Fighting antimicrobial resistance as a **stakeholder** of the pharmaceutical industry

You have a key role in steering antimicrobial manufacturing, distribution, sales and use worldwide, whether it be by helping develop alternatives to antimicrobials, by supporting the circulation of quality medicines or by providing authorities with data on their use.

Here is what you can do every step of the way.

**Invest in research and development**
- Support and conduct research for the development of cost-effective vaccines and other alternative medicines that can reduce the need for antimicrobials and create new business opportunities for your company.
- Produce safe and efficient medicines developed under good manufacturing practices.
- Develop new antimicrobials in order to curb the spread of resistant pathogens.
- Collect and analyse post-market surveillance data in order to monitor antimicrobial efficacy and the emergence of resistant pathogens.

**Improve diagnostics**
- Give worldwide access to rapid, affordable, accurate and reliable diagnostic tests to improve disease detection, and enable the prescription and use of appropriate treatments.

**Secure compliant market access**
- Obtain regulatory approval by supplying quality, safety and efficacy information to competent authorities as required by the national legislation and in line with WOAH Standards.
- Comply with advertising codes by refraining from promoting or selling veterinary products that contain antimicrobials directly to food producers and animal owners.
- Guarantee the availability of authorised products and cooperate with the competent authority to forecast market needs and avoid any drug shortages.

**Ensure monitoring**
- Share detailed sales and pharmacovigilance data with competent authorities in order to help monitor antimicrobial use.

**Be mindful of distribution**
- Only use officially authorised distribution systems for the marketing of veterinary products containing antimicrobial agents.
- Ensure that pharmaceutical waste derived from your activities is properly disposed of to avoid spillover of antimicrobial residues and other contaminants into the environment.

Across all steps, you have the important responsibility to:
- **COMPLY** with WOAH Standards on AMR
- **ADVOCATE** for responsible use of antimicrobials
- **LEARN** about ways to curb AMR

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