



Antibiotics
Antivirals
Antifungals
Antiparasitics

Antimicrobial resistance

(AMR) is invisible.

I am not.

CAMPAIGN GUIDE

SHARING REAL-LIFE STORIES TO ENCOURAGE GLOBAL ACTION AGAINST ANTIMICROBIAL RESISTANCE

The following campaign guide is designed to provide key advocacy stakeholders – including policymakers, NGOs and civil society groups, healthcare professional associations, youth organizations, and private companies – with easily available information and resources.



World Health
Organization

PURPOSE

In November 2023, the World Health Organization (WHO) released a new publication emphasizing the significance of adopting a **people-centered approach to address antimicrobial resistance (AMR)** in human health. This initiative coincided with the establishment of a WHO **Task Force of AMR survivors**, aiming to amplify narratives of people who have been affected by drug-resistant infections.

Recognizing the importance of humanizing this critical issue, and in anticipation of forthcoming high-level meetings on AMR, WHO is launching a special AMR awareness campaign. Its purpose is to bring survivors' stories to the forefront, urging individuals to pause and contemplate how collective efforts can aid in preventing AMR.

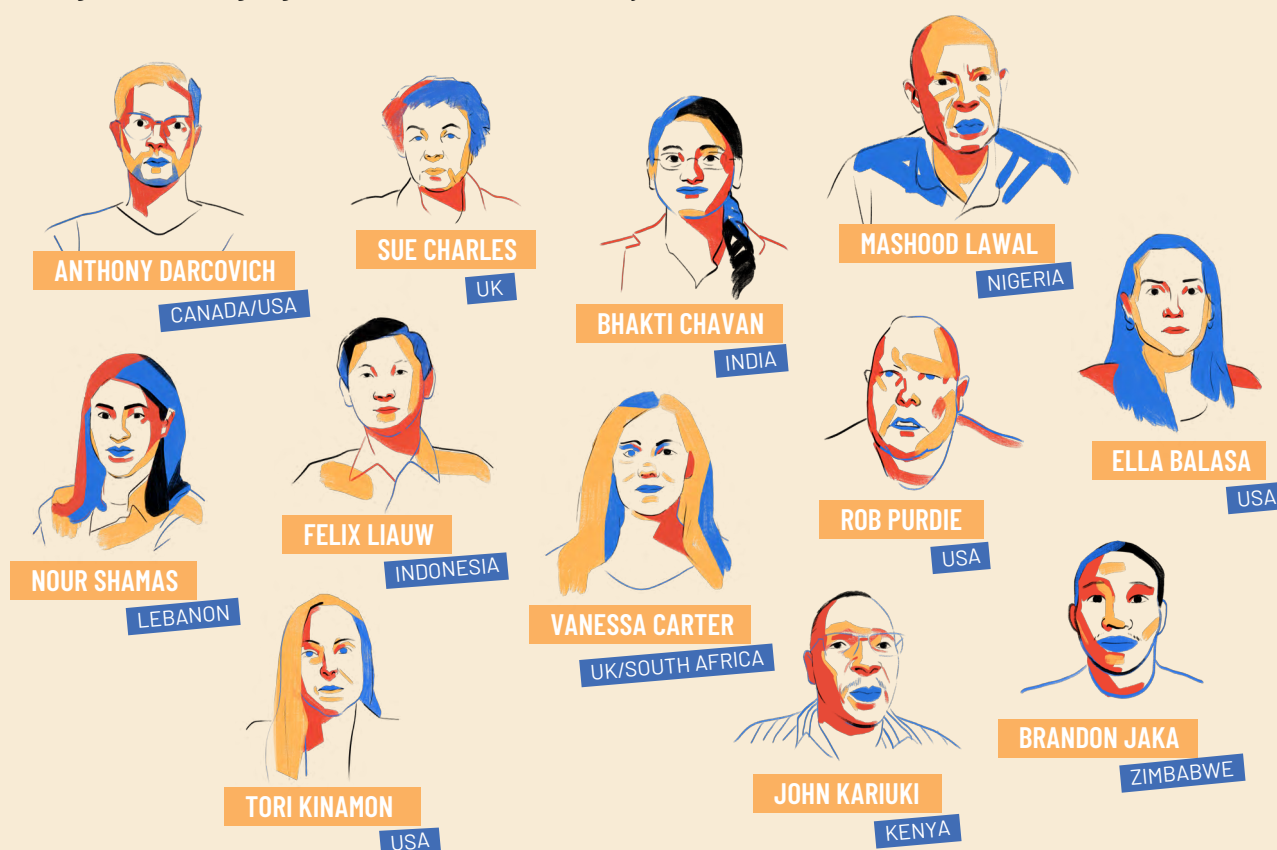
The global community needs to come together to address AMR and put a stop to this growing global health concern.

CAMPAIGN THEME: ANTIMICROBIAL RESISTANCE (AMR) IS INVISIBLE. I AM NOT.

The theme aims to place our advocates front and center, allowing us to talk about the growing, serious threat of AMR in a grounded, factual and relatable manner.

Antimicrobial resistance is invisible, but its victims are not. 12 survivors and advocates share their stories, raising awareness and urging action to address AMR.

Not all survivors are scientists, which will help connect with a wider range of people across all ages and socio-economic backgrounds. This approach creates powerful, personal testimonies, helping everyone to understand that AMR concerns us all and can happen to anyone at any time, regardless of age, gender, wealth, or nationality.



CAMPAIGN KEY MESSAGES

Since their discovery a century ago, antimicrobial medicines – including antibiotics, antifungals, antivirals, and antiparasitics – have significantly extended average life expectancy.¹ Every day, these essential medicines save millions of lives. Until they don't.

Antimicrobial resistance (AMR) occurs when bacteria, viruses, fungi and parasites no longer respond to antimicrobial medicines. As a result, antibiotics and other antimicrobial medicines become ineffective, making infections harder or impossible to treat and increasing the risk of disease spread, severe illness, and death.

The situation is more critical **than it appears.**

Among the top 10 global health threats,² AMR is directly responsible for 1.3 million deaths and contributes to 5 million deaths every year.³ But this is just the start. AMR also threatens our economic future, with an estimated global annual cost of up to US\$3.4 trillion by 2030 and 28 million people pushed to poverty by 2050.⁴



But what does **it really mean?**

Behind every number, **there is real, human cost.**

Limited treatment options, extended hospital stays, constant medication, prolonged loss of income, medical debt, poverty, family loss, grief... The burden keeps adding up, and lives are seriously impacted, in some cases fatally.

It can happen to anyone, anywhere. Even if you're in good health, a minor injury, routine surgery, or a common lung infection could unexpectedly escalate into a life-threatening situation. For those with pre-existing conditions like cancer, HIV, or diabetes, an untreatable infection could emerge as a dangerous second threat, striking when least expected.



A global challenge **for public health and food security.**

Antimicrobials are not only used to protect human health. They are widely used in farming and agriculture, to protect livestock and crops against potential diseases and to increase productivity.

AMR is a constantly evolving threat which is increased by the overuse of current antimicrobials and treating infections with the wrong medications. Global events including natural disasters as well as conflicts and wars – by spreading more infections – increase the speed at which AMR occurs.

AMR puts a strain on health systems by diminishing the effectiveness of treatments, leading to prolonged illnesses, loss of trust in healthcare and increased healthcare costs. Simultaneously, AMR poses a threat to food security as it can spread through the food chain, impacting animal, plant and human health and causing economic losses in the agricultural sector. Left unchecked, AMR will not only roll back a century of medical progress, but also damage the environment and impact the global food supply.

AMR poses a **threat to global health, food security, and achieving the 2030 Sustainable Development Goals.** Similar to COVID-19, drug-resistant infections know no borders. And no single country or individual can fight AMR alone.

Together, we should ensure the international community sets ambitious goals and that countries allocate sufficient resources to implement AMR national action plans.

References

1. Hutchings MI, Truman AW, Wilkinson B. Antibiotics: past, present and future. *Curr. Opin. Microbiol.* 2019;51:72-80. doi: 10.1016/j.mib.2019.10.008.
2. World Health Organization. Newsroom. Spotlight. Ten threats to global health in 2019. Accessed January 26, 2024. <https://www.who.int/news-room/spotlight/ten-threats-to-global-health-in-2019>
3. Antimicrobial Resistance Collaborators. Global burden of bacterial antimicrobial resistance in 2019: a systematic analysis. *Lancet.* 2022 Feb 12;399(10325):629-655. doi: 10.1016/S0140-6736(21)00272-0.
4. Jonas, O. B. et al. Drug-resistant infections: a threat to our economic future (Vol. 2): final report. March 2017. Washington D.C. World Bank Group.

HOW TO PARTICIPATE?

Patient experiences are one of the most powerful tools we have to engage the public, stakeholder groups and policymakers. By sharing real-life AMR stories, we can encourage global action and make a difference.

The following calls to action provide simple, specific ways for everyone to help:

For Governments and Policymakers

- Share this campaign at the national and international level to encourage the adoption of ambitious goals at events such as the High-level Meeting on AMR at the UN General Assembly.
- Make AMR a priority by allocating sufficient resources in AMR surveillance and research and development.
- Leverage survivor stories to engage your country in the efforts to reduce misuse and overuse of antimicrobials.

For NGOs and Civil Society Groups

- Incorporate AMR survivor stories into existing and new advocacy projects to amplify the patient-centric narrative.
- Mobilize resources for advocacy to encourage ambitious political action from national and global leaders.
- Find local stories and survivor advocates to help raise awareness in wider communities.

For Healthcare Professionals

- Support AMR awareness and stewardship by sharing materials and survivor stories with colleagues and patients.
- Include patients and patient advocacy groups in platforms and discussions about AMR.
- Share information on AMR with patients who are suffering from drug-resistant infections, thereby empowering them to learn more about this health issue.

For Youth Organizations

- Raise awareness about AMR among student groups and associations.
- Share AMR stories, yours or others, to bring a personal touch to your advocacy, particularly on social media.
- Reach out to policymakers with real-life AMR stories and bold statements on the need to preserve the effectiveness of antibiotics for future generations; and ask for their plans in this regard.

For Private Sector Stakeholders

- Share this campaign and the survivor stories to raise awareness around AMR within your company.
- Identify what you and your employees can do to help prevent AMR.
- Show your support for this campaign by sharing the materials within your network and on social media platforms.

**JOIN US.
TOGETHER WE HAVE THE POWER
TO STOP AMR IN ITS TRACKS.**



COMMUNICATIONS MATERIALS

Below is a list of multilingual communication materials to promote this campaign. You can easily download these resources to use and share with partners.

Campaign webpage



Campaign presentation
and materials

Videos

Campaign video and survivor testimonials

Share the campaign on social media

- **Campaign slogan:** Antimicrobial resistance (AMR) is invisible. I am not.
- **Hashtag:** #AntimicrobialResistance - #AMR - #AMRsurvivors
- **Handle:** @WHO
- **Social media cards**

Additional materials

- **Infographic**
- **Posters**
- **Printable calendar**

Resources for healthcare professionals

- **Brochure for healthcare professionals**
- **Posters for patient waiting rooms**
- **AWaRe Antibiotic Book**

For more information on AMR

- **Food and Agriculture Organization of the United Nations (FAO)**
- **United Nations Environment Program (UNEP)**
- **World Health Organization (WHO)**
- **World Organisation for Animal Health (WOAH)**

CONTACTS

WHO Task Force of AMR Survivors



To obtain more information on the survivors featured in the campaign, click [here](#).

Contacts

To let us know about your initiatives or ask a question, please email us at: amrawareness@who.int