



# Possible European Commission information campaign on AMR

*DG SANTE A.3. Communication*

# Our objectives

- ✓ To raise **awareness** of the prudent use of antimicrobials
- ✓ To **inform young people, their friends and families** about the **prudent use of antibiotics, AMR, and the EU's action and ambition.**
- ✓ To promote a **One Health approach** in combatting AMR.

# Key messages

- AMR is a real public health threat and figures prove it.
- Individuals have a role to play in ensuring the prudent use of antibiotics and in curbing AMR. Your actions can make a difference.
- The EU wants to encourage the prudent use of antimicrobials



# Target Audience

- Young people 12-18
- Their teachers, family and wider contacts
- EU wide & with a focus in countries with lower awareness levels

# Possible communication channels



## Micro-comics

- Digital format
- All EU languages



## Social media clips

- All EU languages
- Promotion via EC Social Media Channels



## Online game and/or teaching materials

- All EU languages



## Country-specific partnerships

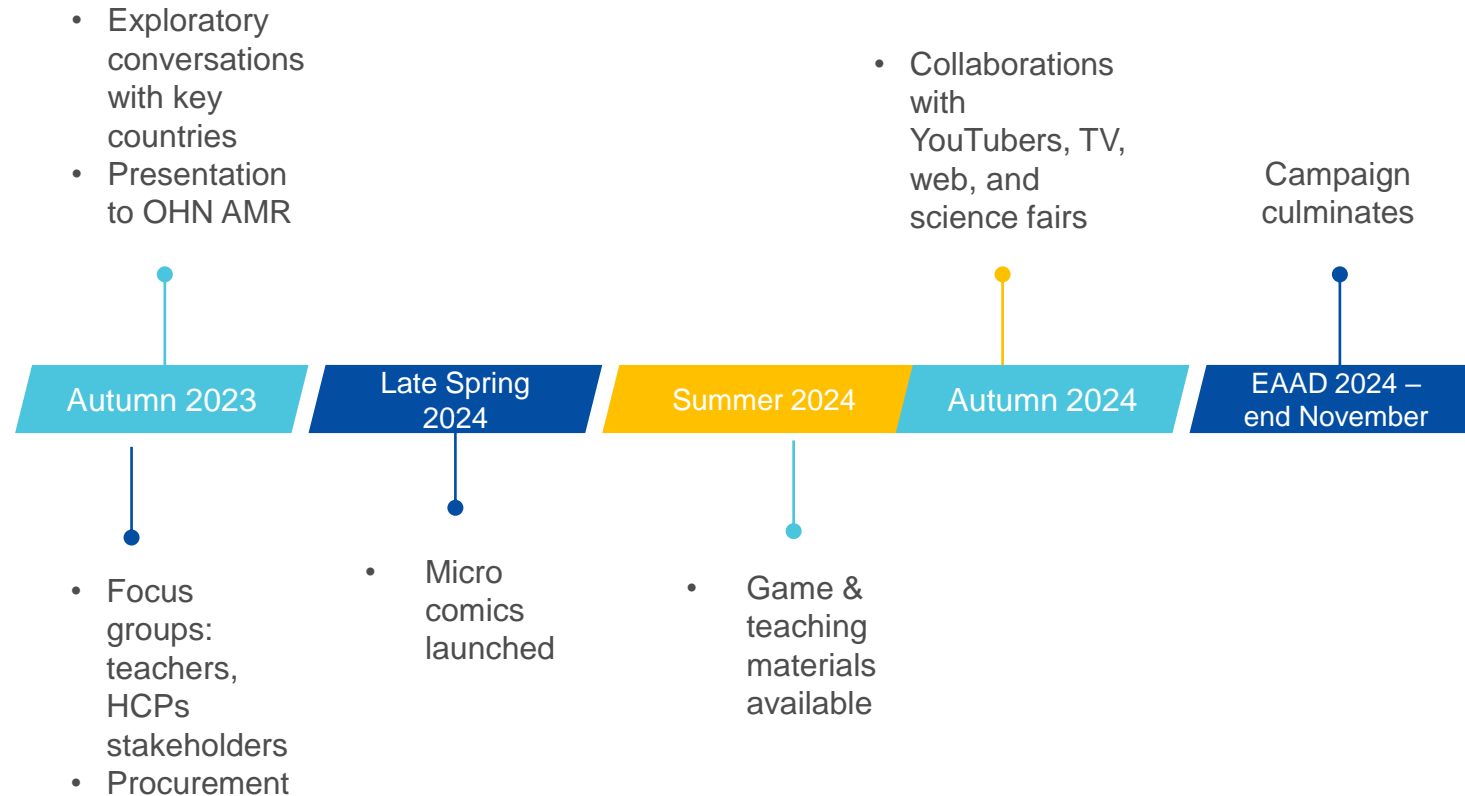
- Micro-influencers
- YouTubers
- Magazines
- TV programmes
- Science fairs



# Involving student organisations

- Medical, pharmacy, nursing, vet students and organisations
- Younger voices more relatable for target audience
- To endorse & share campaign content

# Possible timeline



Looking forward to your  
reactions!