WE NEED YOU

To implement the new Antimicrobial Resistance campaign

TO HANDLE ANTIMICROBIALS WITH CARE

October 2017
To implement the new AMR communication campaign

Misuse and overuse of antimicrobials increase resistance risk, endangering both animal and human health and welfare.

But YOU can HELP, particularly as a member of the Veterinary Services. Indeed, you have a role to play in fighting antimicrobial resistance.

Animals count on you to encourage your authorities and veterinarians to implement the OIE international Standards, and globally to ensure that we handle antimicrobials with care to preserve their efficacy and protect our future.

"To help you, the OIE has created a new communication campaign. Let’s implement it in your country!"

YOU ARE THE POWERBROKER

Encourage the main communication targets to apply the OIE standards

1 Discover the new campaign and its tools
2 Implement the campaign in your country
3 Collect results and let us know how successful the campaign was
The campaign poster, available with different animals (cow, dog, pig, sheep, poultry, fish) in A3. You can use it for all the animal health stakeholders in your country.

WE NEED YOU
TO HANDLE ANTIMICROBIALS WITH CARE

Fight #AntiMicrobialResistance

• Misuse and overuse of antimicrobials increase resistance risk, endangering both animal and human health and welfare.

• But you can help. By acting prudently when using antimicrobials, you can preserve their efficacy for our future.
The campaign’s toolkit includes material dedicated to all animal health stakeholders.

These tools highlight the role each stakeholder has to play in ensuring that antimicrobials are used prudently at national level, in line with OIE international Standards that you can consult here: www.oie.int/amrstandards

Policy makers: the Architects

We need the full involvement and support of policy makers. Their role is to ensure that effective policies are in place from farm to fork – and beyond. Only with the appropriate national legislations in line with OIE international Standards we will be able to build the foundation of a responsible and prudent use of antimicrobials.

Veterinarians: the Headliners

Being in contact with both animals and farmers, veterinarians are first on the battle front of antimicrobial resistance. They play a key role in this fight, by ensuring that antimicrobials are only used when necessary and in a prudent way, as well as offering professional advice to farmers and animal owners. They must be fully aware of their role and you can help them understand and apply the rules of responsible and prudent use, in line with OIE international Standards.
Antimicrobials

We need you

Together, we need to ensure the responsible use of antimicrobial agents – essential to human and animal health and welfare – by all animal health actors, including the human, animal and plant sectors. However, the development of new antimicrobials has not kept pace with the need. The level of resistance to antimicrobials in both humans and animals is becoming a pressing concern. Continued availability and efficacy of existing antimicrobial classes are essential.

Pharmaceutical industry: the Gatekeeper

Because the use of approved high quality antimicrobials is crucial in the fight against antimicrobial resistance, the pharmaceutical industry can play an important role in keeping antimicrobials efficient and available for animal health. Research, pharmacovigilance programme and appropriate marketing requirements are all actions pharmaceutical industry can and must do. The pharmaceutical industry’s leadership and influence is central to this fight, demonstrating their professional responsibility and commitment to the sector.

Animal feed manufacturers: the Intermediaries

Feed manufacturers have a key role in preserving antimicrobial efficacy and availability. By limiting the access of medicated feed to veterinary prescription they can counter overuse and misuse that leads to increased antimicrobial resistance. For commercial reasons it is sometimes difficult to persuade feed manufacturers on the importance of acting today to protect the future of antimicrobial efficacy. This short document not only aims to inform them about the concrete actions they can put in place but also to sensitize them on the importance of preserving the efficacy of antimicrobials.

Wholesale and retail distributors: the Sentinels

Because distributing drugs such as antimicrobials comes with responsibilities, wholesalers must be aware of the importance of preserving the efficacy and availability of antimicrobials. They must be informed of the importance of distributing only high quality antimicrobials and always on a veterinary prescription. Their professionalism is critical to this fight, demonstrating their professional responsibility and commitment to the sector.

Farmers

Dedicated tools will be developed for farmers in 2018.
The risk that disease-causing agents will develop resistance to an antimicrobial increases whenever antimicrobials are overused or used inappropriately. A strong inter-sector collaboration is needed to preserve the efficacy of antimicrobials by ensuring they are handled prudently when used in humans, animals or plants. The World Organisation for Animal Health, the OIE, has developed international Standards on antimicrobial resistance to help governments to support animal health with harmonised policies and rules.

As Policy makers you have a role to play. In addition to actions needed in the human health and plants sectors, we need you to ensure that the responsible and prudent use of antimicrobials in animals is practiced in your country. The OIE has developed intergovernmental standards on antimicrobial resistance (AMR) to help maintain their efficacy. These texts cover the use of antimicrobials, development of surveillance programmes, monitoring quantities of antimicrobials used, and risk analysis of the emergence and spread of resistant bacteria in terrestrial and aquatic animals. Use them to ensure that your country can fight the AMR threat.

The reverse of this factsheet provides a summary of the main points for the responsible and prudent use of antimicrobials in animals. You can also consult the full version of these texts here: www.oie.int/amrstandards

Well-structured veterinary services, a strong national legislation, awareness actions and research supporting these initiatives are crucial.

We need you to take action to ensure antimicrobials are handled with care.

Antimicrobials are essential medicines to control and treat infection in both humans and animals. But they are losing their efficacy at an increasing rate.

As Policy makers you have a role to play.

We need you to take action to ensure antimicrobials are handled with care.

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The tools of this OIE international communication campaign are available in English, French and Spanish on: www.oie.int/antimicrobial-resistance
We need you. Let’s go!

Ready to run your campaign?

Step 1  Understand the messages fully and take ownership of the campaign.

Step 2  Discover and carefully read all the tools in the communications package. These can be found in the dossier sent to each country or at the download address.

Step 3  Assess your budget and build your project team.

Step 4  Adapt the tool to your country (translate if needed).

Step 5  Identify and mobilise your partners and suppliers (printing and professional press magazines).

Step 6  Print your documents if necessary.

Step 7  Organise top-level meetings with your key partners.

Step 8  Be aware of everything and every opportunity, you are the project leader!

Step 9  Assess the impact of your campaign.

Ready to run your campaign?
Collect results and let us know how successful the campaign was

To estimate the campaign's outcomes and ultimately guide future campaigns, evaluation is important to assess successes and failures and determine whether the campaign's objectives were met.

To facilitate this process, we propose using the following indicators:

- Number of leaflets, posters and technical brochures **sent physically and electronically**.
- Number of leaflets, posters and technical brochures **printed**.
- Number of social media **posts**.
- Number of meetings and congresses **organised**.
- **Human resources** allocated on the AMR campaign.
- **Financial resources** allocated to the AMR campaign.

And you will certainly have more qualitative feedback on campaign perceptions from your collaborators or targets.

**Remember to choose and define your indicators at the start of the campaign!** Otherwise, you might fail in collecting the necessary data during the campaign for eventual evaluation.