



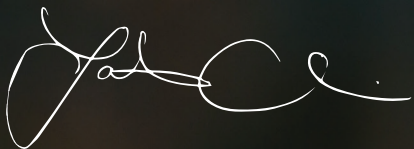
Resistance Fighter campaign overview and guidelines

Overview

In 1945, Sir Alexander Fleming, the discoverer of penicillin, warned against antibiotic overuse. Now, more than 70 years later, Sir Fleming's prophetic insight about antibiotic overuse is recognized as being among the world's most serious threats. Many of our most reliable antibiotics have become ineffective. Bacterial, fungal and other infections have become resistant to treatment with antibiotics, antifungals and other antimicrobial medications. If present trends persist, Antimicrobial resistance (AMR) will potentially cause more deaths in 2050 than cancer does today. BD is committed to being at the forefront of efforts to combat this life-threatening trend. In order to increase awareness for the need to combat AMR, we are inviting you to engage in the "I'm a resistance fighter™" campaign. We hope you will join us in becoming Resistance Fighters.

I'm a resistance fighter™

Tatiana Chiprez Vargas
Survivor and antimicrobial
resistance fighter



Combating antimicrobial resistance (AMR)

I was a healthy 25-year-old newlywed when an antimicrobial-resistant infection turned my life upside down. In extreme pain, I went to an emergency room where I was misdiagnosed with a strep infection, treated with antibiotics and sent home. In no time, the infection moved to my lungs and landed me in the ICU. Different doctors then diagnosed my condition as methicillin-resistant *Staphylococcus aureus* (MRSA), a very difficult staph infection for which the initial antibiotic no longer worked. After quarantine and many weeks of treatment, I was released. *We never did learn how I got the infection.* Today, I live with a chronic cough and the reality that the infection might return. And while I survived, 700,000* people die every year around the world from incurable infections—and this is getting worse rather than better. AMR is a ticking time bomb. I support the effort to raise awareness so you, and your family, never face what I have been enduring. **Because all of us need to be resistance fighters.**

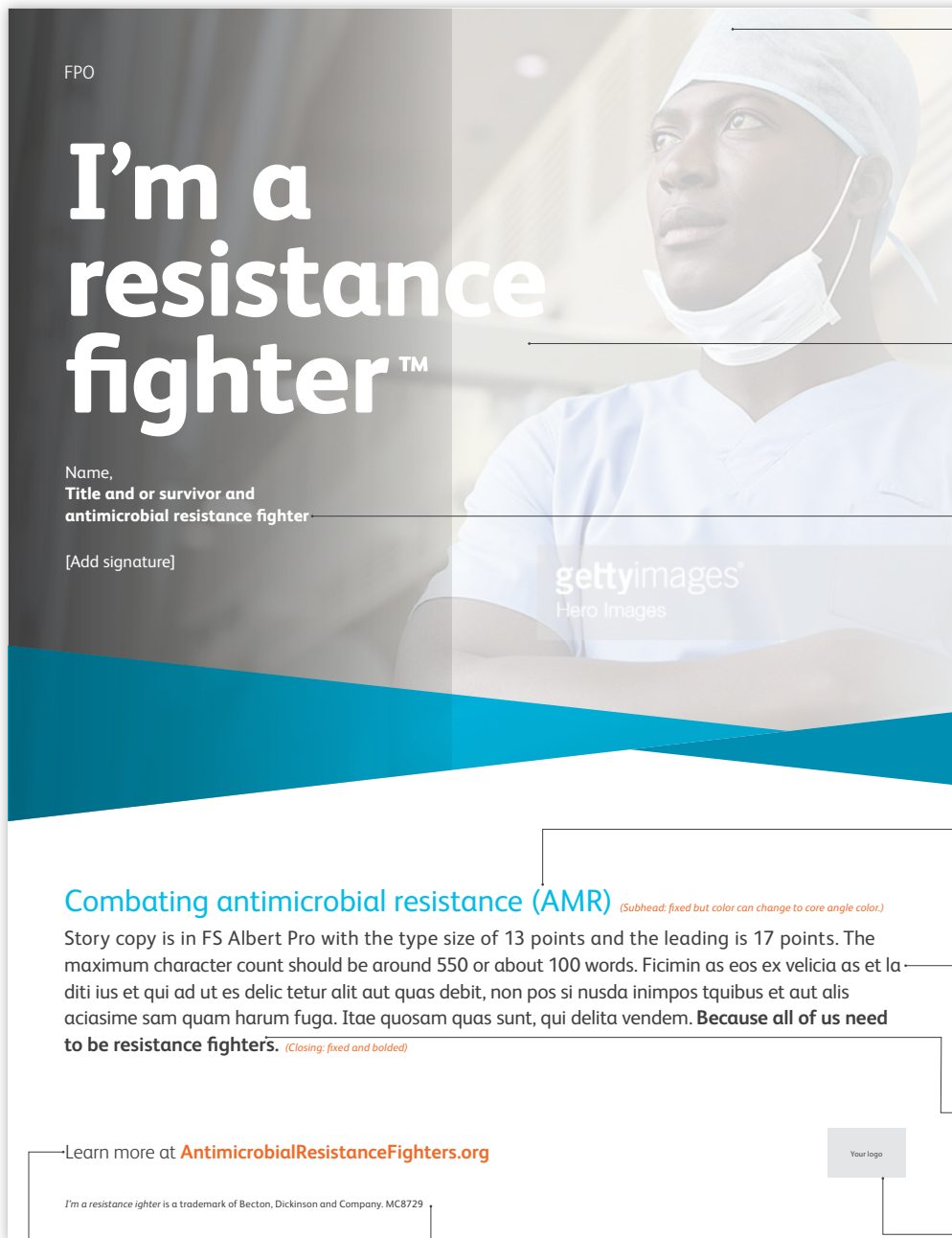
Learn more at AntimicrobialResistanceFighters.org

*The Review on Antimicrobial Resistance Chaired by Jim O'Neill. *Antimicrobial resistance: Tackling a crisis for the health and wealth of nations.* 2014.

I'm a resistance fighter is a trademark of Becton, Dickinson and Company. MC8729



Resistance Fighter ad template guidelines



Photography

The person in the photograph should not be looking directly into the camera, and should have a look of determination.

Title

I'm a Resistance Fighter always remains the same.

Caption

Signature, name and position/ professional affiliation of Resistance Fighter.

Subhead

"Combating antimicrobial resistance" always remains the same.

Body copy

Text that describes the personal testimony of how you and/or your organization is combating AMR, or if you are a patient, your experience battling AMR.

Closing

"Because all of us need to be resistance fighters." will always remain the same.

Organization logo or partner logos.

Note: Use of RF logo is optional.

Call to action

If not, the Antimicrobial resistance fighter web site portal will be used.
antimicrobialresistancefighters.org

Copyright block

Small text to protect the copyright. Your organization can also add a copyright line here if applicable.



Resistance fighter campaign permission agreement

This Permission Agreement (“Agreement”) is between Becton, Dickinson and Company (“BD”) and (*individual or organization name*) (“Grantee”). BD thanks you for your interest and desire to collaborate to combat antimicrobial resistance (AMR) as part of the *I’m a Resistance Fighter™* awareness, communication and coalition building campaign.

As the owner of the *I’m a Resistance Fighter™* trademark, BD grants to Grantee the permission to use, royalty free, the *I’m a Resistance Fighter* trademark for communication purposes in printed and electronic materials intended to promote public awareness of AMR. Grantee accepts this Permission Agreement from BD and agrees that it will only utilize the *I’m a Resistance Fighter* trademark: a) in the format shown on the attached style guide (*design template*) to achieve consistency among all campaign participants; and b) solely for the purpose to inform clinicians, laboratory and, health workers, patients and the general public about the risks of AMR and what can be done to combat this medical issue. If Grantee seeks to use the trademark in any other format or for any other purpose, it will seek approval from BD separately in these instances.

Grantee gives BD permission to share Grantee’s *I’m a Resistance Fighter* messages as part of the Resistance Fighter campaign library. If BD identifies other opportunities to share Grantee’s messages in formats such as paid and social media, in a manner consistent with the public interest in combatting antimicrobial resistance, BD will seek approval separately from Grantee for these instances.

BD gives Grantee permission to utilize BD’s *I’m a Resistance Fighter* messages on Grantee’s website and also to include a link on Grantee’s website to the Resistance Fighter internet portal. If Grantee identifies other opportunities to share BD’s messages in other formats, Grantee will seek BD approval separately in these instances.

In return for BD granting this permission, Grantee recognizes and agrees that BD is the owner of the *I’m a Resistance Fighter™* trademark relating to promoting public awareness of AMR. Grantee agrees that it shall use this trademark solely as set forth herein. Grantee’s use of the *I’m a Resistance Fighter* trademark confirms Grantee’s agreement to all of the terms of this Permission Agreement. Grantee agrees that it will not use the *I’m a Resistance Fighter* trademark in any way that may bring BD or the *I’m a Resistance Fighter* trademark into public disrepute, contempt, scandal or ridicule, or which offends the general public so as to damage the reputation of BD or other organizations participating in this campaign.

Grantee hereby indemnifies BD, its officers, employees and shareholders from and against any loss, claim, liability, damage, action or cause of action arising from or related to their use of the *I’m a Resistance Fighter* trademark other than as granted herein. This Permission Agreement may be revoked by BD in its sole discretion at any time by providing notice to Grantee.



Antimicrobial resistance fighter campaign usage preferences for your story

We appreciate your participation in the Antimicrobial Resistance Fighter mobilization campaign. As noted in the campaign recruitment kit, all Resistance Fighter messages created in the common photo and message format will be posted together on a newly designed, non-branded web portal, **antimicrobialresistancefighters.org**, that is dedicated to this campaign and intended to become a common resource for all participants.

There may be additional opportunities to share your Antimicrobial Resistance Fighter story. We ask you to consider which of these further communication opportunities you are comfortable with and willing to be considered for (*please check all that you approve of*):

- ☐ Permission to link back to your organization's website from the Resistance Fighter website
- ☐ Social media channels (*YouTube videos or Facebook, LinkedIn, Twitter posts about your story*)
 - ☐ BD social media channels (*Twitter posts, LinkedIn, Facebook, YouTube*)
- ☐ Media relations (*your Resistance Fighter story proposed to magazines, newspapers, professional publications, or television news stories*)
- ☐ Digital media (*i.e. your story shared in paid digital media space on Google or other websites, shared in an email or other digital messages*)
- ☐ Live events (*having your story posted or shared at a professional/trade conferences or other local events in your area*)
- ☐ Other print communication (*having print materials made with your story for use in various settings*)

Name/Title: _____

Organization: _____

Date: _____