



UK Health  
Security  
Agency

# World Antimicrobial Awareness Week (WAAW) and European Antibiotic Awareness Day (EAAD)

Resources toolkit for healthcare professionals in England

## Tackling antimicrobial resistance



# Contents

World Antimicrobial Awareness Week 2021 .....	3
How to access the national WAAW and EAAD resources .....	3
Main messages for healthcare professionals on antimicrobial stewardship and COVID-19 .....	4
Main actions for those with very limited time this WAAW.....	4
List of suggested actions for WAAW and EAAD .....	5
Letters and bulletins .....	7
Keep Antibiotics Working and Antibiotic Guardian campaigns.....	7
European Antibiotic Awareness Day and World Antimicrobial Awareness Week .....	8
Suggested WAAW daily themes .....	8
Planning your own WAAW or EAAD workshop and knowledge café .....	9
Digital resources for sharing during WAAW .....	9
Global Twitter Storm 18 November (1 to 2pm GMT).....	14
Reminder for busy infection or AMS leads .....	15
Additional resources .....	15
WAAW or EAAD National Planning Group.....	16
Annexe 1. WHO WAAW campaign .....	17

# World Antimicrobial Awareness Week 2021

World Antimicrobial Awareness Week (WAAW) aims to increase awareness of global antimicrobial resistance (AMR) and to encourage best practices for using antimicrobials responsibly among the general public, health workers and policy makers, to avoid the further emergence and spread of drug-resistant infections.

This year the focus for WAAW and EAAD in England will be on health and social care workers, as well as patients who have been prescribed antibiotics.

Raising awareness of the risks of antimicrobial resistance remains important. This toolkit aims to provide quick and ready to use material to support your WAAW campaigns. The toolkit is focussed on digital messaging to support speed and ease of communication, whilst including a wide variety of suggestions for engagement with different groups of people. Whether you intend on supporting a small or big campaign, all antimicrobial stewardship helps to keep antibiotics working, so please do what you can to get involved during and beyond WAAW.

For other relevant antibiotic resources please see [previously published toolkits](#). If you have any queries about the campaign, contact the World Antibiotic Awareness Week, European Antibiotic Awareness Day and Antibiotic Guardian National Lead, Dr Diane Ashiru-Oredope at [diane.ashiru-oredope@phe.gov.uk](mailto:diane.ashiru-oredope@phe.gov.uk)

## How to access the national WAAW and EAAD resources

You can access all of [the digital resources](#) online. For more information on each of the resources, please see the relevant section of this toolkit.

## Main messages for healthcare professionals on antimicrobial stewardship and COVID-19

As the coronavirus (COVID-19) pandemic has highlighted, infection management of viral infection remains an important challenge for healthcare professionals and can have an adverse impact on the use of antibiotics. Now, more than ever we need to continue to work together to prevent serious infections – including COVID-19 – whilst reducing inappropriate antibiotic use.

To avoid inappropriate antibiotic prescribing in the context of COVID-19 and other viral infections, we recommend that healthcare professionals:

- follow [current NICE guidelines](#) to infer if pneumonia has a COVID-19, viral or bacterial cause
- treat coughs, fever and breathlessness related to COVID-19 in line with [clinical guidance](#), not with antibiotics. Please consider the COVID-19 and Flu pathway for diagnosis, testing and clinical management
- explain to patients that antibiotics do not prevent or treat viral infections including COVID-19. Antibiotics can cause side-effects, including nausea and diarrhoea. Antibiotics use can also increase the risk of spreading infections that are caused by bacteria resistant to antibiotics
- consider your local antimicrobial stewardship strategy in the context of the COVID-19 pandemic to determine what is still feasible and what may need to be adapted or strengthened

## Main actions for those with very limited time this WAAW

If you can only do 2 or 3 simple things to promote antibiotic awareness this WAAW, we suggest the following priority actions.

As an individual – choose a new or renew your pledge on the [Antibiotic Guardian website](#) and encourage 5 other people to do the same.

As an infection lead – it is recommended that ahead of your WAAW or EAAD planning, you watch the recorded [‘Planning your local WAAW or EAAD 2021’ Knowledge Café](#) in order to learn from other colleagues about their WAAW plans and resources to be used in local campaigns.

1. If you only do **one** thing this WAAW, discuss with your local communications team how the [national WAAW and EAAD digital resources](#) can be shared by your

organisation during WAAW. You may wish to read the [quick guide for 'working with local comms teams'](#) ahead of this discussion.

2. If you only do **2** things this WAAW, then:
  - [register your organisation's planned activities](#) for WAAW
  - share the WAAW digital resources for healthcare workers
3. If you only do **3** things this WAAW, then:
  - [choose a pledge](#) on the antibiotic guardian website
  - share the digital resources for health care workers
  - [register your organisation's planned activities](#) for WAAW
4. If you only do **4** things this WAAW, then:
  - [choose a pledge](#) on the antibiotic guardian website
  - [register your organisation's planned activities](#) for WAAW
  - share the digital resources for health care workers
  - watch the recorded ['Planning your local WAAW or EAAD 2021' Knowledge Café](#)

## List of suggested actions for WAAW and EAAD

- As part of your local WAAW planning, view the recorded ['Planning your local WAAW or EAAD' Knowledge Café](#), which was held by UK Health Security Agency (UKHSA). This included discussions from a range of colleagues, whilst employing knowledge mobilisation principles to help colleagues plan their local WAAW and signpost to resources.
- Register your organisation's AMR awareness activities by using the [online registration form](#) (this will take less than 5 minutes). Following registration, you will receive an email with your certificate for your organisation which can be displayed.
- Participate in the Global Twitter Storm on 18 November – [images and messages](#) are available online. Please see below for further information.
- Record and share a short pledge video to affirm your organisation's (or your individual) commitment to tackling antimicrobial resistance. See below for a quick guide on recording a video and promoting during WAAW.
- Access [digital resources](#) for health care workers that can be used and shared during WAAW. These resources build on those produced for 2020, including images and Twitter polls. They are discussed further below.
- Choose your [Antibiotic Guardian pledge](#) and encourage colleagues, family members and friends to do the same. You may wish to share your pledge on social media platforms to

encourage others to join you also. Please include [#AntibioticGuardian](#), [#KeepAntibioticsWorking](#) and [#WAAW](#) in your social media posts.

- Visit the [Antibiotic Review Kit \(ARK\) website](#) to engage with a range of resources designed to help all healthcare professionals to reduce antibiotic overuse in hospitals. We encourage ARK sites to re-engage and all to learn from and use these resources.
- The [TARGET antibiotics toolkit](#) is designed for healthcare professionals in all primary care or community settings. The toolkit includes the [Pharmacy antibiotic checklist](#), which has been designed to follow the antibiotic prescription journey, to be completed by patients and pharmacists, to facilitate individualised advice to the patient.
- The [e-Bug](#) suite of educational resources have been re-designed and updated for 2021 and in the context of COVID-19. All activities and lesson plans have been designed to complement the National Curriculum and will be available in time for WAAW 2021.
- New for 2021 is the free e-Bug [Health Educator Training](#), which aims to improve your ability to teach children and young people how to prevent the spread of infection and to use antibiotics responsibly.
- The 'Keep Antibiotics Working' media campaign will not run on TV and radio in 2021, although resources are still current, [available online](#) and free for healthcare professionals to download and use in local awareness campaigns, including during WAAW.
- A range of educational resources related to antimicrobial resistance and infections is available on the HEE [elearning for healthcare website](#), for use by primary and secondary care.

As an [Antibiotic Guardian champion](#), you can:

- forward this toolkit to colleagues
- continue to encourage colleagues or members, family, friends and patients to join over 140,000 individuals who have personally pledged an action to help to tackle antimicrobial resistance by choosing a pledge at the [Antibiotic Guardian website](#)
- use social media and community networks to engage with diverse population groups to promote key messages on AMR throughout the winter season using [#AntibioticGuardian](#) and [#KeepAntibioticsWorking](#). [Social media images and messages](#) are available online

## Letters and bulletins

Prior to the COVID-19 pandemic, [letters](#) were written to inform about antibiotic awareness campaigns and request organisations to [register their activities](#) with PHE. These letters were published [online](#) and signed by NHS England chief professional officers as well as PHE and HEE Medical Director and Chief Executives respectively and the Chief Medical Officer. They were sent to local authorities, care providers and professional organisations.

In 2020, for the first time, letters were not published and, instead, [relevant NHS bulletins](#) and the PHE Gateway Cascade were used to signpost to the WAAW toolkit and resources. This approach will be replicated this year.

## Keep Antibiotics Working and Antibiotic Guardian campaigns

In 2014, Public Health England (PHE, now UKHSA) developed the Antibiotic Guardian campaign and associated resources to provide educational resources to help tackle antimicrobial resistance in the UK. This was in collaboration with the Department of Health, Veterinary Medicines Directorate (VMD), the Devolved Administrations, Local Government and Professional Organisations.

The impact and evaluation study of Antibiotic Guardian demonstrated that the campaign increased commitment to tackling AMR in both healthcare professionals and members of the public, increased self-reported knowledge and changed self-reported behaviour, particularly among people with prior AMR awareness.

[Antibiotic Guardian images](#) are available for use online.

In 2017, PHE launched a national campaign 'Keep Antibiotics Working' across England to support the government's efforts to reduce inappropriate prescriptions for antibiotics by raising awareness of the issue of antibiotic resistance and reducing demand from the public using TV, radio and social media. Keep Antibiotics Working (KAW) raises awareness of antibiotic resistance amongst the general public and encourages greater trust in the advice from healthcare professionals when it comes to whether consumers need antibiotics or not.

Although the campaign has not actively run on TV and radio since 2019, the [resources](#) are still current and available to download and use.

## European Antibiotic Awareness Day and World Antimicrobial Awareness Week

European Antibiotic Awareness Day (EAAD), led by European Centre for Disease Control (ECDC) is a public health initiative aimed at encouraging responsible use of antibiotics held on 18 November every year.

World Antimicrobial Awareness Week (WAAW) takes place from 18 to 24 November each year. World Antimicrobial Awareness Week (WAAW) is led globally by the World Health Organization (WHO). It aims to increase awareness of global antimicrobial resistance (AMR) and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of drug-resistant infections. The WHO's current slogan for WAAW is 'Antimicrobials: handle with care' and is applicable to all sectors. The theme for the human health sector for WAAW 2021 is 'Spread Awareness, Stop Resistance'.

Antibiotic Guardian, EAAD and WAAW support the aims of the [UK 5-year action plan for antimicrobial resistance 2019 to 2024](#) and the [UK 20-year vision for antimicrobial resistance](#), which set out actions to slow the development and spread of antimicrobial resistance.

The NHS, local authorities, professional bodies and organisations, universities, educators and others are asked to support Antibiotic Guardian, EAAD and WAAW which can make impact locally and nationally.

You are invited to [register](#) your organisation's planned AMR awareness activities for EAAD and WAAW.

### Suggested WAAW daily themes

WAAW runs from 18 to 24 November each year, irrespective of which week days these fall on. Below are suggestions of themes for each of the 5 weekdays in WAAW, that colleagues can use or adapt to base their own local WAAW activities and communications on.

Day 1: 'Antibiotics in clinical practice' theme (antibiotic course length, empiric prescribing, intravenous-oral switch, promotion of current clinical guidelines).

Day 2: 'Prevention' theme (linked to Infection Prevention and Control – IPC).

Day 3: 'Antimicrobial resistance and the environment and/or research' theme (linking AMR with environmental considerations, such as disposal of antibiotics and environmental contamination. One Health approaches to tackling AMR through research may also be highlighted on this day).

Day 4: 'Diagnostics' theme (increasing understanding of established and innovative methods of detection of infection, antibiotic-resistant or otherwise).

Day 5: 'Antimicrobials and untrue or spurious allergy' theme (including issues such as untrue penicillin allergy labels and de-labelling spurious antibiotic allergy labels).

On the 24 November, the World Health Organization (WHO) is encouraging colleagues globally to 'go blue for AMR' – See [Annexe 1](#) and visit the [WHO WAAW campaign page](#) for more information.

[Resources](#) to support each of the above themes are available online.

## Planning your own WAAW or EAAD workshop and knowledge café

In 2020, A workshop entitled 'Planning your own WAAW or EAAD 2020 activities in the context of COVID-19' took place virtually and comprised presentations from PHE, TARGET, e-Bug and Antibiotic Guardian award-winning projects. This workshop was designed to aid local teams in planning their own WAAW campaigns. The [recording of this session](#) is available online.

A second session was run in 2021 and was adapted into a 'Knowledge Café' format, which seeks to help surface the group's collective knowledge; learn from each other; share ideas and insights. A [recording of the knowledge café](#) is available online.

It is recommended that colleagues view these 2 local WAAW planning events, to gain insight into national activity, available antimicrobial stewardship resources and successful projects from previous years, which may help in planning local WAAW activities.

## Digital resources for sharing during WAAW

A range of digital resources were created for WAAW 2020, with consideration of the difficulty in sharing resources and running local WAAW events due to the COVID-19 pandemic. These digital resources have been expanded since 2020 and are available for use in planning local WAAW campaigns.

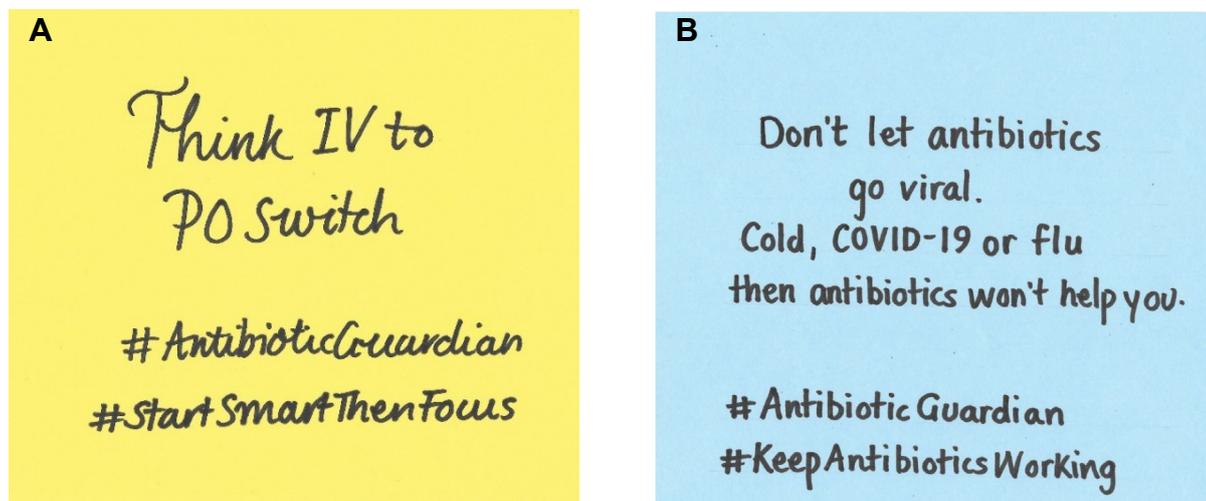
The resources include short messages, images and Twitter polls that can be quickly and easily shared during WAAW, aligned with the suggested themes in the previous section. The use of digital resources also considers the priority to develop a greener NHS and reduce the use of paper resources. Many can also be [adapted for local messaging](#) and are available online.

These have been developed by a sub-group of national WAAW and EAAD planning group. They are designed to be suitable for primary and secondary care and for use by healthcare

workers. We also encourage local teams to develop and share their own local messages. They can be shared via WhatsApp, used as screen savers, email signature or social media.

The [Sticky notes](#) are available in blue and yellow designs and use different writing styles. Two examples are shown in Figure 1. They are examples of both the yellow and blue backgrounds with 2 of the writing styles. Example A) reads: 'Think IV to PO switch' message. Example B) reads: 'Don't let antibiotics go viral. Cold, COVID-19 or flu, then antibiotics won't help you.'

**Figure 1. Examples of the digital sticky notes available for use during World Antimicrobial Awareness Week**



A range of [thank you notes](#) have also been designed, based on 5 core themes (Start Smart - then Focus, Empiric prescribing, Course length, Patient safety and Resistance). These can be adapted for local messaging and include your organisations logo and are available [online](#). It is recommended to include images or figures to celebrate good practice within your organisation (for example a figure demonstrating reduced antibiotic prescribing in your local trust) to share with colleagues.

We encourage use of the message style that is most suited to your organisation. The format will allow adaptation for local messages. Figure 2 shows examples of local messaging using 'digital sticky notes'.

Examples of both the blue 'NHS' and red 'Antibiotic Guardian' backgrounds are shown as well as a version that can be adapted for local messaging.

Example A) reads: 'Thank You for thinking about antibiotic course length! Do you keep them short? What do local guidelines recommend?' Example B) reads: ' Thank you for TARGETing patient information and safety netting when you treat infections' Example C) is a blank thank you note for local teams to include their own messaging.

**Figure 2. Examples of the digital thank you notes available for use during World Antimicrobial Awareness Week**



Two [quick guides](#) have been produced to streamline local engagement with national WAAW initiatives. The first is a guide to engaging with your local communications team ahead of and during WAAW. Its purpose is to facilitate the collaboration of colleagues with their local communications professionals, to produce and release impactful WAAW materials. [This quick guide](#) is available online.

The second guide shows how to produce and share an organisational WAAW video. We recommend that colleagues work with senior leaders, or within their own team to record and share a promotional video during WAAW. We suggest the following video types, although you may wish to record other content ahead of WAAW.

#### AMS pledge video

A short video from a senior leader to highlight the ongoing commitment to – and importance of – tackling AMR.

#### Resource promotion video

A short video to highlight existing AMS resources and signpost to where users can find them.

### ‘Meet the team’ video

A short video to highlight current work in tackling AMR, whilst showing the friendly faces of your organisation.

[This guide](#), which provides suggested wordings and examples from previous years, is available online and a preview can be seen in figure 3. These organisational videos can be shared using the organisation’s social media channels, intranet and/or staff newsletters. Please use [#AntibioticGuardian](#), [#KeepAntibioticsWorking](#) and [#WAAW](#) when sharing.

Figure 3 is a preview of the ‘quick guide to recording organisational videos’, including sections to explain which types of videos are encouraged, suggested wording for videos, a guide to recording videos, and example videos from previous years.

**Figure 3. ‘Screenshot of the quick guide to recording organisational videos**

**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:**

- AMS pledge video** – A short video from a senior leader to highlight the ongoing commitment to – and importance of – tackling AMR
- Resource promotion video** – A short video to highlight existing AMS resources and signpost to where users can find them
- ‘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.)**

**WAAW/EAAD 2021 – Guide to recording organisational videos**

**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) [View](#)

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

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

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

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

A [teleconference background](#) has been developed for use during WAAW and beyond. This has been developed to include key messages that align with the WAAW themes cited earlier in the toolkit. The ‘red and white pill’ design has been used for this background, to align with other WAAW resources used in England, as well as the Antibiotic Guardian campaign. This background is designed to spark conversation when in virtual meetings.

A [range of backgrounds](#) with various messages can be found online, alongside 'Antibiotic Guardian' and 'Keep Antibiotics Working' general backgrounds, which can be used at any time. A blue version of the teleconference background has been designed to align with the 'Go Blue For AMR' day organised by the WHO. For more information, see [Annex 1](#). A [guide to applying a virtual background on Microsoft Teams](#) can be found online.

Figure 4 is an example of a teleconference background for use during and beyond World Antimicrobial Awareness Week. This includes the Antibiotic Guardian logo, the WAAW abbreviation and date of WAAW, an invitation to contact the user for more information, as well as messaging that aligns with digital note content. This background contains the text 'Don't let antibiotics go viral. Cold, COVID-19 or flu? Then antibiotics won't help you.'

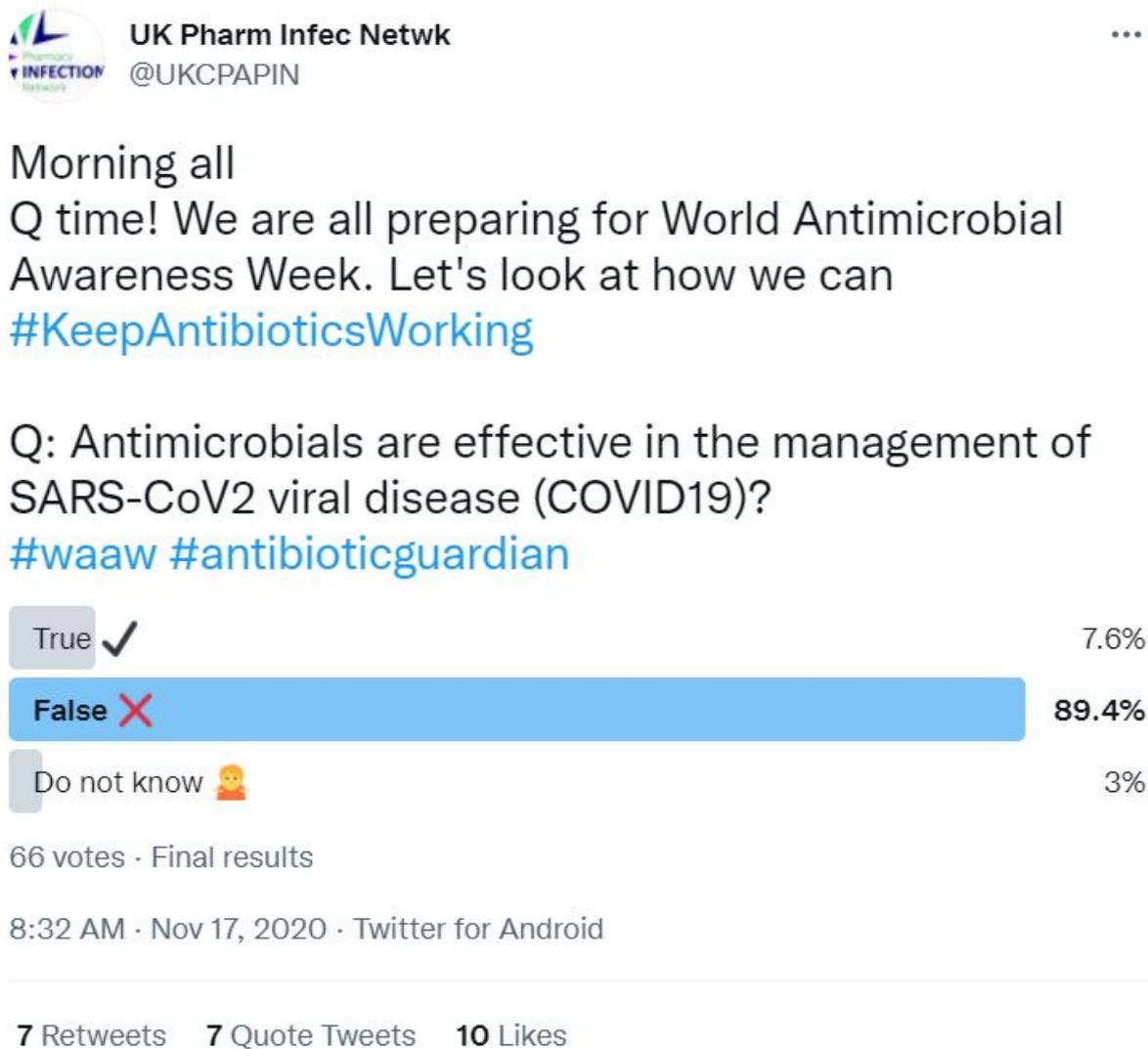
**Figure 4. Example of a teleconference background**



The [Twitter polls](#) will be hosted by [UKCPA PIN](#) and [BSAC](#) accounts and we encourage that you engage with and promote these polls during WAAW. There will be 5 polls with a different poll shared each weekday of WAAW and the answers will be shared the following day.

Please retweet and engage with these polls. They are also [available](#) for local use. An example of a Twitter poll from WAAW 2020 is shown in figure 5. This shows an example of a Twitter poll released on 17 November 2020, asking whether the statement 'Antimicrobials are effective in the management of SARS-CoV-2 viral disease (COVID-19)' is true or false. This poll was answered correctly (with the answer 'false') by 89.4% of the 66 respondents.

Figure 5. Example of a Twitter poll released on 17 November 2020



## Global Twitter Storm 18 November (1 to 2pm GMT)

At 1pm Greenwich Meant Time (GMT) on 18 November (the first day of WAAW) we are asking colleagues to post an AMS-related message and or related images on Twitter and other social media account(s). [Standardised messages](#) – aligned with the WHO WAAW key messages – and images will be available online ahead of the Twitter Storm, once agreed by global partners.

To add a Twitter storm reminder to your Outlook calendar, you can [access a downloadable version of the calendar invite](#).

Tweets can be prepared ahead of time and set to be published at a pre-determined time, in case you are busy during the hour of the Twitter storm. To schedule a tweet in the Twitter web app, click the calendar icon in the tweet box once you have created your tweet to open the

'Schedule' box, you can then set the date and time that your tweet will be released, before clicking the 'Confirm' button. For more information, contact your local communications team.

## Reminder for busy infection or AMS leads

1. If you only do **one** thing this WAAW, discuss with your local communications team how the [national WAAW or EAAD digital resources](#) can be shared by your organisation during WAAW. You may wish to read the [quick guide for 'working with local comms teams'](#) ahead of this discussion.
2. If you only do **2** things this WAAW, then:
  - [register your organisation's](#) planned activities for WAAW
  - share the WAAW [digital resources](#) for healthcare workers
3. If you only do **3** things this WAAW, then:
  - [choose a pledge](#) on the antibiotic guardian website
  - share the [digital resources](#) for health care workers
  - [register your organisation's](#) planned activities for WAAW
4. If you only do **4** things this WAAW, then:
  - [choose a pledge](#) on the antibiotic guardian website
  - [register your organisation's](#) planned activities for WAAW
  - share the [digital resources](#) for health care workers
  - watch the recorded ['Planning your local WAAW or EAAD' 2021 knowledge café](#)

## Additional resources

Additional resources include:

- [WAAW or EAAD Toolkit, including versions from previous years](#)
- [quizzes and crosswords](#) – you can have a virtual competition or share them via your organisation or school newsletter
- [AMS Game](#) – an educational game for healthcare professionals, this explores antimicrobial stewardship and antimicrobial resistance; it is available as a face-to-face (board game) and online versions. The 4 broad areas addressed in the game are:
  - introduction to antimicrobial resistance and stewardship
  - appropriate use of antimicrobial agents
  - infection prevention and control
  - stewardship and surveillance

- [posters and leaflets](#) for the public and healthcare professionals to support antibiotic awareness campaigns in the UK.
- [dental toolkit](#) to help primary care practitioners promote the appropriate use of antibiotics in dental care.
- [antimicrobial and prescribing stewardship competencies](#) for all independent prescribers to help improve the quality of prescribing practice.
- European Centre for Disease Prevention and Control resources:
  - [Plan a campaign - European Antibiotic Awareness Day](#)
  - [Resources for healthcare workers](#)
- [World Health Organization](#) - WHO is encouraging that the global community 'Go Blue' for AMR, particularly on 24 November. This can be supported through online presence, physical communities and workplaces. Find out more in [Annex 1](#).
- Infection Prevention Society's [Infection Prevention Week](#)

## WAAW or EAAD National Planning Group

The national WAAW or EAAD planning group meets biannually to discuss national plans for WAAW or EAAD and share learning. The group is Chaired by Dr Diane Ashiru-Oredope, UK Health Security Agency (UKHSA).

The planning group had representation from:

- the devolved administrations
- UKHSA teams (including AMR Programme Board, e-Bug, TARGET, Behavioural Insights)
- NHS England and NHS Improvement
- British Society for Antimicrobial Chemotherapy (BSAC)
- Centre for Postgraduate Pharmacy Education (CPPE)
- Royal Pharmaceutical Society (RPS)
- Veterinary Medicines Directorate, DEFRA
- Health Education England (HEE)
- National Institute for Health and Care Excellence (NICE)
- British Dental Association (BDA)
- Leeds GP Confederation
- Regional Antimicrobial Pharmacists Network

## Annexe 1. WHO WAAW campaign

The World Health Organization (WHO) is encouraging the global community to 'Go Blue' for AMR, particularly on 24 November. This can be supported through online presence, physical communities and workplaces. [More information about the WHO WAAW Campaign](#), including a toolkit, can be found online. An [adapted teleconference background](#) designed to align with the 'Go Blue For AMR' day is shown in figure 6.

Colleagues are invited to join the campaign as:

### An individual

1. Wear light blue when participating in WAAW events.
2. Adjust your social media profiles to blue.
3. Share why you are 'Going Blue' with friends, family, colleagues, and on social media (for example, "I'm Going Blue in honour of my uncle, who contracted a drug-resistant infection following hip surgery" or "As a doctor, I'm 'Going Blue' to spread awareness among my colleagues about responsible antimicrobial prescribing").

### A workplace or organisation

1. Light up one health stakeholder facilities (human and animal hospitals, clinics, laboratory facilities, pharmaceutical headquarters, universities) in blue.
2. Combine this with workplace actions: create or review antimicrobial stewardship programmes, educate staff on AMR and make a workplace commitment to AMR-related change.
3. Share with the world! Use social or traditional media to announce why your workplace staff are 'Going Blue'.

**Figure 6. Example of a teleconference background adapted for use during WAAW as part of the WHO ‘Go Blue For AMR’ day on 24 November**



## About the UK Health Security Agency

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