



**ANTIMICROBIAL
RESISTANCE
FIGHTER
COALITION**

Activation Kit

Patients & Patient Advocacy Groups

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 patients and patient advocacy groups in taking action to raise awareness of the AMR threat and encourage global behavior change. With this kit, patients and patient advocacy groups can start by developing an action plan 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 patient or patient advocacy group using this activation kit, you can:

- ✓ **Insist on proactive measures** to reduce drug-resistant infections because, like COVID-19, AMR is a real and present threat to public health.
- ✓ **Mobilize to develop recommendations, diagnostics, and therapeutics** to combat AMR right now.
- ✓ Make and discuss their plans for using antibiotics appropriately to **reduce misuse and encourage others** to observe prevention strategies.
- ✓ Help limit the effects of AMR by **creating a personal action plan** for you and your family.
- ✓ **Write letters to decision-makers** at all levels and in all sectors to communicate why this should be a priority today, not two years from now.
- ✓ **Write letters to the editor of your local newspapers** — coupling data with storytelling is a powerful way to get attention and force change

Contents



I. Welcome Letter from Our Founder



II. How to Use This Activation Kit



III. Conversation Guides

- a. Key Messages and Talking Points
- b. Infographics and Fact Sheets



IV. Campaign Materials

- a. Digital Guides: Social Media Tips and Tricks
- b. Social Media Messages and Graphics
- c. Editorial Calendar: Annual Observances
- d. Media Outreach: Engaging the Media in Your AMR Efforts



V. Local Activation Ideas

- a. Count Me In—I'm a Resistance Fighter!
- b. Join the Movement—Actions to Take Now
- c. Engage Your Community—Get the Word Out



VI. Tools to Download

- a. Signing Wall
- b. Submit a Video for Our YouTube Page
- c. Selfie Frame
- d. Selfie Poster



Conversation Guides



Key Messages and Talking Points

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



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) causes 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. The COVID-19 pandemic has shown the power of infectious diseases to disrupt economies and devastate families. Like COVID-19, antimicrobial resistance AMR is a serious threat to our health.

If the pace of **antimicrobial resistance 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.

COVID-19 has demonstrated how easily difficult-to-treat infections can strain our healthcare system. A rise in drug-resistant infections will put our health at even greater risk by **reducing our ability to safely access routine healthcare services such as dentistry, surgery, and maternity care.**

The COVID-19 pandemic has seen **overuse of antibiotics, coupled with a decrease in routine vaccinations and disruptions to preventive health services.** This has resulted in a rise in untreatable drug-resistant infections and diseases that could lead to another public health emergency.

Message 2

What We Can Apply From Covid-19 To AMR



It's time to learn from COVID-19 and improve the use of tracking, diagnostics, and appropriate use of antibiotics stewardship to address the growing number of drug-resistant infections worldwide.

Preventing drug-resistant infections reduces the need for antibiotics and improves patient outcomes when antibiotics are the best treatment option. We all can help reduce drug-resistant infections and their devastating impact. Infection control practices, from simple handwashing to global vaccination, as well as the use of effective infection prevention measures are key tools to combat COVID-19 and AMR.

The pandemic has demonstrated the critical role of diagnostic testing in a public health response. Although testing for COVID-19 has benefited from innovation and rapid uptake, testing for drug-resistant infections remains underutilized.

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.

As patients, family members, and caregivers, we need to insist on proactive measures to reduce drug-resistant infections because, like COVID-19, AMR is a real and present threat to public health. Just like with COVID-19, we should **mobilize to develop recommendations, diagnostics, and therapeutics to combat AMR right now.**

Message 3

Why Prevention Is Important And How To Take Action



Curbing the risk of AMR requires concerted individual and system-level action plans in order to change thinking and behaviors around its prevention.

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.

Understanding the **gravity of antimicrobial resistance**, the **dangers of misusing antibiotics**, and **adopting individual prevention behaviors** like handwashing can go a long way in keeping families and communities healthy. **Families should make and discuss their plans** for using antibiotics appropriately to reduce misuse and encourage others to observe prevention strategies.

While countries around the world have created national action plans to combat AMR, many are struggling to find the funds and develop the systems needed to implement their plans at scale.

The COVID-19 pandemic has exposed how infectious disease prevention efforts are underfunded and often undervalued until a crisis hits. Investing in infection prevention and control today to address AMR and catalyze behavioral changes to stop the spread of infectious diseases will help achieve positive economic and health outcomes.



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.

AMR causes 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.

<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>

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: How can you prevent the next global health crisis? Depends on what you learned from this pandemic.

Hi [insert journalist/outlet/contact name],

The COVID-19 pandemic has shown the power of infectious diseases to disrupt economies and devastate families. Like COVID-19, antimicrobial resistance (AMR) is a threat to our health and is currently killing 700,000 people worldwide each year with an estimated death toll of 10 million annually by 2050.

AMR is when bacteria, a virus, or a fungus that causes infections resists the effects of medicines used to treat it. Some examples of AMR include drug-resistant tuberculosis, resistant strains of E. coli, and resistant S. aureus and can be addressed with similar approaches being used to prevent the further spread of COVID-19.

I [have successfully/am currently] combating AMR and would like to speak to you about what individuals can do to prevent further infections. This includes:

- Regular handwashing, getting healthcare services and vaccinations, washing food thoroughly and cooking it properly, and avoiding unnecessary antibiotics in food animals. Just as with COVID-19, everyday actions can prevent infections from spreading.
- Take antibiotics only when and how they are prescribed for us.
- Don't skip routine checkups. COVID-19 has steered many to reduce visits to the doctor's office, possibly missing vaccinations or canceling preventative health visits, and this can cause drug-resistant infections.

I was XX-years-old when an antimicrobial-resistant infection turned my life upside down [insert a few lines about your story with AMR]. It's time to learn from COVID-19 and improve the use of infection control practices.

If you would like to speak to me to learn more about the action steps we can all take to prevent AMR or what global health leaders can do, please let me know and I'll make myself available. If you would like to learn more about AMR, visit <https://antimicrobialresistancefighters.org/>.

Thank you,

[Insert your name, title, and organization]

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 [Family Member Perspective]

Subject: How can you prevent the next global health crisis? Depends on what you learned from this pandemic.

Hi [insert journalist/outlet/contact name],

The COVID-19 pandemic has shown the power of infectious diseases to disrupt economies and devastate families. Like COVID-19, antimicrobial resistance (AMR) is a threat to our health and is currently killing 700,000 people worldwide each year with an estimated death toll of 10 million annually by 2050.

AMR is when bacteria, a virus, or a fungus that causes infections resists the effects of medicines used to treat it. Some examples of AMR include drug-resistant tuberculosis, resistant strains of E. coli, and resistant S. aureus and can be addressed with similar approaches being used to prevent the further spread of COVID-19.

My [relative and relationship] [have/has successfully/am currently] combating AMR and would like to speak to you about what individuals can do to prevent further infections. This includes:

- Regular handwashing, getting healthcare services and vaccinations, washing food thoroughly and cooking it properly, and avoiding unnecessary antibiotics in food animals. Just as with COVID-19, everyday actions can prevent infections from spreading.
- Take antibiotics only when and how they are prescribed for us.
- Don’t skip routine checkups. COVID-19 has steered many to reduce visits to the doctor’s office, possibly missing vaccinations or canceling preventative health visits, and this can cause drug-resistant infections.

I was XX-years-old when an antimicrobial-resistant infection turned me and my [relative]’s lives upside down [insert a few lines about their story with AMR]. It’s time to learn from COVID-19 and improve the use of infection control practices.

If you would like to speak to me to learn more about the steps we can all take to prevent AMR or what global health leaders can do, please let me know and I’ll make myself available. If you would like to learn more about AMR, 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]**.

Engaging The Media In Your AMR Efforts

Sample Media Letter Outreach

Hi [insert journalist/outlet/contact name],

As you may know, drug-resistant infections have a potential larger and longer impact on global health than the COVID-19 pandemic. AMR takes the lives of approximately 700,000 people worldwide each year, with an estimated death toll of 10 million annually by 2050. That is why the Antimicrobial Resistance Fighter Coalition, a bold collective of like-minded organizations, leaders, and individuals united in their commitment to address the threat and burden of AMR, is committed to raising awareness about the steps and tactics global health and policy leaders need to implement to combat AMR.

To do so, we need your help reaching out to local, national, and international media in your communities to sound the alarm globally about the need to accelerate actions like tracking, testing, and diagnostics proven necessary to fight drug-resistant infections like the COVID-19 pandemic. Media exposure is necessary to pressure those in power to create and implement plans to combat AMR here and now.

In your efforts to contact media, consider including these messages and materials in your outreach:

1. **Widespread drug-resistant infections have a potential larger and longer impact on global health than the COVID-19 pandemic.**
2. **It's time to learn from COVID-19 and improve the use of tracking, diagnostics, and appropriate use of antibiotics to address the growing number of drug-resistant infections worldwide.**
3. **Curbing the risk of antimicrobial resistance requires concerted individual and system-level action plans in order to change thinking and behaviors around its prevention.**

The Coalition will also be conducting media outreach to complement the efforts of local members in sounding the alarm. We are committed to partnering with a media outlet that will elevate our concerns to an international level and continue moving our mission forward.

To learn more about what you can do to bring awareness to AMR and its likely future consequences, visit <https://antimicrobialresistancefighters.org/>.

Thank you for being an Antimicrobial Resistance Fighter ,
The Antimicrobial Resistance Fighter Coalition



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 personal responsibility to combat AMR. We invite you to become part of this rapidly growing coalition of advocates and stakeholders.

Make Your Voice Heard

It’s crucial that we highlight the stories of patients with firsthand experience battling AMR to illustrate the importance of understanding the gravity of antimicrobial resistance, the dangers of misusing antibiotics, and how adopting individual prevention behaviors like handwashing can go a long way in keeping families and communities healthy.

[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.



Tamaryn Green



Christian and Liam Lillis



Tatiana Chiprez Vargas



Carlos Del Valle De La Vega



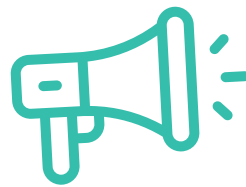
Teresa Zurberg

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 a personal action plan for you and your family, you can be informed. Read below to see how you can impact antimicrobial resistance in your everyday life.



Actions To Take Now

By creating a personal action plan for you and your family, you are working to actively fight antimicrobial resistance — a global issue that can affect anyone, of any age, in any country — not only for yourself, but for future generations. Read below for a checklist of actions you can commit to taking now to combat antimicrobial resistance in your everyday life.

My Checklist to Combat Drug-Resistant Infections:

Check Your Actions Here:

- Prevent infection by regularly washing your hands.
- Keep up to date with vaccinations.
- Understand that antibiotics only work against bacteria – they do not work for colds and flus, which are caused by viruses.
- Follow your health professional's instructions when you are prescribed antibiotics.
- Only use antibiotics when prescribed by a certified health professional.
- Never demand antibiotics if your health professional says you don't need them.
- Never share or use leftover antibiotics.
- Avoid close contact with sick people.
- Practice safer sex.
- Prepare food hygienically, following the WHO Five Keys to Safer Food (keep clean, separate raw and cooked, cook thoroughly, keep food at safe temperatures, use safe water and raw materials)
- Choose foods that have been produced without the use of antibiotics for growth promotion or disease prevention in healthy animals.

Engagement Opportunities — Get the Word Out!

As an individual, these virtual event ideas can be used to engage with friends and family to combat AMR.

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.

Join a Viral Social Media Movement

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. 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.

Start Local Conversations

ARFC ambassadors will host Zoom calls to educate participants about the cause. Guests are then invited to sign up as a supporter, share their story to the group or submit it to the wider organization.

Educate Children with Digital Learning Resources

Informing children at a young age enables them to grow up with the knowledge that AMR is an important topic and threat that needs to be treated. Through suggested online games, e-books, worksheets, puzzles and more, children can learn about AMR. Link to e-bugs (e-bug.eu).

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.

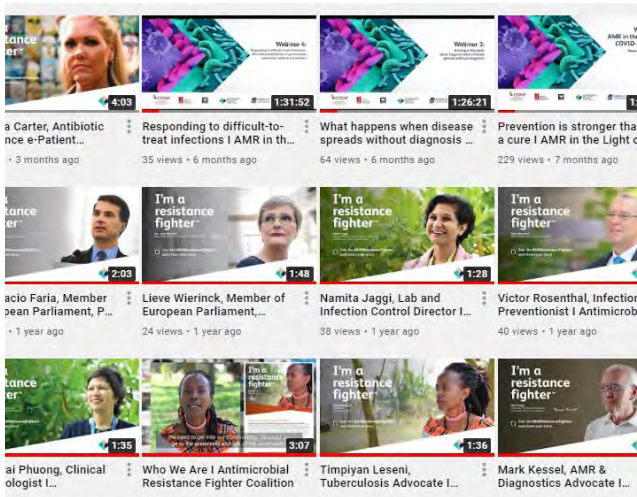


Tools to Download

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