

CombatAMR

WAYS TO BECOME INVOLVED

Join the global battle to protect our health

“If we fail to act, we are looking at an almost unthinkable scenario where antibiotics no longer work and we are cast back into the dark ages of medicine.”

David Cameron, former UK Prime Minister

THE THREE COMMITMENTS OF RESISTANCE FIGHTERS

LEARN | CONNECT | ACT

LEARN What causes antimicrobial resistance (AMR)

Right now, you are inhabited by trillions of microorganisms. Many of these bacteria are harmless (or even helpful!), but there are a few strains of ‘super bacteria’ that are pretty nasty -- and they’re growing resistant to our antibiotics. Why is this happening? Kevin Wu details the evolution of this problem that presents a big challenge for the future of medicine.



CONNECT...support national and global campaigns

Help increase awareness of antimicrobial resistance (AMR)
And promote responsible use of antimicrobials.

World & European Antibiotic Awareness Week (12-18 November)

European Antibiotic Awareness Day (18 November)

World Health Day - 7th April

World Hand Hygiene Day - 5th May

Public Health England e-BUG and Antibiotic Guardian campaigns

ACT... We all have a role to play in this global battle!

Volunteer! Organise an event, form a group, write articles,
talk on radio programmes.

Let **CombatAMR** know

how YOU are helping fight antimicrobial resistance.

ACT... Make a RESISTANCE FIGHTER pledge to do
 Act as a good steward of antibiotics and share information



Take antibiotics as directed when they are prescribed.



Acknowledge that antibiotics do not work for colds & flu

Viruses or Bacteria
What's got you sick?

Common Condition	Common Cause			Are Antibiotics Needed?
	Bacteria	Bacteria or Virus	Virus	
Strep throat	✓			Yes
Whooping cough	✓			Yes
Urinary tract infection	✓			Yes
Sinus infection		✓		Maybe
Middle ear infection		✓		Maybe
Bronchitis/chest cold (in otherwise healthy children and adults)*		✓		No*
Common cold/runny nose			✓	No
Sore throat (except strep)			✓	No
Flu			✓	No

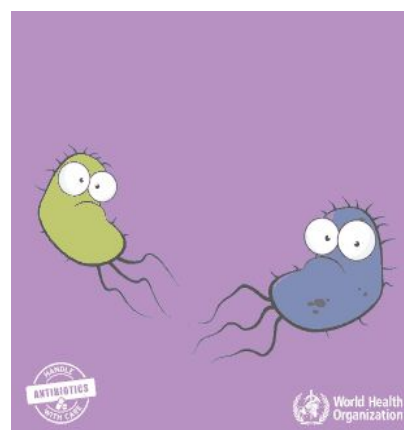
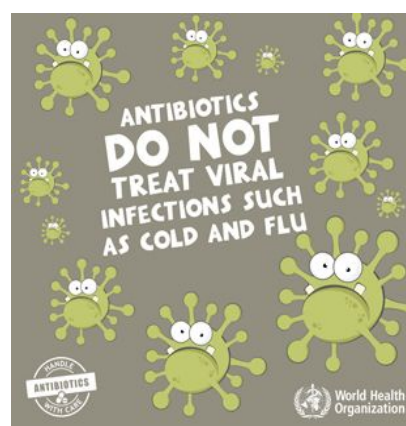
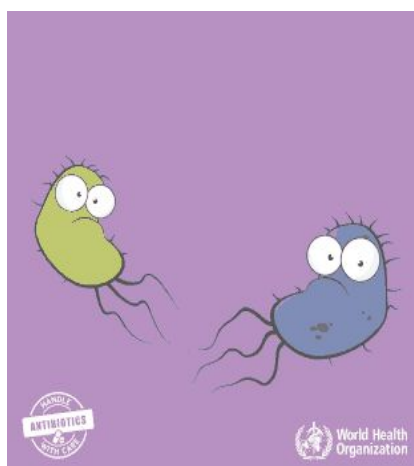
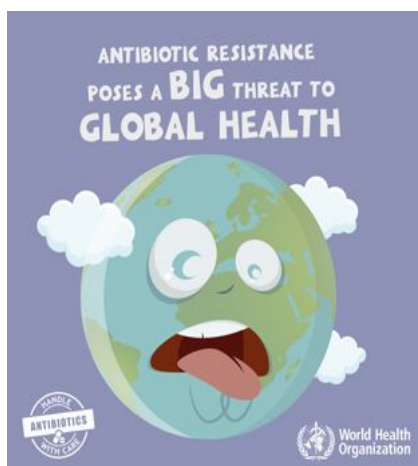
* Studies show that in otherwise healthy children and adults, antibiotics for bronchitis won't help you feel better.

Help stop the spread of germs - practise good hand hygiene.



ACT... Design new messages

Use the Social Media animated GIFs and banners on this page
Social media posts and animated GIFs provided by the World Health Organisation (WHO)



VIDEO: WHO Antibiotics - Handle with care

<https://www.youtube.com/watch?v=-ZX97blbZBQ>

6 November 2017 -- Antibiotics are often used to treat infections but they aren't always the answer. Everybody has a role to play to help reduce antibiotic resistance.

ACT...stay in touch with CombatAMR.org!
Send us your news...your stories...your suggestions
Let us know how YOU are contributing personally
to the global fight back against antimicrobial resistance

ACT...talk about the AMR threat

Be contagious. Get talking. Spread the knowledge

Talk with family members, friends and in the community about the danger AMR poses to each and everyone of us;

Explain how we all need to improve hand washing and commuter hygiene behaviour and become responsible 'stewards' of antibiotic use;

Support the global 'One Health' collaborative strategy which recognizes that the health of humans, animals and ecosystems are interconnected;

Advocate for robust government funding to encourage and scale up innovative research and discover new antibiotics;

Promote the urgent need to protect, conserve and steward the effectiveness of existing drugs.

[sign up now](#)

ACT...take action on social media platforms

“Never underestimate the importance of consumer groups and civil society in combating antimicrobial resistance. They are the important movers, shakers and frontline players, especially in the eye of social media.”

*Dr Margaret Chan. World Health Organisation (WHO)
Director-General from 2007-2017.*

CombatAMR.org

Fighting against antimicrobial resistance - one of the three greatest threats to global human health.

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