ANTIMICROBIAL
RESISTANCE
FIGHTER
COALITION

Activation Kit

Healthcare and Policy Organizations

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 health and policy organizations in taking action to raise awareness of the AMR threat and encourage global behavior change. With this kit, organizations 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 an organization using this activation kit, you can:

- **Reinforce messages** of responsible antibiotic use and prescribing practices to consumers and healthcare providers.
- **Seize the current focus on public health** due to COVID-19 to raise awareness of infection prevention and control measures.
- **Enact policy reform now** to protect existing antibiotics and ensure their efficacy in the future.
- **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.
- **Initiate and follow social media dialogues** about AMR and connect with other organizations for whom AMR is a priority issue.
- **Put information on your website** about AMR and write letters to the editor of your local newspapers reinforcing its importance.

Contents

III.

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.

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. This puts the future of global modern medicine at risk.

- Like COVID-19, AMR is a current threat to our health. If it continues to go unchecked, it will result in an estimated 10 million deaths annually by 2050.[1]

- COVID-19 has highlighted the immediate impact of difficult-to-treat infections on our healthcare systems. A rise in drug-resistant infections will further strain these systems, increase the risks to providers and patients for routine healthcare services such as surgery and maternity care, and compromise the effectiveness of treatments like chemotherapy.

The COVID-19 pandemic has increased the urgency and risk of antimicrobial resistance. Overuse of antibiotics, decreases in routine vaccinations, and disruptions to preventive health services have caused a rise in untreatable drug-resistant infections and diseases that could potentially lead to another public health emergency.

The stakes for raising awareness about antimicrobial resistance have never been higher. It's imperative to continue strong infection prevention and control, encourage strategic and responsible antibiotic prescribing, and safe healthcare delivery, even after the COVID-19 pandemic subsides.

1. O'Neill, J. (2016). Tackling Drug-Resistant Infections Globally: Final Report and Recommendations. London, UK: The Review on Antimicrobial Resistance. Retrieved from https://amr-review.org/sites/default/files/160518_Final%20paper_with%20cover.pdf

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 to address the growing number of drug-resistant infections worldwide.

Experience with the COVID-19 pandemic presents a unique opportunity for health policy organizations to review lessons learned and apply them to our approach to curbing drug resistance, as articulated by the UN InterAgency Coordination Group on AMR.

Tracking the spread of COVID-19 has been critical to the global public health response. This information allows hospitals to prepare for surges, helps governments to deploy testing strategies, and guides citizens in behavior change. The world still struggles to monitor and track the spread of drug-resistant infections; we should explore how technology can better be used to stop the spread of AMR.

Preventing drug-resistant infections reduces the use of antibiotics and improves patient outcomes. Infection control practices, from simple handwashing to global vaccination, and the use of effective infection prevention measures are key tools to combat COVID-19 and AMR.

Healthcare and policy organizations can apply lessons learned from COVID-19 by implementing widespread infection control practices — such as handwashing, global vaccination, tracking, diagnostic tests, and antibiotic stewardship — to combat AMR worldwide.

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.

Countries around the world have created national action plans to combat AMR, but plan execution depends on financing and capacity. Many are now struggling to find the funds, or develop the right systems, to implement their plans at scale.

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 too slow. Health policy organizations 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. Healthcare and policy organizations focused on global health must therefore 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.

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, with implications for both healthcare and agriculture.

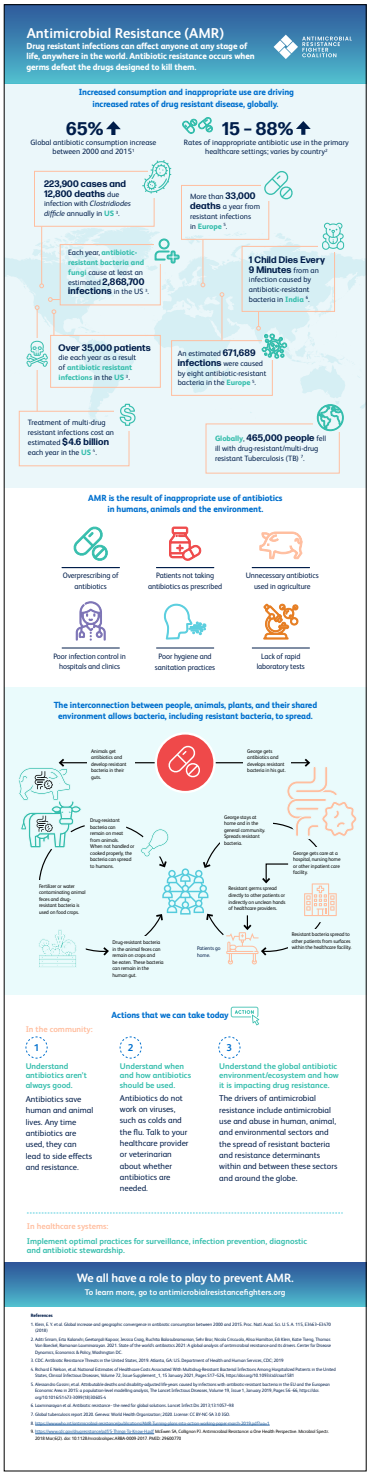
- Leaders can begin addressing this system's failure and limiting the effects of antibiotic resistance by positioning AMR as a critical sustainable development issue.
- Health policy organizations must enact policy reform now to protect existing antibiotics and ensure their efficacy in the future.

Infographics & Fact Sheets

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

Infographics and Fact Sheets

What is AMR?

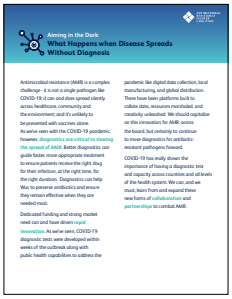


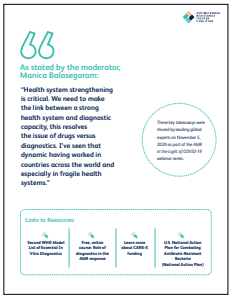
How to Slow Drug Resistant Infections

Infection Prevention and Control

Aiming in the Dark

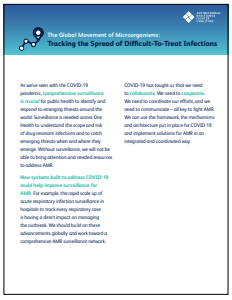
What Happens When Disease Spreads Without Diagnosis





The Global Movement of Microorganisms

Tracking the Spread of Difficult to Treat Infections



IV.

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/

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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 streng then 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 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.

It is time to learn from COVID-19 and encourage health policy organizations and global health leaders to:

- Improve the use of tracking. 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.
- 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.
- 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.

If the pace of 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 losing millions of lives along the way.

If you would like to speak to me about what individuals, health policy organizations, and global health leaders can do to combat AMR, please let me know. If you would like to learn more about AMR, please visit 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 pitch to a journalist, or use it as a leave-behind with instructions on how to use it.

Sample Proclamation Language

WHEREAS addressing widespread drug-resistant infections is essential to the health and safety of [insert your organization/ community].

WHEREAS the responsible use of antibiotics, continuing routine vaccinations, and access to health services is in our hands to stop the rise of drug-resistant infections and diseases that could potentially lead to another public health emergency.

WHEREAS strong infection prevention and control, appropriate use of antibiotics, and safe health care delivery even after the COVID-19 pandemic has subsided lays upon us great responsibility.

WHEREAS is it appropriate that a day should be set apart each year to remember and remind others of the importance of AMR and its consequences if it continues to go unchecked.

WHEREAS [insert name of your organization] has made it [insert organization's goal and mission] in order to [organization's long-term goal].

NOW, THEREFORE, I [insert name of mayor, governor, or other issuer], do hereby proclaim [insert date] to be [insert your organization] Antimicrobial Resistance Day and urge the organization's staff, partners, and affiliates 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 organization's 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 personal 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 your organization and its members 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.

Timpiyian Leseni

Ochuko Keyamo-Onyige

Sharon Peacock

Marc Sheetz

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 as a health policy organization.

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. Read below for a checklist of actions you can commit to taking to combat antimicrobial resistance now as part of a health policy organization.

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.
- [ ] Strengthen policies, programs, and implementation of infection prevention and control measures.
- [ ] Regulate and promote the appropriate use and disposal of quality medicines.
- [ ] Make information available on the impact of antibiotic resistance.
- [ ] Join an infection control committee at your facility.
- [ ] Review and understand your facility's infection prevention and control standards, policies, and procedures.
- [ ] Become involved in your facility's Antibiotic Stewardship Program (ASP).
- [ ] Encourage your facility to become involved in regional or statewide efforts to curb antibiotic resistance.
- [ ] Ensure that health professionals are ordering cultures prior to antibiotics being prescribed.
- [ ] Encourage health professionals to actively educate patients regarding the dangers of antibiotic resistance and the overprescribing of antibiotics.
- [ ] Invest in research and development of new antibiotics, vaccines, diagnostics, and other tools.

Engage your Community — Get the Word Out!

As an organization, you can use the ideas below to have your members 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 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.

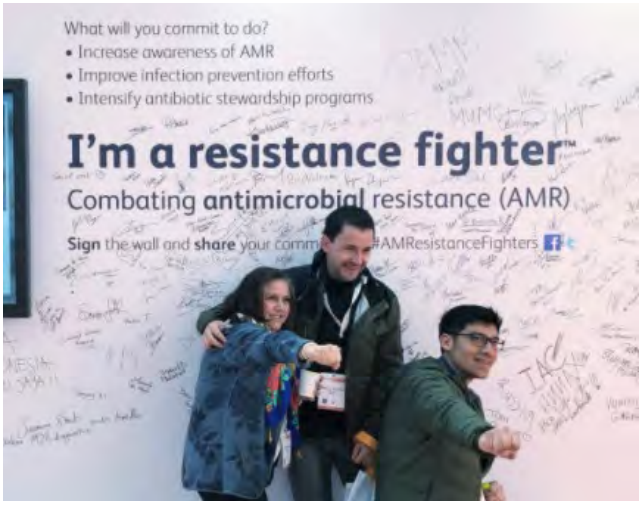
VI.

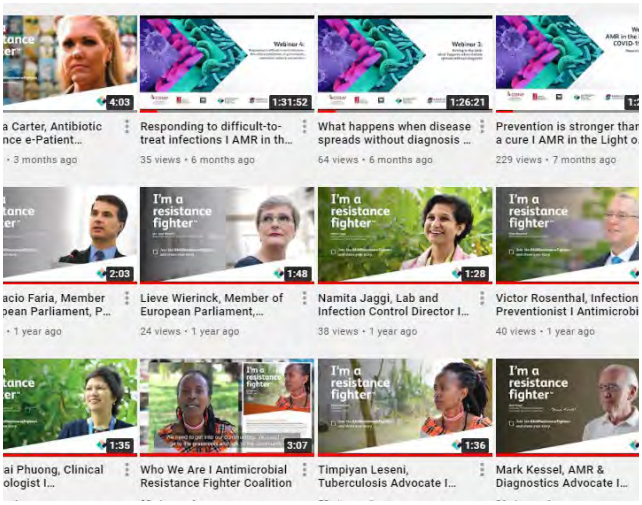
Additional Tools

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

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Thank You For Being An Antibiotic Resistance Fighter