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World Health
Organization

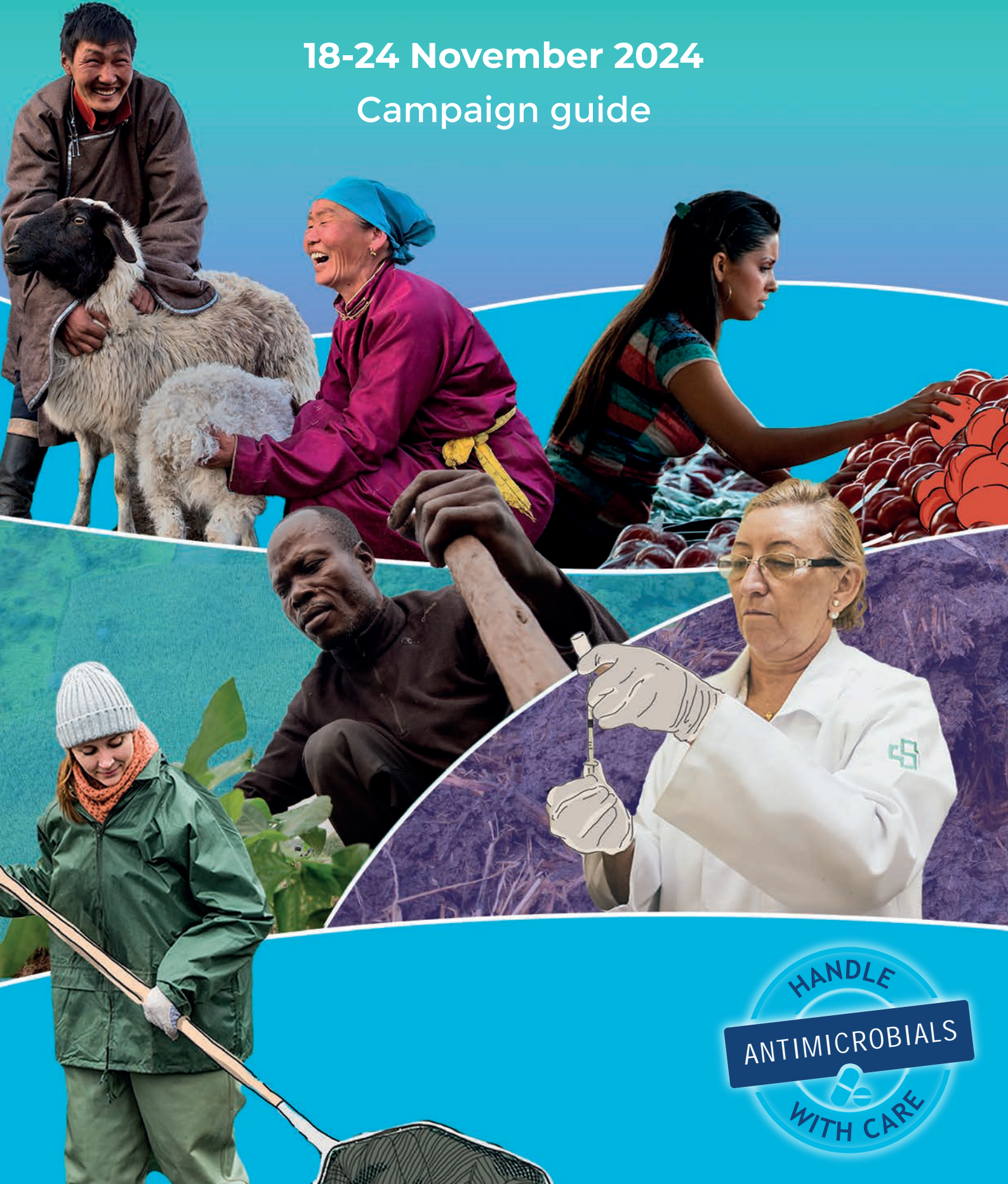


World Organisation
for Animal Health

World AMR Awareness Week

18-24 November 2024

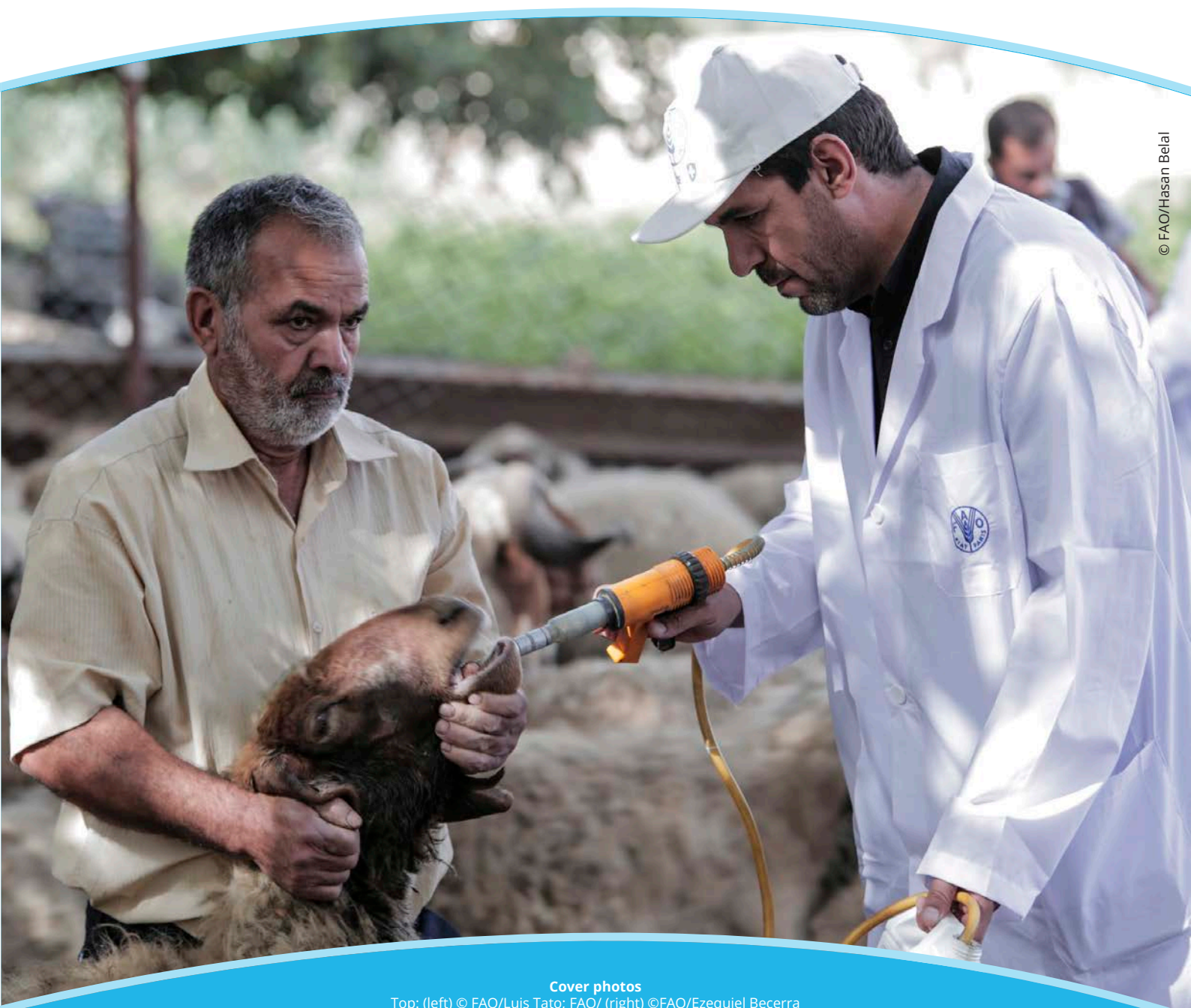
Campaign guide



World AMR Awareness Week

The World AMR Awareness Week (WAAW) is a global campaign to raise awareness and understanding of antimicrobial resistance (AMR) and encourage global action among healthcare workers, environmentalists, animal health professionals, agriculturists, farmers, policymakers, young people, civil society, media and the public to tackle the emergence and spread of drug-resistant pathogens.

Various events and activities are held worldwide to celebrate WAAW from November 18 to 24 every year.



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Get Involved

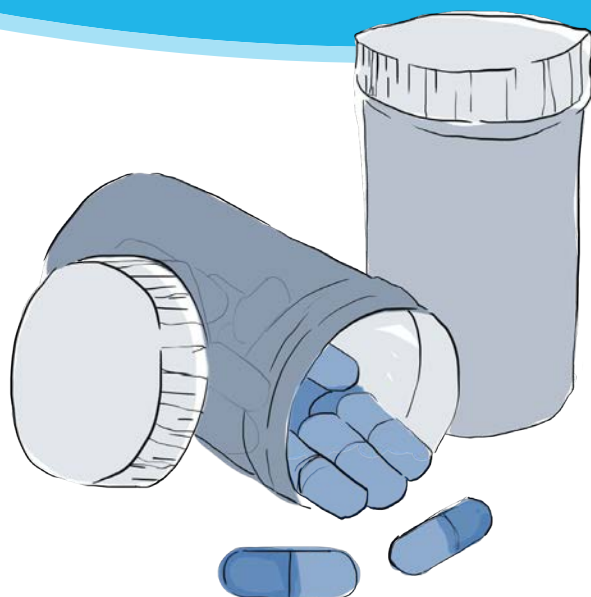
Drug-resistant microorganisms, including bacteria, viruses, fungi and parasites, can emerge and spread between and within human, animal and plant populations, and the environment. They know no borders, posing a threat to everyone, everywhere.

Increased use and misuse of antimicrobials across sectors and other microbial stressors, such as pollution, create favourable conditions for microorganisms to develop resistance. Bacteria in water, soil and air, for example, can acquire resistance following contact with resistant microorganisms. Human exposure to AMR in the environment can occur through contact with polluted waters, contaminated food, inhalation of fungal spores, and other pathways that contain antimicrobial resistant microorganisms.

Given the cross-cutting nature of this challenge, addressing AMR requires action across sectors, using the One Health approach. This holistic approach recognizes that the health of humans, domestic and wild animals, plants and the wider environment, including ecosystems, are closely linked and interdependent.

However, there is still much to be done to increase AMR awareness among the public and different stakeholders. This year's theme urges the global community to educate stakeholders about AMR, advocate for bold commitments, and take concrete actions to prevent and address AMR.

This campaign guide offers key information on how you can join and participate in the commemoration of WAAW. It serves as a resource to inspire and help you in developing activities to address the impact of AMR on our world. Your support is crucial to the success of this campaign!





Theme: Educate. Advocate. Act now.

The theme for WAAW 2024 is "Educate. Advocate. Act now." AMR is a pressing global health and socioeconomic crisis. It has significant impacts on human and animal health, and food security and it is linked to environmental issues such as pollution. Drug-resistant pathogens pose a threat to everyone, everywhere. Yet, there is still much to be done to raise public and stakeholder awareness.

That is why this year's theme calls for the global community to educate stakeholders on AMR, advocate for bold commitments and take concrete actions in response to AMR. Stronger political leadership, advocacy and accountability are needed at all levels and the time to act is now.

World AMR Awareness Week 2024 is particularly unique, because it follows two important high-level meetings on AMR. The 2024 United Nations General Assembly (UNGA) High-level Meeting on AMR to be held in September and the fourth Global High-Level Ministerial Conference on AMR to be held in November. They should deliver political and financial commitments as well as globally agreed targets and increased accountability for action on AMR. This year's WAAW is particularly critical for keeping the momentum and mobilizing action across sectors and in all countries to deliver on the agreements made at the high-level meetings.



Calls to action

The following calls to action provide simple and specific ways for everyone to help prevent and tackle the emergence and spread of AMR.

For Policymakers

- **Integrate AMR education into national One Health policies:** Ensure that AMR education and awareness campaigns are included in national One Health strategies and policies to combat this threat effectively. Advocate for inclusion of AMR, with multisectoral lens, in primary and secondary school curricula and professional education and training.
- **Increase funding:** Advocate for and allocate increased financial resources to meet AMR National Action Plan (NAP) targets.
- **Enhance surveillance systems:** Invest in, establish and improve national and regional AMR surveillance systems to monitor and respond to resistance trends more effectively.
- **Strengthen regulations and legislation on antimicrobial manufacturing, use and disposal:** Implement and enforce stricter regulations and legislation on the manufacturing, use and disposal of antimicrobials in human medicine, agriculture, and veterinary practices to sustainably reduce the discharges to the environment and the risk of resistance.
- **Support global AMR initiatives:** Work with the Quadripartite organizations (the Food and Agriculture Organization of the United Nations (FAO), the UN Environment Programme (UNEP), the World Health Organization (WHO) and the World Organisation for Animal Health (WOAH)) to implement and monitor AMR National Actions Plans and participate actively in international AMR initiatives such as the AMR Multi-Stakeholder Partnership Platform.
- **Share data on AMR:** Ensure that the country shares data with initiatives led by Quadripartite organizations e.g. the Global Antimicrobial Resistance and Use Surveillance System (GLASS), ANimal antiMicrobial USE (ANIMUSE), International FAO Antimicrobial Resistance Monitoring System (InFARM) and Tracking AMR country self assessment survey (TrACSS).
- **Support multisectoral and multi-stakeholder collaboration:** Since AMR needs to be tackled from different disciplines and angles, strengthen coordination mechanisms among relevant ministries including health, education, agriculture and livestock, environment, finance and others, as well as key stakeholder groups including civil society, survivors and youth for a coordinated and bold response.
- **Promote preventative actions in all sectors to reduce the need for antimicrobials and reduce discharges into the environment:** Include in AMR NAPs and other policies and regulation interventions to prevent and reduce the release of antimicrobials from the sectors into the environment.

For young people and student groups

- **Participate in advocacy movements:** Join and support local and global AMR advocacy groups to push for stronger policies and actions against AMR. Reach out to policymakers with real-life AMR stories and bold statements on the need to preserve the effectiveness of antimicrobials for future generations.
- **Lead awareness-raising activities:** Organize educational events such as walks, talks, competitions, workshops and seminars within your communities. Raise AMR awareness in other spaces and show the linkages to water, sanitation and hygiene (WASH), vaccines, pollution, climate change, gender equality, among other important issues.
- **Raise awareness through social media campaigns:** Share examples of advocacy work and learnings to inspire others to become AMR champions.
- **Collaborate on research projects:** Engage in or support research projects that focus on finding solutions to this pressing crisis.

For media and marketing partners

- **Create compelling content:** Analyze, visualize and explain data and find the interesting angles on key initiatives and success stories, all to highlight the importance of preventing and addressing the pressing global health and socioeconomic crisis of AMR.
- **Showcase expertise:** Feature interviews and opinions from AMR experts, professionals, and youth to raise public awareness and understanding of the scale of the problem and its solutions.
- **Amplify the voices of AMR survivors:** Engage with AMR survivors and advocates to tell real-life stories and show the human face of AMR.
- **Demystify the AMR issue:** Launch broad-reaching public awareness campaigns to generate interest, educate and increase visibility, providing solutions.

For schools and universities

- **Integrate AMR into curricula:** Make AMR a mandatory part of what's taught at school at all levels, including professional education and training. Lead on cross-sectoral events and activities to increase understanding of the emergence and spread of AMR.
- **Promote interdisciplinary research:** Encourage and support interdisciplinary research projects focused on understanding and addressing AMR from various scientific perspectives, including social and behavioral change.
- **Host and participate in events on AMR and linkages to other relevant areas:** Organize and participate in conferences, seminars, and workshops that cover AMR challenges and solutions.
- **Share knowledge across borders:** Invite experts and researchers worldwide to speak at institutions and share ideas on preventing and addressing AMR.

For NGOs and civil society groups

- **Advocate for stronger AMR multisectoral and sector-specific policies:** Engage with governments and international organizations to implement and enforce robust AMR policies and regulations.
- **Educate communities about AMR:** Create a dialogue with communities to raise awareness of the dangers of AMR and the actions that can be taken to prevent and tackle it, including the importance of responsible use and safe disposal of antimicrobials.
- **Foster international cooperation:** Collaborate with global NGOs and civil society groups to share knowledge, resources, and strategies to tackle AMR.
- **Advocate for access to quality services:** Call upon governments to increase investment in improving access to quality healthcare and veterinary services in community settings, and pollution prevention and control, including waste and wastewater management.
- **Support implementation of AMR National Action Plans:** Support and engage the governance structures responsible for implementing National Action Plans on AMR, through resource mobilization, capacity building and monitoring for accountability.

For resource partners

- **Invest in research and development:** Provide financial support for multisectoral research and development to inform decision-making processes to prevent and tackle AMR and for the development of new antimicrobials, diagnostics, vaccines and alternative treatments to tackle AMR.
- **Advocate for a review of the global financing architecture to ensure sustainable solutions for tackling AMR:** This could include expanding contributions to the [AMR Multi-Partner Trust Fund](#).
- **Facilitate access to quality antimicrobials in human and animal sectors:** Work to improve access to quality-assured antimicrobials and diagnostics, particularly in low- and middle-income countries.

For private sector stakeholders

- **Adopt AMR stewardship programs:** Support AMR action in the workplace by implementing and promoting antimicrobial stewardship programs within your organization.
- **Ensure responsible and prudent antimicrobial use and disposal in all sectors:** Adhere to and promote best practices for antimicrobial use in agricultural and veterinary, plant and human health sectors to reduce resistance, and support preventative actions to reduce the need for antimicrobials.
- **Advocate for AMR policies:** Use your influence to advocate for strong AMR policies and regulations at local, national, and international levels.
- **Prevent discharges in the environment:** Support environmental actions such as Reduce discharges with safe disposal and management of waste and wastewater from pharmaceutical, agri-food and healthcare facilities to reduce AMR in the environment.

How to participate

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

- **Go Blue for AMR awareness:** Go Blue (wear light blue when participating in WAAW events; adjust your social media profiles to blue and share why you will 'Go Blue' with friends, family, colleagues, and on social media). Local landmarks and other buildings (including workplaces, water towers, sanitation facilities, etc.) can be lit up in light blue during the week.
- **Gather participants for a colour campaign photoshoot** using #AMR or #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"!
- **Celebrate your community's AMR champions:** We need people everywhere to protect antimicrobials efficacy. If there are AMR Champions in your school, animal feed shop, veterinary hospital, health facility, pharmacy, farm, 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 priorities for the United Nations General Assembly High-Level Meeting on AMR in September 2024 and the [fourth Global High-level Ministerial Meeting on AMR in November 2024](#).
- **Reach out to the media:** Share key messages by participating in panel discussions and media briefings. Invite journalists to cover your events and activities to get more people to participate. Use the [Quadripartite AMR Toolkit](#) for media engagement to mobilize media and convey AMR to them. This practical media toolkit has been developed to support in-person, online or hybrid engagement with the media on AMR-related issues.
- **Actively engage on social media:** Post about AMR throughout the week; update social media banners to the WAAW banner; record a video about AMR (e.g., personal commitment to working on the issue, a short interview with a colleague) and post to social media. Engage and collaborate with a young AMR champion (or future doctor, nurse, veterinarian, pharmacist, farmer, or environmentalist) or a social media influencer in these activities, particularly during the week.
- **Learn globally, act locally:** Watch a WAAW webinar or a video on AMR with your local group and discuss how the presentations fit into your local context.

- **Organize a community event:** Reaching out to the public and organizing a community gathering will go a long way in starting a dialogue and informing others about AMR. You could collaborate with your local administration or school to organize entertaining and engaging activities such as walkathons, sporting events, music performances and others. You can invite a local primary health center doctor, pharmacist, farmer, veterinarian or environmentalist to speak at the event. It can build trust and help to debunk myths about AMR, microbes, infections and antimicrobials. Invite the media to cover and amplify the events, as well as survivors and youth to share their personal stories.
- **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 via internal communication channels, sticky notes, videocall or other means, but the message must be passed on. Take this opportunity to organize events on AMR for staff, share stories of colleagues working on AMR, and distribute WAAW visuals and information.
- **Engage and collaborate with young AMR Champions in your area:** 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. Organize a debate or a panel discussion among students and youth groups. Facilitate an opportunity for young AMR Champions in your area to engage with relevant government officials working on AMR.
- **Engage AMR survivors and carers in your community:** Patient experiences are powerful tools to engage the public, stakeholders and policy makers. Find local stories and survivor advocates to help in raising awareness to your community. Include them in platforms and discussions about AMR. Share information on AMR with patients who are suffering from drug-resistant infections, thereby empowering them to learn more about this health issue.
- **Competitions to stimulate interest:** Organize competitions with prizes to engage different constituencies on AMR-related issues. It can be a photography or poster competition or debate for young people or the best biosecurity practices among farmers or most impactful environmental actions. You can even organize small school competitions through trivia games or case study quizzes.
- **Educational session:** If you are a medical, veterinary, agricultural, and environmental professional, you can think of an educational or continuing professional education session for your peer group and staff. By focusing on improving specific competencies related to AMR and encouraging a dialogue on how to prevent it in the workplace, you can help your team understand the issue and develop practical solutions.

- **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 the [Quadripartite Joint Secretariat on WAAW webpage](#) to learn more about what can be done and get inspired. 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.

When you are done, don't forget to share your creativity by posting on social media using #WAAW and #AntimicrobialResistance.



Communications materials

- Here is a list of multilingual communication materials to promote World AMR Awareness Week. Some of these materials will be available shortly. Stay tuned as the resources are updated on the [Quadripartite Joint Secretariat WAAW website](#). You can easily download and share these resources with external partners or providers.

TAG US IN YOUR POSTS OR ONE OF THE ACCOUNTS BELOW:

- [WAAW Trello Board](#)
- [Facts and figures](#)
- [The 'Antimicrobials: Handle with Care' stamp](#)

WEBSITES¹

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

TO LET US KNOW ABOUT YOUR EVENT OR ASK A QUESTION, EMAIL US AT:

- Antimicrobial-Resistance@fao.org
- unep-info@un.org
- waaw@who.int
- communication@woah.org

¹If you're looking for sector-specific content, we recommend visiting the website of the organizations in that field.

Join the conversation [#WAAW](#) | [#AMR](#)



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