** linked to visuals, asking people to engage through social media channels (Twitter, Instagram, Facebook, Vine)



## WHO MULTIMEDIA PRODUCTS

Available in **October/November 2015**

- **Radio script** - public service announcement explaining the issue and what can be done to address it
- **Teaser videos** - A series of very short videos with basic messages, to raise awareness of the need to preserve the power of antibiotics through appropriate use

# CORE MATERIALS AND ACTIVITIES



## LAUNCH EVENTS

- The 'Antibiotics: Handle with care' campaign will officially launch during the first **World Antibiotic Awareness Week** taking place from 16 to 22 November 2015
  - Global press briefing in Geneva, Switzerland
  - Virtual events, such as a 24-hour Twitter relay on 18 November, and other social media activities
- Partners around the world are encouraged to organise events of their own to mark the campaign



## WEBSITE

Official web site for World Antibiotic Awareness Week - [www.who.int/mediacentre/events/2015/world-antibiotic-awareness-week](http://www.who.int/mediacentre/events/2015/world-antibiotic-awareness-week)

Materials will be added to this site in the lead up to the campaign launch.

**Please visit regularly!**

# 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 and understanding of antibiotic resistance and the need to address it:

- Everyone, everywhere can make use of existing campaign materials such as posters, postcards, and infographics
- UN agencies and governments can partner with WHO to adapt and disseminate campaign materials
- Share messages, images and other materials on social media and online using the hashtag **#AntibioticResistance**
- Get your community involved and organize an event targeting media, businesses, schools, tertiary institutions
- Engage with grassroots groups, non-governmental organisations and community bodies. Make it clear that you think antibiotic resistance is a priority issue and that you want it addressed
- Share a success story or case study on what you have done to help tackle antibiotic resistance and inspire others

Please share your plans with us!





[www.who.int/drugresistance](http://www.who.int/drugresistance)

**For more information, contact [waaw@who.int](mailto:waaw@who.int)**



[www.twitter.com/WHO](https://www.twitter.com/WHO)

**# AntibioticResistance**

**World Health Organization**

20 Avenue Appia

Geneva, Switzerland

Tel: +41 22 791 1209



[www.facebook.com/WHO](https://www.facebook.com/WHO)