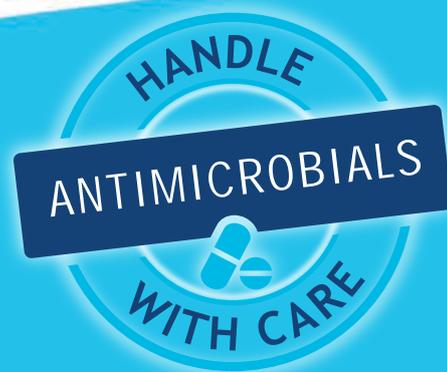


# World Antimicrobial Awareness Week

18-24 November 2022

Campaign guide



# Get Involved

Drug-resistant microorganisms such as bacteria, viruses, fungi and parasites can spread between and within animal, human, plant populations, and migrate through the environment. Therefore, addressing antimicrobial resistance (AMR) requires multi-sectoral interventions known as the One Health approach. This holistic approach recognizes that animal, human, plant and environmental health are inextricably intertwined and interdependent.

World Antimicrobial Awareness Week (WAAW) is a global campaign to raise awareness and understanding of AMR and promote best practices among One Health stakeholders to reduce the emergence and spread of drug-resistant pathogens. **WAAW is celebrated every year from 18 to 24 November.**

This campaign guide is designed to provide you with key information on how you can contribute to the events. We hope it will inspire you to develop your own local activities. Your support is crucial to the success of this campaign!

## WAAW 2022 Theme Preventing antimicrobial resistance together



The theme of WAAW 2022 is “Preventing antimicrobial resistance together”. 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 these important products.

To curb AMR effectively, all sectors must use antimicrobials prudently and adopt other preventive measures. 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;
- implement best practices in food and agricultural production; and
- minimize pollution and ensure proper waste and sanitation management.

The overall slogan for raising awareness on AMR during WAAW remains the same as in previous years - **Antimicrobials: Handle with care.**

# Did you know?

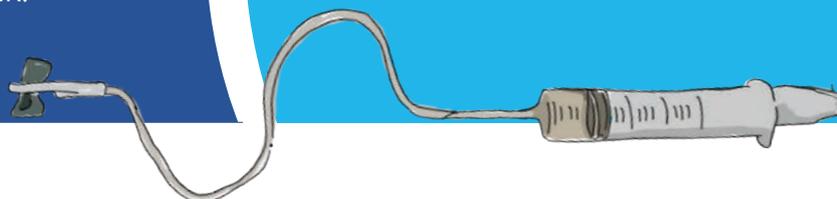


In 2019, **nearly 5 million human deaths worldwide were associated with bacterial AMR**, of which 1.3 million human deaths were directly attributable to bacterial AMR.<sup>1</sup>

The development of a new antibiotic can take 10-15 years and **cost more than USD 1 billion**.

Releases from unused drugs disposed of in toilets, bins or waste dumps contribute to exacerbate AMR.

**Keeping animals healthy** is an important measure to reduce the need for antimicrobial treatment in the first place.



In a high-impact scenario, AMR will reduce global annual GDP by 3.8 percent by 2050. Left unchecked, in the next decade, **AMR could result in a GDP shortfall of US\$ 3.4 trillion annually and push 24 million more people into extreme poverty**.

When preparing food, washing hands before cooking and keeping food preparation areas clean can help prevent the spread of drug-resistant microbes.



Human-induced pollution exacerbates AMR in the environment. The treatment of waste streams of municipal, agricultural, and industrial origin are important preventive measures.

Access to safe water, sanitation and hygiene (WASH) in homes and health facilities can reduce the need for antibiotics to treat diarrhoea by up to 60 percent. WASH helps prevent drug-resistant infections, saves lives and reduces health care costs.



<sup>1</sup> [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(21\)02724-0/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(21)02724-0/fulltext)

## How to participate

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

- **Go Blue for AMR awareness:** To increase the global visibility of AMR, the Quadripartite launched the 'Go blue for AMR' campaign during WAAW 2021. Join the colour campaign by wearing blue during WAAW events. You could gather participants for a colour campaign photoshoot using #AntimicrobialResistance 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"!
- **Share your AMR stories:** Organize a lunch or after-work meeting where colleagues can share their first or most recent experiences with AMR and how it could have been prevented. For example, participants could sign a petition to their management, staff representative, or professional administrator supporting responsible use of antimicrobials in their workplace.
- **Celebrate your community's antimicrobial heroes:** We need people everywhere to protect antimicrobials from misuse and overuse. If there are AMR Stewardship 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 AMR National Action Plan. Brainstorm "What would it take?" and come up with some important steps that need to be taken in the next year to achieve the national goals.
- **Reach out to the media:** Spread the key messages through your participation in talk shows, discussion panels and media briefings, and invite journalists to cover your events and activities to get more people to participate. Press releases are an excellent way to raise awareness, increase participation and attract media attention to your organization's WAAW activities and events. [Here](#) you will find a press release template to help you create your own.
- **Learn globally, act locally:** Have some snacks (after washing your hands of course), watch a WAAW webinar together and discuss how the presentations fit into your local context.
- **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.
- **Encourage young AMR Stewardship Champions:** 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. Develop an antimicrobial resistance trivia game or case study quiz.

- **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. Replace pens or other sponsored or commercial promotional items in your facility with ones that have the slogan “Antimicrobials: Handle with Care”. When you are done, don’t forget to share your creativity by posting on social media using #WAAW and #Antimicrobial Resistance

## Key messages

- Antimicrobials are agents used to prevent, control and treat infectious diseases in humans, animals and plants, but they are becoming increasingly ineffective.
- AMR occurs when bacteria, viruses, fungi and parasites no longer respond to antimicrobial agents. As a result of drug resistance, antibiotics and other antimicrobial agents become ineffective and infections become difficult or impossible to treat, increasing the risk of disease spread, severe illness and death.
- AMR is happening here and now. It is one of the biggest threats to global health, food security and development today.
- Misuse and overuse of antimicrobials in humans, animals and plants are accelerating the development and spread of AMR worldwide.
- The challenges of AMR are complex and multifaceted, but they are not insurmountable. A One Health response to AMR will help save millions of lives, preserve antimicrobials for generations and secure the future from drug-resistant pathogens.



## Advocacy and communications materials

Here is a list of multilingual communication materials to promote World Antimicrobial Awareness Week. Some of these materials will be available very soon. Stay tuned as the resources are updated on the [Trello Board](#). These materials can be downloaded and easily shared with external partners or providers.

Tag us in your posts or one of the accounts below:

### FAO

Facebook: [Food and Agriculture Organization of the United Nations \(FAO\)](#)

Twitter: [@FAO](#), [@FAOLivestock](#), [@FAOKnowledge](#)

Instagram: [@FAO](#)

LinkedIn: [FAO](#)

TikTok: [@FAO](#)

### UNEP

Facebook: [UN Environment Programme](#)

Twitter: [@UNEP](#)

Instagram: [@UNEP](#)

LinkedIn: [UN Environment Programme](#)

TikTok: [@UNEP](#)

### WHO

Facebook: [World Health Organization \(WHO\)](#)

Twitter: [@WHO](#)

Instagram: [@WHO](#)

LinkedIn: [World Health Organization](#)

TikTok: [@WHO](#)

### WOAH

Facebook: [World Organisation for Animal Health](#)

Twitter: [@WOAH\\_Global](#), [@WOAH\\_Members](#), [@WOAH\\_DG](#)

Instagram: [@worldanimalhealth](#)

LinkedIn: [World Organisation for Animal Health](#)

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)

### USEFUL LINKS

[WAAW Trello Board](#)

The ['Antimicrobials: Handle with Care'](#) stamp

### WEBSITES

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