



WE NEED YOU

To implement the
new Antimicrobial
Resistance campaign



— TO HANDLE —
ANTIMICROBIALS
— WITH CARE —

October 2017



WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future



To **implement** the new AMR communication campaign



Misuse and **overuse** of antimicrobials increase **resistance risk, endangering** both animal and human health and welfare.

But **YOU** can **HELP**, particularly as a member of the Veterinary Services. Indeed, you have a role to play in fighting antimicrobial resistance.

Animals count on you to encourage your authorities and veterinarians to implement the OIE international Standards, and globally to ensure that we handle antimicrobials with care to preserve their efficacy and protect our future.

“ To help you, the OIE has created a new communication campaign. Let’s implement it in your country! ”

YOU ARE THE **POWERBROKER**

Encourage the main communication targets to apply the OIE standards

1

Discover

the new campaign and its tools

2

Implement

the campaign in your country

3

Collect results

and let us know how successful the campaign was

1

Discover

the new campaign and its tools

The campaign poster,

available with different animals (cow, dog, pig, sheep, poultry, fish) in A3.
You can use it for all the animal health stakeholders in your country.



WE NEED YOU

— TO HANDLE —
ANTIMICROBIALS
— WITH CARE —

Fight
#AntiMicrobialResistance

- **Misuse and overuse of antimicrobials increase resistance risk**, endangering both animal and human health and welfare.
- **But you can help.** By acting prudently when using antimicrobials, you can preserve their efficacy for our future.



Oie WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

 Funded by
UK Government

1

Discover the new campaign and tools

The campaign's toolkit includes material dedicated to all animal health stakeholders.

These tools highlight the role each stakeholder has to play in ensuring that antimicrobials are used prudently at national level, in line with OIE international Standards that you can consult here:

www.oie.int/amrstandards



2 page document,
available in A4



Policy makers: the Architects

We need the full involvement and support of policy makers. **Their role is to ensure that effective policies are in place from farm to fork – and beyond.** Only with the appropriate national legislations in line with OIE international Standards we will be able to build the foundation of a responsible and prudent use of antimicrobials.



4 page document,
available in A4



Veterinarians: the Headliners

Being in contact with both animals and farmers, veterinarians are first on the battle front of antimicrobial resistance. **They play a key role in this fight, by ensuring that antimicrobials are only used when necessary and in a prudent way, as well as offering professional advice to farmers and animal owners.** They must be fully aware of their role and you can help them understand and apply the rules of **responsible and prudent** use, in line with OIE international Standards.





2 page document, available in A4



Pharmaceutical industry: the Gatekeeper

Because the use of approved high quality antimicrobials is crucial in the fight against antimicrobial resistance, the pharmaceutical industry can play an important role in keeping antimicrobials efficient and available for animal health. **Research, pharmacovigilance programme and appropriate marketing requirements are all actions pharmaceutical industry can and must do.** The pharmaceutical industry's leadership and influence is central to this fight, demonstrating their professional responsibility and commitment to the sector.



2 page document, available in A4



Animal feed manufacturers: the Intermediaries

Feed manufacturers have a key role in preserving antimicrobial efficacy and availability. **By limiting the access of medicated feed to veterinary prescription they can counter overuse and misuse that leads to increase in antimicrobial resistance.** For commercial reasons it is sometimes difficult to persuade feed manufacturers on the importance of acting today to protect the future of antimicrobial efficacy. This short document not only aims to inform them about the concrete actions they can put in place but also to sensitize them on the importance of preserving the efficacy of antimicrobials.



2 page document, available in A4



Wholesale and retail distributors: the Sentinels

Because distributing drugs such as antimicrobials comes with responsibilities, wholesalers must be aware of the importance of preserving the efficacy and availability of antimicrobials. They must be informed of the importance of distributing only high quality antimicrobials and always on a veterinary prescription. Their professionalism is critical to this fight, demonstrating their professional responsibility and commitment to the sector.



Farmers

Dedicated tools will be developed for farmers in 2018.

2

Implement the campaign in your country

These tools are intended to help you, as a member of the Veterinary Services in your country, **to implement a successful campaign.**

These documents summarise concisely how your target can act to fight antimicrobial resistance. You can send these technical documents by email, post mail, or distribute them in physical meetings.

You can easily identify this document's target audience through the associated picto.



Policy makers



Veterinarians



Pharmaceutical industry



Animal feed manufacturers



Wholesale and retail distributors



Farmers



The tools of this OIE international communication campaign are available in English, French and Spanish on: www.oie.int/antimicrobial-resistance

WE NEED
YOU

“ READY TO RUN YOUR CAMPAIGN? ”

LET'S
GO!



- Step 1** Understand the messages fully and take ownership of the campaign.
- Step 2** Discover and carefully read all the tools in the communications package. These can be found in the dossier sent to each country or at the download address.
- Step 3** Assess your budget and build your project team.
- Step 4** Adapt the tool to your country (translate if needed).
- Step 5** Identify and mobilise your partners and suppliers (printing and professional press magazines).
- Step 6** Print your documents if necessary.
- Step 7** Organise top-level meetings with your key partners.
- Step 8** Be aware of everything and every opportunity, you are the project leader!
- Step 9** Assess the impact of your campaign.

3

Collect results and let us know how successful the campaign was

To estimate the campaign's outcomes and ultimately guide future campaigns, evaluation is important to assess successes and failures and determine whether the campaign's objectives were met.

To facilitate this process, we propose using the following indicators:



Number of leaflets, posters and technical brochures **sent physically and electronically.**



Number of leaflets, posters and technical brochures **printed.**



Number of social media **posts.**



Number of meetings and congresses **organised.**



Human resources allocated on the AMR campaign.



Financial resources allocated to the AMR campaign.



And you will certainly have more qualitative feedback on campaign perceptions from your collaborators or targets.

Remember to choose and define your indicators at the start of the campaign! Otherwise, you might fail in collecting the necessary data during the campaign for eventual evaluation.