WHO EMRO | Campaign material

Failure to address the problem of antibiotic resistance could result in 10m deaths by 2050. Costing us $100 trillion.

Act Now. Protect Tomorrow.

#AntimicrobialResistance

Act immediately to stop the rise of a new global crisis. Legislation can make this happen.

#AntimicrobialResistance

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AMR is a global threat that requires urgent development and action by governments and society as a whole. It threatens the achievements of modern medicine. Common infections and minor injuries that have been treatable for decades may once again kill millions.

#AntimicrobialResistance

Tackling AntimicrobialResistance needs to be firmly established as a top level policy priority for the Governments in order to help prevent the virtual loss of worldwide modern medicine.

Always vaccinate your family including the annual flu vaccine.

If we don’t stop antibiotics abuse we risk losing them as a health tool one of the world’s most pressing health problems.

Antibiotics are not painkillers and can’t cure every illness.

Millions of lives and Billions of dollars can be saved if all parties, including parliamentarians work together to reduce #AntimicrobialResistance.

Antibiotics can not treat all infections, they can’t treat viral infections such as common cold or flu.

It’s a shared responsibility.
Antibiotics don’t work for cold and flu and can’t cure every illness

Antibiotics should only be used when prescribed by your doctor

If antibiotic resistance continues to grow, society will be at increasing risk from common infections that will no longer be treatable

Do not share your unused antibiotics with your family

Antibiotics are NOT CANDIES

It’s everyone’s responsibility to use antibiotics correctly

A shared responsibility

Avoid self-medication with antibiotics

Be wise and think twice

Avoid self-medication with antibiotics
Improper use leads to big loss
Handle antibiotics with care
let them shine again

Hand washing is the first line of defense against the spread of bacteria

Risk of infection can be reduced by regular hand washing with soap and water

No new antibiotics in the pipeline
We are running out of antibiotics

Always seek doctor's advice before taking antibiotics
Always seek doctor's advice before taking antibiotics