



ANTIMICROBIAL
RESISTANCE
FIGHTER
COALITION

Activation Kit

Global Health Policy Leaders

A Welcome Letter From Our Founder

Dear Antimicrobial Resistance Fighter,

Addressing the massive threat to human health caused by antimicrobial resistance requires widespread mobilization to advocate, communicate, and catalyze change across a wide range of stakeholders. These Antimicrobial Resistance Fighter activation kits are designed to empower and enable you to combat antimicrobial resistance by raising awareness within your professional and personal communities.

We look forward to engaging with you in this essential effort to protect the integrity of medical care and the health and well-being of the world's population.

Gary Cohen

Founder,

Antimicrobial Resistance Fighter Coalition

How To Use This Activation Kit

The Antimicrobial Resistance Fighter Coalition is a bold collective of like-minded organizations, leaders, and individuals united in their commitment to address the threat and burden of antimicrobial resistance (AMR).

This activation kit was developed to aid global health policy leaders in taking action to raise awareness of the AMR threat and encourage global behavior change. With this kit, global health policy leaders can start by developing an action plan and work with other entities, including your country's leadership, to promote it and facilitate its implementation.



Learn more about how to demand action by joining the rapidly growing Antimicrobial Resistance Fighter Coalition at antimicrobialresistancefighters.org.

As a global health policy leader using this activation kit, you can:

- ✓ **Inform and educate** the public about the risks of AMR.
- ✓ **Seize the current focus on public health** due to COVID-19 to raise awareness of infection prevention and control measures.
- ✓ **Push for greater utilization of diagnostic testing** for bacterial and viral infections.
- ✓ **Enact policy reform now to protect existing antibiotics** and ensure their efficacy in the future.
- ✓ **Meet with decision-makers at all levels** and in all sectors to communicate why AMR should be a priority today, not two years from now.
- ✓ **Design webinars, virtual conferences, and other convening activities** to educate broad audiences about how AMR is already affecting global health.

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Conversation Guides





Key Messages and Talking Points

You can draw from the following messages and talking points in your communications to your specific audiences and use them when writing speeches, delivering presentations, and engaging with key stakeholders. These message concepts can also help inform the development of materials such as issue briefs, fact sheets, social media posts, and newsletters.



Message 1

About the Impact of Drug-Resistant Infections



Widespread drug-resistant infections have a potential larger and longer impact on global health than the COVID-19 pandemic.

Antimicrobial resistance (AMR) is already quietly killing an estimated 700,000 people globally each year. This unfortunate reality is not making headlines. **We need to prioritize AMR as the threat that it is** and understand and communicate the consequences if it continues to go unchecked.

The COVID-19 pandemic has shown how infectious diseases can travel the globe and affect nearly every aspect of our daily lives. It also provides a window into our future if we do not mobilize a coordinated, sufficient global response to drug-resistant infections caused by antimicrobial resistance (AMR).

If the pace of antimicrobial resistance (AMR) continues to go unchecked, we may find ourselves and our health system struggling to endure its long-term impact, with an uncertain path for treatment and recovery.

As leaders of conversations about global health challenges around the world, we must seize the current focus on public health to raise awareness of infection prevention and control measures and appropriate use of antibiotics.

Let's leverage the opportunity that COVID-19 brings to educate individuals about combating AMR.

Message 2

What We Can Apply From Covid-19 To AMR



Improve the use of tracking, diagnostics, and appropriate use of antibiotics stewardship to address the growing number of drug-resistant infections worldwide.

Tracking the spread of COVID-19 has been critical to the global public health response. This information allows hospitals to prepare for surges, governments to deploy testing strategies, and citizens to modify their behavior appropriately. Health policy organizations have an opportunity to assess how hospitals and governments can better leverage technology to monitor and track the spread of drug-resistant infections and stop the spread of AMR moving forward.

The pandemic has demonstrated the critical role of diagnostic testing to steer our public health response. It has been shown that diagnostic testing for bacterial and fungal infections results in improved use of antibiotics. But whereas

testing for COVID-19 has benefited from innovation and rapid uptake, testing for drug-resistant infections remains underutilized.

It's time for global health policy leaders to push for **greater utilization of diagnostic testing** for bacterial and viral infections to better address AMR worldwide.

Governments, researchers, and industry partners around the world have mobilized to develop recommendations, diagnostics, therapeutics, and vaccines for COVID-19.

It's important to mobilize now to address AMR in the same way.

Message 3

Why Global Policy Is Important and How To Take Action



Curbing the risk of AMR requires concerted development and adoption of national action plans.

Antibiotic resistance is not a problem of the future; it is already impacting lives and livelihoods around the globe.

It therefore requires an urgent and collaborative international response from global health policy leaders, with implications for healthcare, agriculture, and the environment.

The COVID-19 pandemic has exposed on a global scale how infectious disease prevention efforts are underfunded and often undervalued. Investing in surveillance, infection prevention and control, and antibiotic stewardship today to address AMR and catalyze behavioral changes to **stop the spread of infectious diseases** will help achieve **positive economic and health outcomes**.

Global health policy leaders can leverage these challenges to encourage governments to invest in infection prevention and control, address AMR, and catalyze the behavioral changes needed to stop the spread of infectious diseases.

Unlike “traditional” infectious disease issues, AMR is not restricted to one pathogen or set of symptoms, and the activities required to address it do not fit into a well-demarcated program. **Global health policy leaders must coordinate action across a range of institutions and sectors — from human and animal health to food production, the environment, water and sanitation, education, and trade — to scale up efforts and maximize their impact on AMR.**



Infographics & Fact Sheets

See the numbers and issues behind drug resistant infections and ways we can make an impact today.





Campaign Materials





Digital Guides

Social Media Tips and Tricks

Find brief overviews, tips, and tricks for Facebook, Instagram, Twitter, and LinkedIn. With all platforms, be sure to post consistently and engage with other users by following, sharing, and liking their posts to draw interest in your content





Facebook:

Facebook continues to be the most widely used social media site in the world, with 2.5 billion monthly users. In the U.S., it remains one of the top social media sites among adults, with 69% of adults saying they use the platform. Because of its popularity, you'll also find thousands of nonprofit organizations and companies on the platform, engaging with users to elevate their brand. While Facebook is primarily used for networking among friends and family, all types of content are of interest to users, including news and information from organizations.

Tips for high engagement on Facebook:

- **Copy length can be short or long, just be strategic:** While there is space to write multiple paragraphs in Facebook posts, be strategic with what you're writing.
- **Use visuals:** Add a photo, graphic, or video to your posts, as they routinely perform better than posts without visuals. A video should be at least one minute, and ideally three minutes or more.
- **Go live:** Doing a Facebook Live (a live video activity on the platform) is an effective way to engage with users on a topic. Whether it be a Q&A on antimicrobial resistance or an informal discussion with a Resistance Fighter, people can tune in and ask questions in the comments.
- **Direct people to website links:** This gives them the opportunity to learn more from your post and find other helpful resources on antimicrobial resistance.



Instagram:

Instagram has continued to grow in popularity, with one billion users across the globe. While 37% of U.S. adults report use of the platform, Pew Research Center notes that Americans ages 18 to 24 (75%) are the most likely to say they use Instagram. While it once was a platform for individuals to share photos of their daily life, it now includes thousands of organizations, politicians and influencers, commerce brands, and more. Beyond photos, the platform allows videos, and includes a 24-hour short content feature called "Stories."

Tips for high engagement on Instagram:

- **Post consistently:** Falcon.io recommends posting one time per day to a few times per week to keep your content consistently in the feeds of your followers. For Instagram Stories, sharing twice a day or more is ideal.
- **Tell stories:** With the visual basis of Instagram, it is perfect for compelling storytelling. Users are more likely to engage with your content if there is a story component to your post, versus just sharing information.
- **Use hashtags:** Hashtags help users find specific content. Research relevant hashtags to your content and add them in the copy of your post. For starters, we recommend using #AMR, #antimicrobialresistance, and #AMResistanceFighter.



Twitter:

Twitter is most known for its short text limit (280 characters), which is used to send bursts of information as well as photos and videos.

The U.S. leads in users across the globe. Users seek out news and entertainment on the platform. Twitter is also heavily used by organizations and businesses.

Tips for high engagement on Twitter:

- **Keep your message concise and include links:** Ensure you're communicating relevant information even though it is short. Add links to your messages to send users out to learn more information.
- **Use up to three hashtags per tweet:** Users will seek out information on relevant topics through searching hashtags and clicking on those they find relevant. Ensure you're hashtagging pertinent topics that will lead people to your content.
- **Use visuals, but not a must:** Like the other platforms, photos and visuals draw attention to your content. If your post includes a link to more information, you don't have to worry about a visual, as links will also draw attention to your posts.



LinkedIn:

Today, there are 706 million LinkedIn users across 200 countries. Most notably, Kinsta reports that users skew higher socioeconomic status, with “44% of LinkedIn users taking home more than \$75,000 per year, which is above the national median in the U.S.” Given it is a professional site, businesses use LinkedIn as a main channel to reach potential employees and those interested in their work.

Tips for high engagement on LinkedIn:

- **While less personal of a platform, impact still matters:** Be human. Talk about why a topic matters and what impact it will have on others.
- **Use their blog feature:** This free feature allows you to publish content about your particular industry or niche, including topic tags and hashtags to reach your intended audience.
- **Hashtags matter here too:** Like other platforms, be sure to include relevant hashtags that pertain to antimicrobial resistance when posting content.

There's no “right or wrong” way to use each platform — as with all things, the more you use them, the more comfortable you will be. Happy engaging!



Social Media Message & Graphics:

Customized Digital Assets

ARFC has a variety of digital assets for you to use on your social media profiles. Visit our website to download header photos, profile pictures, and profile picture frames to show your support for combating AMR.



In next few pages, you'll find sample social media content to share to your platforms. They are written to urge a variety of stakeholders to make changes to combat AMR, including individuals, patients, fellow health policy leaders, and health providers.

We encourage you to include the blue diamond emoji in your content (💎) as it symbolizes the “ARFC Commitment” in a variety of ways:

4 Prongs of ARFC

4 Stakeholder Groups

4 Areas AMR Prevention/ Action Can Take Place

Increase Awareness of AMR	Patient	Environmental
Encourage Personal Responsibility	Clinician	Agriculture
Mobilize Action	Researcher	Human
Across a Wide Range of Stakeholders	Community	Community

Hashtags to Use in Content

#AMResistanceFighters

#AMR

#antimicrobialresistance

#antibioticresistance

#drugresistance

#SuperBugs

Facebook & LinkedIn

Suggested Graphic

Caption Or Post



I'm a Resistance Fighter™ because I believe [insert reason]. Join me in helping to ensure antibiotics work for generations to come. Together, we can combat AMR.

<https://antimicrobialresistancefighters.org/>

#AMResistanceFighters



The COVID-19 pandemic has shown the power of infectious disease to disrupt economies and devastate families.

Drug-resistant infections and takes the lives of approximately 700,000 people worldwide each year, with an estimated death toll of 10 million annually by 2050. I pledge to:

- Inform and educate the public about the risks of AMR
- Disseminate prevention information
- Drive policy change to slow the spread

<https://antimicrobialresistancefighters.org/learn>

#AMResistanceFighters



I'm a Resistance Fighter™ because I believe [insert reason]. Join me in helping to ensure antibiotics work for generations to come. Together, we can combat AMR.

<https://antimicrobialresistancefighters.org/learn>

#AMResistanceFighters

Instagram

Note: We encourage adding ARFC’s website link to your Instagram bio due to Instagram’s inability to include hyperlinks in posts: <https://antimicrobialresistancefighters.org/>

Suggested Graphic

Caption Or Post



I’m a Resistance Fighter™ because I believe [insert reason]. Join me in helping to ensure antibiotics work for generations to come. Together, we can combat AMR.

<https://antimicrobialresistancefighters.org/>

#AMResistanceFighters



With #AMR killing 700,000 people globally each year, I pledge to mobilize a sufficient response to the impact of drug-resistant infections caused by AMR.

<https://antimicrobialresistancefighters.org/learn>

#infectiousdisease #AMResistanceFighters



Providers: Responsible antibiotic prescribing will help keep people healthy now, and most importantly, helps fight #antimicrobialresistance. Let’s work together to ensure that these drugs will be available for future generations. #AMResistanceFighters

<https://antimicrobialresistancefighters.org/learn>

Twitter

Suggested Graphic

Caption Or Post



I'm a Resistance Fighter™ because I believe [insert reason]. Join me in helping to ensure antibiotics work for generations to come. Together, we can combat AMR.

<https://antimicrobialresistancefighters.org/>

#AMResistanceFighters



With #AMR killing 700,000 people globally each year, I pledge to mobilize a sufficient response to the impact of drug-resistant infections caused by AMR.

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#infectiousdisease #AMResistanceFighters



Providers: Responsible antibiotic prescribing will help keep people healthy now, and most importantly, helps fight #antimicrobialresistance. Let's work together to ensure that these drugs will be available for future generations. #AMResistanceFighters

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Editorial Calendar: Annual Observances

Below are suggested global observance days in which we can increase awareness of AMR and the actions we can take to reduce the burden of drug-resistant infections. This list is not inclusive of all observances but a good start to begin increasing awareness of AMR.



February 4 | World Cancer Day

Modern medicine is at risk due to antimicrobial resistance. Antibiotics are critical to the arsenal for patients receiving cancer care. The global cancer community commemorates World Cancer Day with the slogan "I Am and I Will". This campaign aims to call everyone, collectively and individually, to commit to strengthen actions aimed to reduce the impact of cancer.



March 24 | World Tuberculosis Day

One third of deaths due to AMR are associated with Tuberculosis (TB). TB is an infectious disease that usually infects the lungs but can attack almost any part of the body. It is spread from person to person through the air. When a person with TB in their lungs or throat coughs, laughs, sneezes, sings, or even talks, the germs that cause TB may spread through the air.



April 24-30 | World Immunization Week

World Immunization Week aims to highlight the collective action needed and to promote the use of vaccines to protect people of all ages against disease. The goal of World Immunization Week is for more people – and their communities – to be protected from vaccine-preventable diseases. Infection Prevention and Control, including vaccines, reduces the risk of infection and the need for antibiotics.



May 5 | World Hand Hygiene Day

Clean care for all – it's in your hands. Each year the **SAVE LIVES: Clean Your Hands** campaign aims to progress the goal of maintaining a global profile on the importance of hand hygiene in health care and to 'bring people together' in support of hand hygiene improvement globally. Infection Prevention and Control, including hand hygiene, reduces the risk of infection and the need for antibiotics.



November 18-24 | World Antimicrobial Awareness Week

World Antimicrobial Awareness Week (WAAW) aims to increase awareness of global antimicrobial resistance (AMR) and encourage best practices amongst the general public, health workers, and policy makers to avoid further emergence and spread of drug-resistant infections.



Media Outreach & Engaging the Media in Your AMR Efforts



Engaging The Media In Your AMR Efforts



Sample Pitch

This sample pitch can be used at your discretion to secure coverage and increase awareness of antimicrobial resistance (AMR). A pitch is an email to a journalist in local, national, or international news outlets that highlights the newsworthiness factor of your story.

Before you send this pitch, look for reporters that have covered similar or related topics to AMR in outlets that you may want to be featured in. Then, tailor the pitch to the reporter by addressing them by name and if you can and highlight the reason you decided they would be your best point of contact.

Edit the pitch as you wish but always remember to include 5 Ws (who, what, when, where, and why). Write a compelling subject line in your email - think “what would be a good headline for a newspaper to run about the specific AMR-related topic I’m pitching?” Don’t get discouraged if you don’t succeed on your first try - journalists are usually very busy!

Sample Pitch Language

Subject: The next global health crisis looms. What can world leaders do to prevent it?

Hi [insert journalist/outlet/contact name],

COVID-19 has highlighted the immediate impact of difficult-to-treat infections on our healthcare systems. What many don’t know is that there is another global crisis on the horizon — but because it’s not understood outside the healthcare community, it’s not often discussed. Antimicrobial resistance (AMR) is currently killing 700,000 people globally each year. Health leaders around the world must inform and educate the public about AMR and communicate the consequences if it continues to go unchecked.

Since the launch of the Global Action Plan on Antimicrobial Resistance in 2015, at least 115 countries have developed National Antimicrobial Resistance Action Plans, but efforts to implement them are currently too slow. What else can be done?

Global health policy leaders must accelerate efforts to implement these national action plans and ensure that AMR is on their policy agendas.

Unlike “traditional” infectious disease issues, AMR is not restricted to one pathogen or set of symptoms, and the activities required to address it do not fit into a well-demarcated program. Global health policy leaders must coordinate action across a range of institutions and sectors — from human and animal health to food production, the environment, water and sanitation, education, and trade — to scale up efforts and maximize their impact on AMR.

Investing in infection prevention and control today. The COVID-19 pandemic has exposed on a global scale how infectious disease prevention efforts are underfunded and often undervalued.

If you would like to speak about what global health policy leaders can do to accelerate efforts to implement these national action plans and ensure that AMR is on their policy agendas, please let me know and I’ll make myself available. If you would like to learn more about AMR, please visit <https://antimicrobialresistancefighters.org/>.

Thank you,

[Insert your name, title, and organization]

Engaging The Media In Your AMR Efforts



Sample Proclamation

You can distribute this sample proclamation to public and private entities in your area to encourage them to dedicate a day or week to raising awareness about antimicrobial resistance (AMR).

The template should be used as an example; you can edit it to fit the organization you're sending it to.

You can also use this proclamation in a social media message, attach it in a pitch to a journalist, or use it as a leave-behind with instructions on how to use it.

Sample Proclamation Language

WHEREAS the health and safety of **[insert your country, state, or community]** is fundamental to our collective progress and welfare.

WHEREAS the responsibility to inform and educate the public about antimicrobial resistance lays gravely on us.

WHEREAS the creation and implementation of a plan that addresses antimicrobial resistance is necessary to prevent a larger and longer impact on global health.

WHEREAS **[insert name of organization]**'s commitment to the health and safety of our constituents is of the utmost importance by providing access to health coverage and/or health security.

NOW, THEREFORE, I **[insert name of mayor, governor, or other issuer]**, do hereby proclaim **[insert date]** to be **[insert your organization]** Antimicrobial Resistance Awareness Day and urge the organization's staff, partners, and constituents to join the Antimicrobial Resistance Fighter Coalition in learning and raising awareness of the consequences of drug-resistant infections with the fundamental necessity of a year-round effort to address AMR for the protection and health of **[insert your country, state, community name]**.



Local Activation Ideas

Count Me In — I'm a Resistance Fighter!

Participants in the Antimicrobial Resistance Fighter Coalition express their commitment by declaring "I'm a resistance fighter" and describing how they are taking responsibility to combat AMR. We invite you to become part of this rapidly growing coalition of leaders and stakeholders.

Tell Your Story

By sharing how you are combating AMR, your story can encourage governments to invest in infection prevention and control, address AMR, and catalyze the behavioral changes needed to stop the spread of infectious diseases.

[Share your own story](#) and be inspired by [stories from fellow Resistance Fighters](#) who are united by the common goal of combating the global threat of AMR on our website.



Dame Sally Davies



Rachel Kamau



Ramanan Laxminarayan



Lord Jim O'Neill



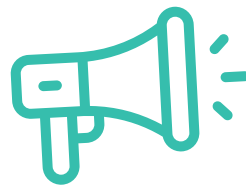
Michael Osterholm

Join the Movement — Actions to Take Now !



Creating Lasting Change

All of us need to be resistance fighters. Antimicrobial resistance is a global issue that can affect anyone, of any age, in any country. We want to raise your awareness so you can take action. By creating an action plan on a local, national, or global level, you can help advocate to local decision makers and even influence international cooperation. Read below to see how you can impact antimicrobial resistance in your everyday life.



Actions To Take Now

By creating an action plan on a local, national, or global level, you can help advocate to local decision makers and even influence international cooperation when it comes to fighting antimicrobial resistance — a global issue that can affect anyone, of any age, in any country — not only for yourself, but for future generations. See the next page for a checklist of actions you can commit to taking to combat antimicrobial resistance now as a policymaker.

My Checklist to Combat Drug-Resistant Infections:

Check Your Actions Here:

- Seek increased education on the prevention of antibiotic resistance.**
- Ensure a robust national action plan to tackle antibiotic resistance is in place.**
- Improve surveillance of antibiotic-resistant infections.**
- Regulate and promote the appropriate use and disposal of quality medicines.**
- Make information available on the impact of antibiotic resistance.**
- Strengthen policies, programs, and implementation of infection prevention and control measures.**



Engage your Community — Get the Word Out!

As a global policy leader, you can use the ideas below to have your constituents participate in virtual activities.

Connect with Local Media

Use resources in the local media such as radio, newspapers, community fliers, pin boards in local shops, hospitals, clinics and more, to raise awareness of AMR. To learn more about how to engage with the media, go to the [media outreach section](#) of this toolkit.

Use Social Media to Join the Online Conversation

Positioned to highlight the cause and reframe the conversation around AMR and the ARFC, we encourage people to create the shape of the iconic ARFC diamond shaped logo with their hands. This viral video or photo will then create an ownable symbol of the cause. The shape of the diamond represents richness of self which complements our fight for being stronger, healthier and wealthier in knowledge of AMR. To learn more about how to participate, go to the [digital media section](#) of this toolkit.

Host Monthly Virtual Meetings

Rally the community to gather and share information about AMR, its impact, and how they can further raise awareness at grass roots level through monthly Zoom calls. The virtual gathering style enables hosts (current supporters/ fighters) to share their organization's story in their own way as well.

Distribute Promotional Materials

Fact sheets, flyers, and handouts provide local businesses with small items that they can distribute to customers to inform and raise awareness of the cause. Use our campaign materials to share with your networks.

More Information On Public Awareness

Learn more about antimicrobial resistance to arm yourself with information at antimicrobialresistancefighters.org/learn

- Take our quiz to find out how much you know about AMR.
- Learn about the multiple causes of AMR.
- Read the latest findings in the news.
- Register for free online courses to educate yourself and your constituents about AMR and more action you can take.

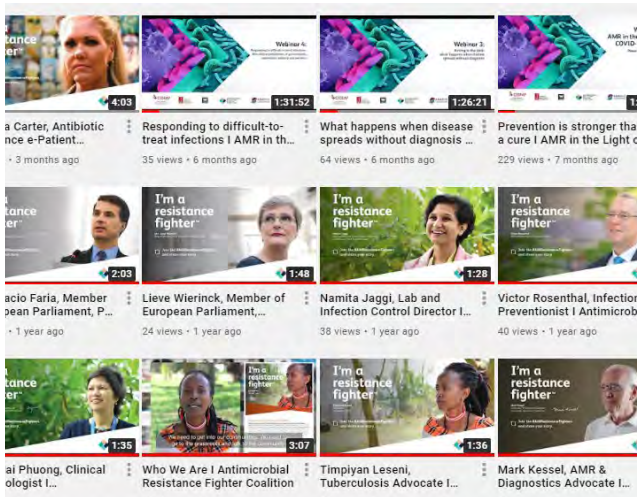


Tools to Download

ARFC Signing Wall

Use at events and ask participants to commit to reducing the risk of AMR

 [Link to website](#)



Submit a Video for Our YouTube Page

Tell your story about the work you do to combat AMR – inspire others

Share the Selfie Frame and Selfie Poster at Events

Show your commitment to changing behaviors and saving antibiotics for future generations

 [Link to website](#)





ANTIMICROBIAL
RESISTANCE
FIGHTER
COALITION

Thank You
For Being
An Antibiotic
Resistance
Fighter