

## 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](mailto: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 :

[https://surveys.phe.org.uk/TakeSurvey.aspx?SurveyID=AG\\_LogoVideoDownload](https://surveys.phe.org.uk/TakeSurvey.aspx?SurveyID=AG_LogoVideoDownload)