

Concerned about antimicrobial resistance?

Spread the word using this
social media toolkit



World Organisation
for Animal Health
Founded as OIE



Using this toolkit: why? How?


Imagine a world where infections and diseases in animals, humans and plants cannot be treated. This worst-case scenario could become a reality as some microbes develop resistance to the drugs we use to fight them. Antimicrobial resistance, or AMR, has become one of the most pressing health issues of our time.


By spreading the word, you can help curb AMR and preserve antimicrobials for generations to come.

Antimicrobial resistance concerns us all, yet not everyone talks about it. Because spreading the word about an issue is the first step to solving it, we drafted this social media toolkit to help you raise awareness on AMR.

How does it work?

Very simple! In the next pages you will find:

→ 8 key messages everyone should know about AMR  [Page 3](#)

→ 5 reels (short animations) to download and share on your social media  [Pages 4-5](#)

What can you do?

You can mix and match these elements as you like, and adapt the wording so it is most likely to reach your community and target audiences. Feel free to translate the messages in all necessary languages. Everyone should know about AMR.

You can learn more about AMR by:

→ Reading our [AMR factsheet](#).

→ Watching and sharing the [story of Lucy and Mo](#).

→ Browsing our [AMR portal](#).

You can like and share WOAAH posts on our social media accounts:

 [@WOAH](#)

 [@worldanimalhealth](#)

 www.woah.org/linkedin

 [@worldanimalhealth](#)

How to join the AMR conversations on social media

1 | Use hashtags

By using hashtags, you can join preexisting global conversations about AMR. When sharing content on AMR, be sure to use at least one of the following hashtags:

#CurbingAMRTogether


#AntibioticResistance


#AntimicrobialResistance


#AMR


2 | Use emojis


Your messages are more likely to be seen and remembered with visual aids. On top of using engaging visuals, you can make your post more lively by using emojis to illustrate your words. Here are a few relevant emojis to talk about AMR:

 microbe emoji to single out your AMR content

 relevant animal emojis to address animal health

 human emojis to remind your audience AMR in animals is also a human issue

 scientist emojis on your more technical posts for Veterinary Services or other scientists

 signaling emojis to highlight specific content in your post or call to action

Key messages everyone should know about AMR

What you can share...



...to frame the issue

- 1** | Did you know that antimicrobial resistance is one of the greatest health challenges of our time and that it is solvable? Be part of the solution: promote responsible use of antimicrobials.
- 2** | Animal, human and plant health are interdependent. The rise of antimicrobial resistance in one sector affects all. Almost [5 million human deaths](#) were linked to antimicrobial resistance in 2019. That is 3 times more than the total number of [deaths associated to diabetes or lung cancer](#). Preserve animal and plant health to preserve human health.



...to explain what AMR is and how to curb its spread

- 3** | Many animal illnesses do not require antibiotics. Misuse of antibiotics in your pets feeds antimicrobial resistance. It can also impact plant and human health. Ask your vet before treating your pet.
- 4** | Antibiotics are precious tools to keep animals healthy. Make sure they remain effective by using them only when prescribed by a veterinarian. Respect the prescribed dosage, frequency of administration, length of treatment and withdrawal period.
- 5** | Vaccination of your pet and livestock keeps them healthy, prevents infectious diseases and reduces the need to use antibiotics. This helps curb antimicrobial resistance.
- 6** | If you have unused antibiotics, make sure to store or dispose of them according to the manufacturer indications. Do not reuse antibiotics without the supervision of a veterinarian.



...to drive to action

- 7** | Growth promotion is using antibiotics in healthy food-producing animals to boost their growth and increase productivity. It could feed antimicrobial resistance, which is a threat to animals, plants and humans. Assess the risk and move on to safer practices.
- 8** | Are your representatives talking about antimicrobial resistance? They should. Ask your representatives to make the fight against AMR a priority in your country.
- 9** | What is the history of your steak? Antimicrobial resistance can develop in farms where antibiotics are not used responsibly: demand meat produced following good animal husbandry and farming practices. This will ensure that your meat is safe to eat, without antibiotic residues and resistant pathogens.

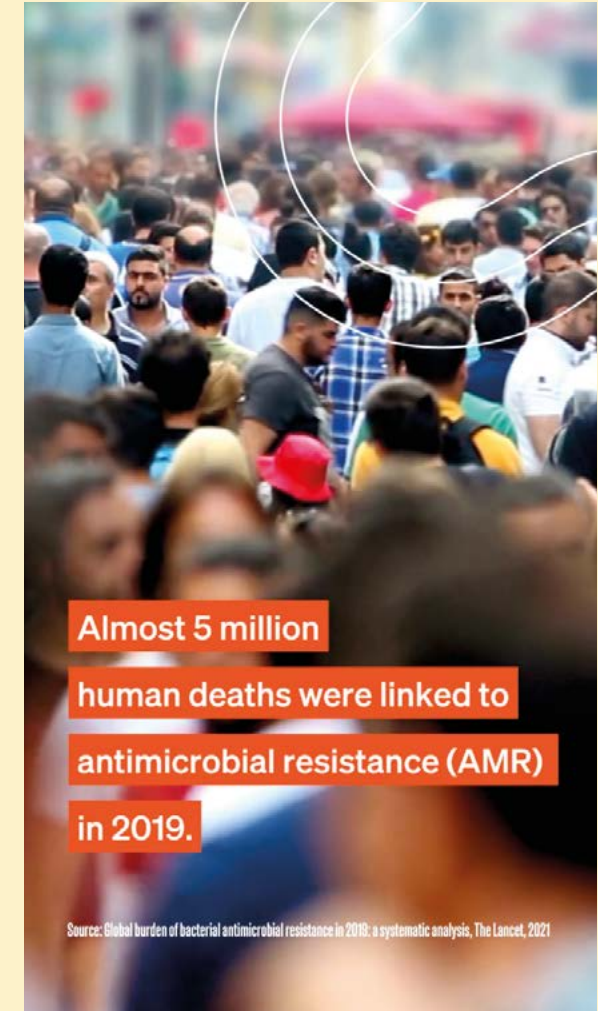
Reels you can share on your social media

Framing the issue for a **wide audience**



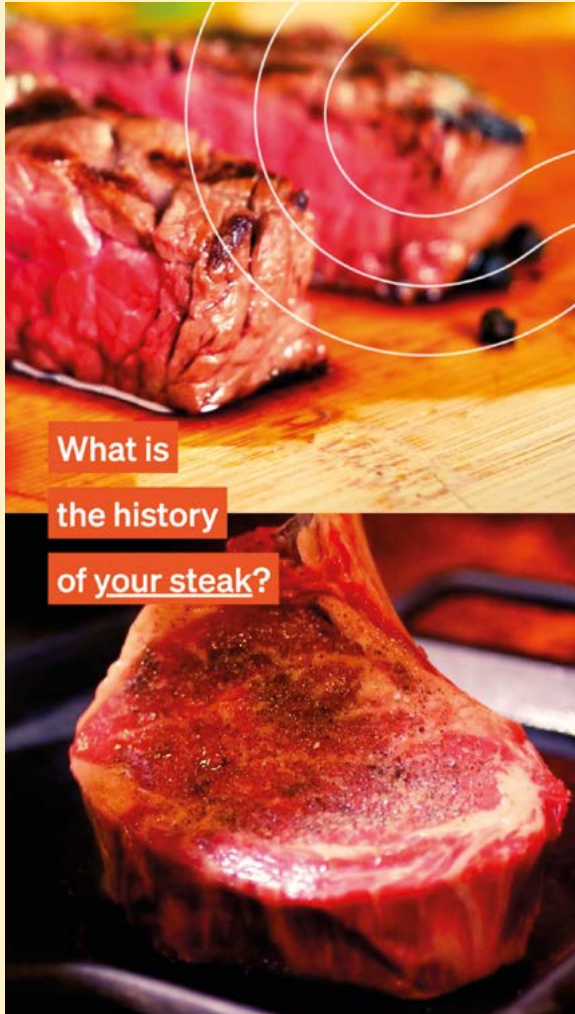
[DOWNLOAD THE REEL](#)

Spreading the word about the **impacts of AMR** in all sectors



[DOWNLOAD THE REEL](#)

Talking to **meat consumers** about AMR



DOWNLOAD THE REEL

Talking to **pet owners** about AMR

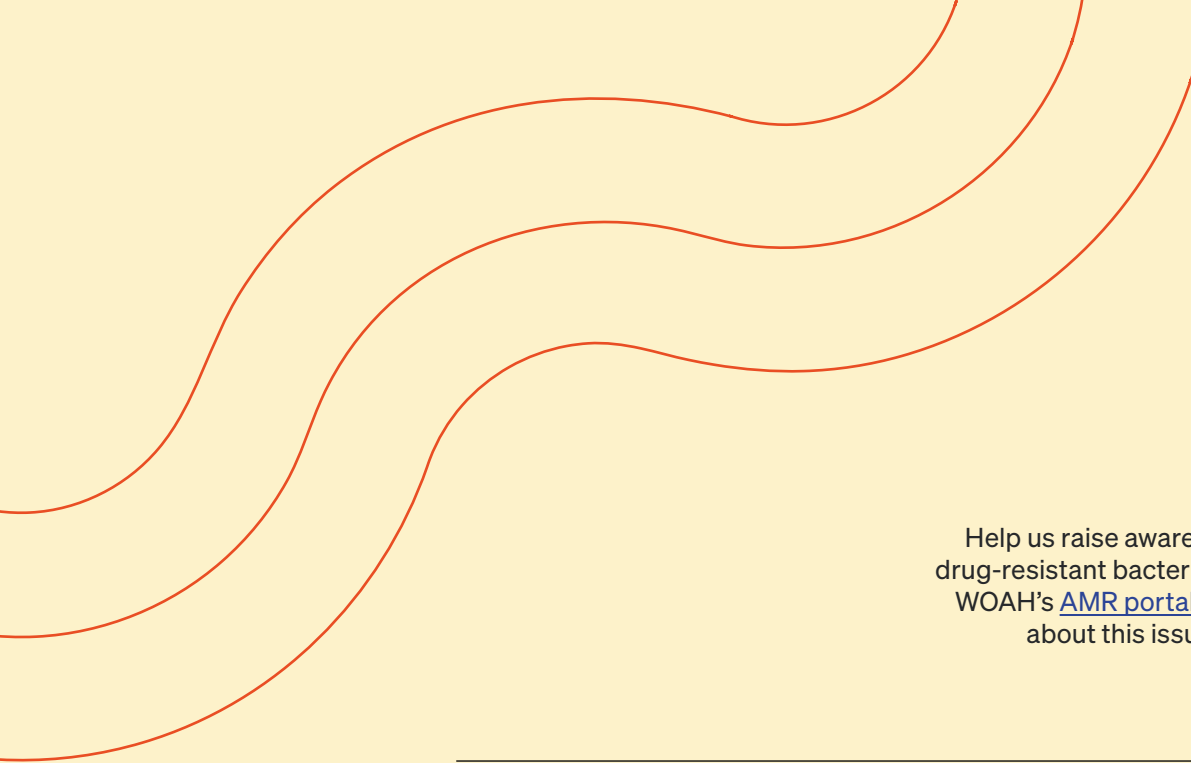


DOWNLOAD THE REEL

Talking to **decision-makers** about AMR



DOWNLOAD THE REEL



Help us raise awareness of
drug-resistant bacteria, consult
WOAH's [AMR portal](#) to learn
about this issue.

Use antimicrobials with care.

Because animal health is our health, it's everyone's health.



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www.woah.org

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