Short video pledges

Your organisation is invited to participate in European Centre for Disease Control (ECDC)’s call for short video pledges (30 seconds to 1 minute max) answering the question “What is your organisation’s contribution to fighting antibiotic resistance?”

**EAAD video pledges’ guidelines**

**Objective:** promote prudent antibiotic use by identifying concrete examples of commitment to fight AMR

- Produce a short video answering the question, “What is your organisation’s contribution to fighting antibiotic resistance?”. It could also describe the contribution of the membership of one organisation (in case of EU-umbrella NGOs) and also touch upon the personal commitment of the speaker, if time is available.
- It could start with the speaker saying, “Our contribution to fighting antibiotic resistance is….”.
- The video clips to be as short as possible (30 seconds to 1 minute max).
- Subtitles should indicate the name of the speaker and its organisation (possibly in the national language and in English).
- Background should possibly be bright (not overly bright though) and include the logo of the national campaign and/or EAAD.

**Timing**

- The video should be produced between September and first week of November and made public on the 18 November in connection with the EAAD Global Twitter chat and during World Antibiotic Awareness Week, using #AntibioticGuardian and #EAAD

**Channels**

- Add to Youtube using Antibiotic Guardian and Antibiotic Awareness as part of the key words and title What _________(organisation name) is contribution to fighting antibiotic resistance. Please send the YouTube link to espaur@phe.gov.uk (title EAAD pledge video)
- Post the video via your organisation’s social media channels using the hashtags #AntibioticGuardian and #EAAD.

If you would like to include the Antibiotic Guardian logo as part of the video, please download via: