

# WAAW/EAAD 2021 – Guide to recording organisational videos



WAAW/EAAD 2021 will run from **18<sup>th</sup>-24<sup>th</sup> November**. We are asking organisations to engage with senior leaders to produce and promote short videos for release during WAAW.

## 3 video types to choose from:

1. **AMS pledge video** – A short video from a senior leader to highlight the ongoing commitment to – and importance of – tackling AMR
2. **Resource promotion video** – A short video to highlight existing AMS resources and signpost to where users can find them
3. **‘Meet the team’ video** – A short video to highlight current work in tackling AMR, whilst showing the friendly faces of your organisation

## Suggested wordings for use when recording organisational videos

*Below are some suggested wordings for use when planning your organisational video. Feel free to expand on these or use your own wording entirely.*

- As the **(Role in organisation)** for **(Organisation)**, I pledge to continue our support of antimicrobial stewardship and reduce antimicrobial resistance by **(pledge/action)**.
- At **(Organisation)** we support antimicrobial stewardship and reduce antimicrobial resistance by **(pledge/action)**. We pledge to continue our support to tackle this global challenge.
- At **(Organisation)** we pledge to continue our actions to tackle Antimicrobial Resistance and support the UK National Action Plan to optimise the use of antimicrobials.
- At **(Organisation)** we help reduce demand for unnecessary antibiotics by **(pledge/action)**. We pledge to continue this vital work.
- At **(Organisation)** we promote the **(Name resource(s))** to raise awareness of AMR with our staff/patients/members.
- At **(Organisation)**, our **(Team name)** team works hard to help tackle AMR. We welcome you to meet some of our team.
  - My name is **(Name)** and tackling AMR is important to me because **(Reason)**. I work as **(Job title)** in the **(Team name)** team to do my bit to keep antibiotics working. You can find out more about our work by **(include contact details, website address etc.)**

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## ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

### Quick guide to recording and promoting videos

- You can record in portrait or landscape and a smartphone camera is absolutely fine.
- Select your background – not too distracting. See examples below, where plain backgrounds have been used, as well as more engaging backgrounds for interest/context
- Feel free to include logos or infographics on your video (see VMD example below)
- We recommend video length as no longer than 2 minutes, for the most engaging and easy-to-digest videos
- Please promote your videos during WAAW (18<sup>th</sup>-24<sup>th</sup> November) – they can be tweeted from organisational/personal Twitter accounts or shared on other social media platforms, uploaded to YouTube, circulated within the division via email/newsletters etc.

## Examples of videos from WAAW 2020



**Keith Ridge (Chief Pharmaceutical Officer)**



**Lord Bethell - Parliamentary Under Secretary of State (Minister for Innovation)** [Tweet](#)



**Pete Borriello (CEO Veterinary Medicines Directorate)** [Tweet](#)



**Responsible Use of Medicines in Agriculture (RUMA) Alliance** [Tweet](#)