

EU Health Award for NGOs: submission from the Alliance to Save our Antibiotics

All referenced reports, letters, materials, press coverage or consultation responses are available on request

1. Introduction: campaign background, strategic objectives and goals

Established in 2009 by Compassion in World Farming, the Soil Association and Sustain, the Alliance to Save Our Antibiotics is campaigning to end the routine use of antibiotics and related drugs in intensively farmed animals across the EU, in order to reduce the threat to human health from antimicrobial resistance, and to safeguard the efficacy of antibiotics for human health.

In December 2011, the Alliance received, for the first time, external funding to widen the scope and ambition of the campaign to include an EU-wide focus, to broaden our membership to multi-disciplinary organisations from across the EU, to direct campaign activity towards influencing European policy and practice, and to employ a dedicated member of staff to lead this work. The Alliance is led by Emma Rose, and supported by the work of a dedicated Scientific Advisor, Coilin Nunan. From this date we have also utilised the services of a part-time dedicated staff member based in Brussels.

The Alliance now comprises 45 EU-wide organisations, which themselves represent a further +485 organisations. Our members span health, medical, civil society, scientific, environmental and farming sectors, with the majority representing the human health sector.

The overall aim of the Alliance and associated campaign is to create change that leads to: ***A world in which human and animal health and well-being are protected by food and farming systems that do not rely routinely on antibiotics and related drugs.*** Our approach has been to take on this issue from a human health perspective.

The campaign seeks to end the systematic overuse of antibiotics in livestock farming; which is fuelling the emergence of antibiotic-resistant bacteria that threaten both human and animal health, as well as supporting the continuation of farming practices that are inhumane and unsustainable.

The Alliance is committed to driving urgent action on a scale appropriate to the magnitude to the antimicrobial resistance (AMR) crisis; through public campaigning and media engagement, lobbying at EU and UK level, investigations work, scientific research, and convening farming and veterinary stakeholders to discuss practical solutions to reducing farm-antibiotic use.

The Alliance's over-arching objective is to achieve a reduction in use of antibiotics in livestock farming in the EU, by 50% by 2020 and by 80% by 2050. As an integral part of this, the Alliance is calling for an end to the routine prophylactic mass-medication of groups of animals before any disease has been diagnosed in any animals within the group. The Alliance is also calling for a ban on all preventative use of the 'Critically Important antibiotics' (CIAs), and a ban on all group treatment with these antibiotics (including off-label use). The Alliance's position is that the CIAs must only be used to treat individual, sick animals where sensitivity testing, or the results of recent sensitivity testing, shows that no other antibiotics are likely to work. A key framework within which we seek to achieve this change is the current EU legislative reviews to the Veterinary Medicinal Products and Medicated Feed regulations.

2. Action proposed / methodology

Since December 2011, the campaign has identified five key strategic areas of focus which would allow us to achieve our overarching objective as explained above, and which formed part of a five-year campaign strategy:

Prove the problem – providing the evidence

In the light of efforts by some industry bodies to undermine the positive association between veterinary antibiotic use and human antibiotic resistance, a key Alliance objective has been to solidify this link. By amassing

and summarising the evidence underpinning our campaign, maintaining up-to-date knowledge of new developments and trends, and producing peer-reviewed briefing papers, the Alliance aims to substantiate the science behind farm-antibiotic use and human resistance.

The Alliance recruited a Principal Scientific Advisor with over 20 years of experience in veterinary antibiotic use and bacterial zoonotic diseases to support this process, and has established an advisory group of experts within the field of microbiology and antimicrobial resistance to provide expert input.

A supporting focus for this tranche of our work has been to establish a wide and documented consensus amongst the eminent medics, scientists and health professionals that the Alliance's policy demands and recommended measures are conducive to reducing resistance in human and animal infections.

Consolidate our case – broaden the Alliance

In tandem with this, we seek to consolidate our case by broadening our membership to include a wide range of multi-disciplinary actors and experts who can provide the campaign with real credibility and take our message into new areas. We identified a particular need to building support from medical and health bodies, in order to raise awareness of the risks of farm-antibiotic use in the sector where the impact of such profligacy will be most felt.

As support from the medical community has grown, the Alliance has increasingly created opportunities to bring together interested parties to share information and co-ordinate campaigning opportunities between the Alliance and human health organisations. We have also focused on identifying a number of spokespeople for the campaign outside of the Alliance group, who can assume advocacy work on behalf of the campaign and communicate our message at the highest level within their areas of expertise.

Identify the key moments – lobbying and advocacy

Our lobbying work aims to influence both UK and European policy on veterinary prescribing. In particular, our mission has been to influence the EU reviews currently taking place to the Veterinary Medicinal Products and Medicated Feed legislations. A key strategic aim of the campaign has been to bring health ministries into this debate as well as agricultural and environmental teams. Our experience has been that health policy-makers have tended to relegate decisions concerning veterinary antibiotic-use policy to agricultural teams; resulting in a siloed approach to an issue that - in reality - spans environmental, human health and animal welfare considerations.

In order to achieve impact across the EU, the Alliance has undertaken to understand current levels of farm-antibiotic use across the EU, working with experts in this field from a number of European countries. Since December 2011, the Alliance has aimed to build a network of support from experts throughout Europe, with whom we work to identify key targets for lobbying and to pin-point key policy or legislative moments for advocacy.

Mobilise the public – raising awareness

Public-awareness raising forms an integral part of the Alliance's strategy – as this can hugely affect political ambition to take strong action on farm antibiotic use; incentivise food producers and retailers to reduce farm antibiotic use, and provide the Alliance with a mandate to demand political and industry action.

Significant resources have been dedicated to developing and implementing a media strategy; which includes targeted media 'spikes' such as high profile exposés of the scandals behind this issue, as well an ongoing 'drip-feed' of media engagement. A key focus for the campaign has been to translate complex information on AMR into digestible and compelling rhetoric.

In tandem with this, we prioritise the provision of clear activities for public activism; and the use of digital campaigning techniques to allow the public to pressure policy makers, retailers and manufacturers. The Alliance also aims to evidence and document the increasing levels of public concern – as this provides us with an

invaluable mandate to take our demands to the highest level of decision-making within industry and national governments.

Provide the solution, changing awareness into action (at industry and policy-levels)

Increasingly, as the consensus solidifies around the scientific link between farm-antibiotic use and human AMR, the Alliance seeks to demonstrate the alternatives, and to map out a pathway to reduced antibiotic use in practice. Our work in this area includes convening farmers and vets across livestock farming sectors to identify barriers and to discuss practical measures for progress; research and documentation of successful interventions in other European countries; provision of practical examples of how reductions can be made through adoption of higher welfare and organic farming techniques; the production of sector-specific briefings and guidance which set out step-change towards lower antibiotic use; and building relationships with domestic and international retailers and food-providers.

Lobbying at EU and UK level is a central plank of the Alliance's strategy. Despite decades of mounting awareness about AMR and farm antibiotic, policy responses have so far proved inadequate. The Alliance focuses on lobbying policy-makers at UK, Member State and EU level with a view to influencing the EU Veterinary Medicinal Products and Medicated Feed legislative reviews. Since the UK public voted to leave the EU on 23rd June 2016, the Alliance has been calling for ambitious unilateral action from the UK government. Once the EU reviews reach their conclusion, work will still be required to ensure that any targets set for phased implementation stages are sufficiently ambitious and will set Member States on-target to achieve reductions.

Finally, a key indicator of success for the campaign includes a material shift in farming systems - to practices which build animals' natural immunity through higher welfare practices, rather than recourse to routine antibiotic use.

3. A case study of the Alliance's activity and progress against the benchmarks outlined above

Prove the problem – providing the evidence

✓ *This section specifically meets the following criteria: Relevance, Effectiveness, Transferability, Intersectoral collaboration*

The Alliance has played an important role in solidifying the evidence around farm-antibiotic use and human AMR. Since the campaign was formalised in December 2011, we have produced a number of internationally peer-reviewed reports which draw together the latest (at the time) scientific developments and analysis. Our first report provided a detailed analysis of the human health impacts of veterinary prescribing, whilst our second major report, first published in 2013, sets out the evidence for a farm animal reservoir of antimicrobial resistance, with a focus on specific human bacterial infections for which farm-antibiotic use is a key contributor to resistance.

This latter briefing was widely disseminated in to policy-makers in Brussels, sent to over 600 MPs in the UK, and used as a 'calling card' document to secure a meeting with Sir Liam Donaldson (former Chief Medical Officer). It received widespread coverage in UK medical press, including the British Journal of Hospital Medicine. A number of other European NGOs also used this to create their own briefings and materials.

Such work has been carried out exclusively to support our case for a dramatic reduction of antibiotic use in agriculture, in order to reduce the threat to human health from antimicrobial resistance.

In June 2015, an Alliance investigation revealed livestock-associated MRSA (MRSA ST398) in British pork purchased from major UK retailers. This was the first discovery of MRSA of livestock origin in British produced meat. The findings were published in peer-reviewed medical journal Eurosurveillance - an epidemiological journal jointly funded by the European Commission and published weekly by the European Centre for Disease Prevention

and Control. The findings gathered extensive coverage, resulting in an ‘opportunity to see’ of almost 295 million, and were circulated by global campaign organisation Avaaz to their global network.

The Alliance to Save our Antibiotics has been closely involved in the work of the Antimicrobial Resistance Review team, which published its final report “Tackling Drug-Resistant Infections Globally” on the 19 May 2016. The Alliance provided scientific expertise and policy recommendations during the report’s creation, with a particular focus on evidencing the link between intensive farming and antibiotic use. The Alliance was invited to the small, informal Review on Antimicrobial Resistance Closing Event on 16th June 2015, where we were acknowledged by the Review team as having provided “invaluable advice and feedback over the last two years”. We were extremely pleased that the final report (which reviewed 280 published, peer-reviewed research articles that address the issue of antibiotic use in agriculture), calls for a reduction in the total use of farm antibiotics, and recognised the correlation between intensive farming systems and excessive antibiotic use.

In December 2015 the Alliance revealed the presence of the MCR-1 gene - which makes bacteria resistant to last-resort antibiotic colistin - in *E. coli* from pigs and people in England and Wales. The Alliance’s discovery was made shortly after the resistance gene had also been found in Denmark, France, the Netherlands, Portugal and in several Asian and African countries. This helped to consolidate evidence that even small quantities of colistin in farm animals (a Freedom of Information request from the Alliance to the UK Government revealed that 837kg of colistin were sold for use in British farm animals in 2014) can fuel resistance to this critical antibiotic.

In April 2016, the Alliance published a new [report](#) which calls for a ban on use of the Fluoroquinolones in poultry. This report shows that the effectiveness of fluoroquinolone antibiotics, which are classified as critically important in human medicine, is being undermined by their continued use in poultry. It also provided new analysis which demonstrates - contrary to claims repeatedly made by the European farming, pharmaceutical and veterinary industries - countries which have banned these antibiotics in poultry have much lower levels of fluoroquinolone resistance in human *Campylobacter* infections than countries that continue to use them.

This report has been shared with the European Medicines Agency, who are currently considering their response. It has also been shared with over 30 stakeholders across Europe, in order to support national development of similar initiatives in other countries.

The Alliance also supported the 2015 report; “Sub-lethal exposure to commercial formulations of the herbicides dicamba, 2,4-D and glyphosate cause changes in antibiotic susceptibility in *Escherichia coli* and *Salmonella enterica* serovar Typhimurium”. This was undertaken in tandem with organisations such as the Sustainable Food Trust who are calling for EU measures to limit glyphosate use. In June 2016, we submitted our position to the European Commission’s 45 day public consultation on the harmonised classification and labelling proposals for Glyphosate, outlining this research, which indicates that glyphosate use can cause antibiotic resistance, which can then pass on to humans through the environment.

Consolidate our case – broaden the Alliance

✓ *This section specifically meets the following criteria: Relevance, Effectiveness, Sustainability, Intersectoral collaboration*

Over 485 organisations from across the EU now publically support the work of the Alliance, joining as members either as an individual organisation or via their umbrella organisation. Our members are diverse and wide-reaching; and includes civil-society coalitions - such as the European Public Health Alliance, organisations covering clinical microbiology - such as ESCMID, and environmental and animal welfare groups such as - Friends of the Earth Europe and Albert Schweitzer Stiftung.

The Alliance helped to form, and is a member of, the Europe-wide Antibiotic Resistance Coalition (ARC). This has provided key opportunities for collaborative lobbying in the future, including current efforts to secure strong outcomes from the forthcoming UN High Level Meeting on AMR in September. The Alliance has also been closely

involved in discussions with the World Health Organization, regarding their Global Action Plan (GAP) on antimicrobial resistance, and contributed to a WHO webex meeting on the GAP earlier this year.

The Alliance has recently established a partnership with Global Justice Now, who plan to adopt farm antibiotics as a core campaign going forward – with a joint focus on raising awareness on the impact of profligate farm-antibiotic use the world’s poorest, and targeting European corporations and food business to take action.

In 2014, the Alliance co-organised a seminar with the UK’s eminent Royal Society of Medicine, which brought together speakers from Sweden, Denmark, Germany and The Netherlands to provide a collective case for more ambitious policy action within the context of the forthcoming EU regulatory reviews. Member State representatives shared information on successful initiatives which have succeeded in reducing antibiotic use. These examples were used to create public-facing leaflets (translated into several different languages) which highlight EU countries who have prioritised action on AMR. These were disseminated amongst contacts across the EU, and by seminar speakers.

In what we consider the strongest demonstration of concern yet from the medical sector on farm-antibiotic use, 50 eminent UK and EU health and medical organisations signed the Alliance’s letter to MEPs calling for a ban on routine prophylactic use of antibiotics in farming across the EU. This has provided the Alliance with a strong network of support from these organisations, who are now undertaken hugely valuable advocacy work on our behalf. For example, the Royal College of Physicians (the professional membership body for physicians with over 32,000 members across the globe) have strongly advocated their support for an EU-wide ban on routine prophylaxis via front-page article in their in-house publication; circulated to their 32,000 RCP members globally.

The Alliance is committed to building on this support, as we feel strongly that this will contribute to the dissemination of a narrative on farm-antibiotic use which is both strong and sustainable. Should there be any efforts amongst policy-makers to water down commitments on this issue, established and permanent support from the medical community will prove invaluable in preventing governments renege on commitments.

We have dedicated considerable time to building awareness of the risks of farm-antibiotic use within the investment sector, enabling us to broaden our alliances to include new and different stakeholders. Working alongside multinational private equity and insurance companies Aviva Investors and Collier Capital, and with responsible investment charity ShareAction, we have a programme of company engagement and shareholder activism around the investment risks associated with the overuse of antibiotics in global farming systems. This work highlights the systemic risks for the industry in the potential for sudden regulatory change and sector-wide reputational damage due to plummeting consumer trust. In April 2016, this partnership launched an investor report: “[THE RESTAURANT SECTOR AND ANTIBIOTIC RISK](#)”, which credits the Alliance for providing key support and input to the editorial and policy suggestions.

Shortly after this report was published, the Alliance provided the rationale for a suite of outreach work which led to the establishment of a \$1 trillion coalition of 54 institutional investors, including Aviva Investors, Natixis Asset Management, ACTIAM, Mirova, Collier Capital and Strathclyde Pension Fund, which called on J D Wetherspoon, McDonald’s and Domino’s Pizza Group to adopt policies to reduce farm antibiotic use. They ‘asks’ were modelled on the Alliance policy recommendations – see section 1 above.

Engagement with this stakeholder group is critical to establishing the longevity and sustainability of ‘good practice’. In order to meet the long-term fiduciary needs of these investors, companies must commit to systemic and enduring changes in practice – which in turn will lead to systemic shifts across meat and dairy supply chains.

Identify the key moments – lobbying and advocacy

- ✓ *This section specifically meets the following criteria: Relevance, Effectiveness, Transferability, Intersectoral collaboration*

The Alliance has secured several meetings to monitor and influence national strategies on antimicrobial resistance; with national health and agricultural ministries in the UK, Italy, the Czech Republic and France. We have also met with the Greens/European Free Alliance in the European Parliament, the European Medicine's Agency, Dr Claire Boville (UK AMR policy lead), the Deputy Chief Medical Officer Professor John Watson and previous Chief Medical Officer Sir Liam Donaldson, and a number of MEPs from across the political parties.

At UK level, we have maintained pressure on policy-makers via a steady stream of Parliamentary and Oral Questions, through regular attendance of the All Party Parliamentary Group on antibiotics, and through the submission of detailed written evidence to the enquiry into antimicrobial resistance by the Select Committee on Science and Technology. The Alliance was subsequently invited to give oral evidence to the Select Committee in January 2015. As a direct result of a parliamentary question tabled on behalf of the Alliance in 2015, the UK Department of Environment, Food and Rural Affairs has clarified its position on routine prophylaxis, clearly stating that such practices are not supported by the UK Government. This has been a significant step forward our domestic lobbying work. In 2016, the Alliance drafted a new policy position on farm antibiotics for Her Majesty's Official Opposition – which was announced at our 2016 conference.

We have participated in several European Medicines Agency public consultations on farm antibiotic use. This has included the submission of detailed consultation responses to the European Medicines Agency's consultation on the impact on public health and animal health of the use of antibiotics in animals, and the European Commission's consultation on its draft guidelines for the prudent use of antimicrobials in animals. Most recently we have contributed to the public consultation on a concept paper published by the European Surveillance of Veterinary Antimicrobial Consumption - on the guidance for collection of data on antimicrobial consumption by species from national data collection systems. Internationally, the Alliance has submitted a detailed response to the WHO's consultation on its draft global action plan on antimicrobial resistance.

The Alliance has dedicated its lobbying efforts at influencing progress on EU Veterinary Medicinal Products and Medicated Feed legislations.

In May 2013, the Alliance wrote to Tonio BORG, Former European Commissioner for Health (DG SANCO) along with 18 other organisations from across the EU, commenting on the European Commission's 12-point action plan of 15 November 2011 on AMR and calling for an effective EU-wide strategy to reduce the overuse of antibiotics in agriculture. A subsequent correspondence to Commissioner Borg outlined our concern that the delay in the Commission's publication of their proposal for a 'review package' of the Veterinary Medicinal Products Directive 2001/82/EC (as amended) may be having consequences for human health; undermining efforts in the healthcare sector to control the spread of antimicrobial resistance. The response stated that our suggestions for policy progress were being considered in the revision process.

The Alliance was subsequently invited to attend a meeting in July 2013 with European Commission officials Director Andrzej Rys, Koen Van Dyck, Mario Nagtzaam and Wolfgang Trunk in Brussels. Subsequent to this meeting, the Alliance compiled and shared with attendees a considerable amount of evidence to support our calls for a ban to such use.

In 2015-16 a number of MEPs tabled, on behalf of the Alliance, amendments to the Veterinary Medicinal Products and Medicated Feed legislations proposing bans to prophylactic and routine metaphylactic antibiotic use. The Alliance worked closely with the Greens/European Free Alliance to apply pressure on key MEPS, and met with Rapporteur Grosstete's office regarding our recommendations to the compromise amendments. The Rapporteur subsequently announced that she had "called for an end to the routine prophylactic use of antibiotics".

To coincide with the critical vote in the EU Parliament by the EU ENVI Committee in February 2016, the Alliance wrote to MEPs on the committee, the European Commission and the European Parliament. The letter was undersigned by 50 eminent leaders from medical and scientific organisations across the EU, and stated: "*We urge EU governments, the European Parliament and the European Commission to support and implement such a ban. Routine medication of groups of healthy animals is inconsistent with all responsible-use guidance.*" The letter was

sent to all MEP's, published in the UK-based Telegraph and Brussel-based publication Politico, as well as Politics Home and EU Food Law Weekly. This prompted a number of correspondences from the farming and veterinary industries – including FVE and EPRUMA, as well as the UK's The Wellcome Trust.

This letter coincided with an EU-wide public campaign – disseminated via Alliance member networks - which prompted the public to contact the ENVI Committee Rapporteur, Shadows and MEPs asking them to support a ban on routine prophylaxis. The Alliance was pleased to see that these efforts have contributed to the overwhelming support from MEPs for the ENVI committees proposed ban on routine prophylaxis.

In late March, UK Shadow Secretaries of State for Health and Defra, sent an open letter - drafted by the Alliance - to Government counterparts, demanding Government support for current EU proposals to ban routine, preventative mass medication of groups of healthy animals. This was a rare example of unity from health and farming teams. It was used as a basis to influence similar opposition governments in Europe, and resulted in a similar letter being drafted to the Italian Minister of Health requesting that voluntary plans to reduce the use of antibiotic in chickens and rabbits be made public.

Since 2012, the Alliance has long calling for measures to ensure that pharmaceutical companies who sell veterinary medicines are required to make explicit on 'Summary of Product Characteristics' that medicines may not be used for routine disease prevention. After sustained lobbying, the European Medicines Agency are now in agreement with the Alliance that group treatments of healthy animals is an unacceptable practice. For any new antibiotic products, the EMA will only license them for mass medication in cases disease is present in at least some of the animals. This was a breakthrough for the campaign; although it is not yet clear how long it will take for the SPCs of existing antibiotic products to be updated, nor do we yet know if this will also consistently apply to antibiotics licensed through the "decentralised" procedure, where the Agency has less say.

Post Brexit vote, the Alliance will continue to lobby at EU level, while calling for ambitious unilateral action from the UK Government. We will call for the inclusion of responsible farm-antibiotic use as part of a reformed EU Common Agricultural Policy, (and new UK equivalent) to ensure that taxpayers money is spent for public good. We have already joined forces with 84 other NGO's to establish a suite of activity to secure a reformed, cost-effective and sustainable subsidy programme in the EU and UK.

Mobilise the public – raising awareness

- ✓ *This section specifically meets the following criteria: Relevance, Effectiveness, Innovation and creativity, Intersectoral collaboration*

The Alliance has successfully collaborated with a number of global consumer networks in order to drive our message amongst the general public – with a view to translating public concern into action at policy level.

On European Antibiotics Awareness Day 2014, the Alliance created an EU-wide public action - via Alliance Member supporter networks - for concerned individuals to contact their agricultural and health ministers and ask them to support a ban on routine prophylaxis. This campaign resulted in 10,000 people directly emailing their MP and MEP on this issue - with our group of dedicated campaign letter writers sending an estimated 500 hand-written letters.

Our 2015-16 partnership with global campaigning network Avaaz, and the ensuing two emails to their global network, resulted in +1.3m signatories to the accompanying petition demanding an end to routine prophylaxis – aimed at influencing EU agricultural and health ministers. This petition was used to evidence public concern during our ongoing lobbying activity.

The Alliance is currently collaborating with the Bureau of Investigative Journalism – which works in collaboration with global investigative platforms to expose national and international scandals. The Bureau and the Alliance have initiated a UK focused investigation into farm antibiotics and human resistance, recently revealing record levels of Fluoroquinolone use within the UK poultry sector. On an EU-level, the Alliance is working with Food and

Water Europe to mobilise public awareness around the current EU legislative reviews; prompted by concerns that the overwhelming support by MEPs for an EU-wide ban to routine prophylaxis - as proposed by the ENVI committee's - will be watered down by the comparatively weaker proposals put forward by the AGRI committee on Medicated Feed. We have recently collaboratively approached over 20 European veterinary and farming bodies to request their view on prophylaxis and 'routine' metaphylaxis.

The Alliance has generated a significant amount of coverage in national, global and European press, as well as in a number of sector-specific and trade publications. Since 2011, we have achieved over 10 million 'Opportunities To See' in mainstream domestic and international media and broadcast. During April 2016, the Alliance was closely involved in initiating and planning the BBC World Service's dedicated episode on farm antibiotics. This was aired on Saturday 16 April on The Food Chain, which broadcasts to around 48 million people globally. The Alliance received a significant amount of airtime on the programme – and has since been approached again by the BBC World Service team re collaborating further. Later in the year, we took part in initial discussions regarding the BBC's Panorama episode on farm antibiotics, providing significant scientific input and appearing in the programme. We were told explicitly that this editorial decision was made on the back of the Alliance's revelations of colistin resistance in the UK in late December 2015. The Alliance was also recently interviewed by Italy's national TV broadcaster, RAI, for a programme on antibiotic resistance.

Confidentially: the Alliance has recently commissioned a large-scale investigation into retail meat of UK and European origin; testing E.coli bacteria for susceptibility to a wide range of antibiotics; including the cephalosporins and fluoroquinolones. We have just received the results of our findings; which reveal ESBL E.coli resistant to a number of cephalosporins on both pork and poultry meat. The Alliance will be launching these results in the media in August 2016.

A key campaign activity has been to highlight the link between intensive farming and excessive antibiotic use. We have dedicated much of our public facing activity to illustrating the failings of such systems; where animals are typically kept together indoors in confined spaces and where common conditions such as respiratory diseases and swine dysentery 'necessitate' routine medication. We have also striven to place this issue within the wider debate on meat consumption; stressing that the global increase in livestock farming - driven by soaring demand for meat and dairy - has led to the intensification of agriculture and the adoption of farming systems which seek to maximise animal productivity, thus requiring systematic antibiotic use.

In 2015 and 2016, we worked with campaign group Farms not Factories to enlist the public support of high-profile celebrities such as Vivienne Westwood to speak out on farm antibiotics. This was captured in a video which was widely disseminated.

The Alliance has created a number of public-facing resources to drive awareness of the public health implications of farm antibiotic use. These include the creation of a 3ft perspex pig – (Antibiotic Anna) filled with colourful antibiotic pills – who has helped the Alliance push our message in Brussels and in London. We have created a farm antibiotics animation in Italian, which is currently being translated into six different languages. The Alliance has also worked closely with Ecologist Film Unit for their 2011 and 2015 exposés into livestock-associated MRSA.

Provide the solution, changing awareness into action (at industry and policy-levels)

- ✓ *This section specifically meets the following criteria: Relevance, Effectiveness, Intersectoral collaboration, sustainability Innovation and creativity*

The Alliance has made significant inroads within business and industry. Following a number of meetings with UK retailer Waitrose, the supermarket subsequently amended the antibiotics policy on its website which is now firmly in line with the Alliance's position. In 2014 the Alliance held a meeting with McDonalds UK, to discuss the inclusion of a 'responsible-use' antibiotics policy within MacDonaldis' global sustainability strategies. A planned follow-up meeting is due to take place in September 2016.

The Alliance is part of an international coalition which is seeking to influence global chains to take action on farm antibiotics. Targets include MacDonalDs Cooperation, Darden, Restaurant Brands, and Yum Brands. We are currently supporting effort to launch a shareholder resolution against MacDonalDs Cooperation.

On Wednesday 29th April, the Alliance to Save our Antibiotics and the Food Research Collaboration - based at the Centre for Food Policy at City University - co-hosted a roundtable on farm antibiotic use. The discussion brought together 26 attendees from across the organic and non-organic livestock and veterinary industries, civil society and animal welfare organisations, retail and foodservice sectors, and policy and human health representatives from across the EU.

The event aimed to consider the major barriers blocking progress in this area, and to identify the actions and interventions required to overcome these – drawing on successful examples from other European countries. On the back of this, the Alliance created three briefings for pig, poultry, dairy sectors; which outline practical next steps to reduce antibiotic use in these sectors. These have been peer-reviewed by experts in seven different European countries. We are also in the early stages of progressing market-led incentives for action, through the development of best practice guidelines for the operation of European Food Quality Certification Schemes.

The Alliance has, for a number of years, played an active role in representing its members at lobbying meetings, public speaking opportunities, networking events and conferences across the EU. Since 2011, we have attended, presented at and participated in over 30 EU wide conferences and events on antibiotic use in both human and animal health.

Via an Alliance member, the Alliance has created a series of 'Innovative Farmers' field labs to trial alternatives to antibiotic use. These field labs bring together farmers to meet in small groups and test new tools and techniques such as on-farm mastitis tests, and provides professional support, help with securing research funding, and offers webinars and e-learning tools. We also liaise with those undertaking farm trial work to minimize antibiotic use, enabling us to monitor activities at the 'cutting edge' of developments in sustainable alternatives. This programme of work is highly scale-able; and we are pursuing opportunities to expand this initiative to other EU countries.

Our lobbying has had significant impact on policy progress at UK and EU level. The UK Government has – relatively recently – adopted a strong position on farm antibiotic use, as a direct results of the Alliance's lobbying work.

Following concerted lobbying efforts as outlined in previous sections, the long awaited draft 2014 regulations produced by the European Commission demonstrated a clear improvement and definite progression from what the Alliance might have expected 18 months previously. The subsequent 12-18 month lobbying strategy to improve and strengthen these proposals proved successful, when on 10 March 2016 the Plenary vote in the European Parliament adopted the report by the Committee for Environment, Public Health and Food Safety on the proposed Regulation on veterinary medicines.

However, whilst the Plenary report called for a ban on routine prophylactic **and** metaphylactic use of antimicrobials in farming, in 15 March the Agriculture Committee adopted its report on the proposed Regulation on medicated feed; proposing a ban to routine prophylactic farm use of antibiotics but failing to include any restrictions on usage which would prevent routine group metaphylaxis. The Agriculture Committee voted to enter into triologue negotiations with the Council rather than first going to the Plenary.

The votes in favour of a ban to prophylaxis by both committees is a huge step forward. However, it is clearly unsatisfactory for the Parliament to have opposing views on metaphylaxis. The Alliance's view is that routine metaphylaxis is no more acceptable than routine prophylaxis, and that all routine use must be prohibited. Our forthcoming focus will be to ensure that proposals are not watered-down during the harmonisation process.

4. Results & conclusion – our impact and future ambitions

Farm-antibiotic use is one facet of the wider AMR crisis. Human prescribing is the principle driver of resistance in human bacterial infections, and efforts to tackle antibiotic use in people must be at the forefront of any successful strategy aimed at combat the catastrophe that we now face.

However, whilst collective efforts focused on improving human prescribing are welcome, farm-antibiotic use has tended to escape scrutiny. The Alliance to Save our Antibiotics was formed to bring this issue to the fore, and to ensure its inclusion with policy interventions and frameworks. Failure to improve veterinary antibiotic use risks undermining progress in human medicine and rendering any such interventions ineffective. Moreover, farm-antibiotic use is so firmly integrated into global farming systems that failure to act now will result in further 'system lock-in', where the global meat industry is too predicated on the continued availability of antibiotics to consider antibiotic-reduction strategies – for fear of the significant operational disruption that may ensue.

This is supported by recent analysis predicting that by 2050, demand for meat and dairy will increase by 73% and 58% respectively, with growth predominantly occurring in developing countries. As a result, antibiotic use in livestock is predicted to increase by 67% between 2010 and 2030.

The Alliance to Save our Antibiotics has had a significant, positive impact on the farm-antibiotics debate within the EU over the last 4 ½ years. Our efforts to analyse, research and document the available evidence around zoonotic diseases has helped to place the link between farm antibiotic use and human resistance beyond contestation. This work has been critical in eroding industry-led efforts to downplay the significance of veterinary prescribing, and to overcome the policy inertia that has surrounded this issue for decades.

Effective public health policy development requires the implementation of measures that genuinely drive action. The Alliance has therefore sought to provide the rationale for such solutions – in collaboration with livestock farmers who will need to lead this work in practice, and by drawing on expertise from European countries who have implemented such measures. This area of our work has been undertaken very much in partnership with others; in recognition of the fact that the success of practical interventions will be determined by their economic viability and short-term achievability, as well as our appreciation of the importance of bringing farmers and vets 'on-side' as the principle executors of this work.

We have established a multi-disciplinary network of support from across the EU, who now undertake advocacy of their own volition. As a small organisation, establishing an active coalition who could take our message further was a key campaign objective. Of particular note has been our success in recruiting eminent EU-wide medics and health professionals to our cause – an accomplishment which has provided real credibility to our campaign.

Our public facing advocacy has helped to shine a light on farm-antibiotic use and to mobilise European citizens to engage with a topic which is multifarious and complex. The Alliance has played a key role in making this topic digestible and 'real' to the people who will, ultimately, suffer from inaction. We have also, uniquely, highlighted the harmful role of antibiotics as a prop to inherently unsustainable farming systems, and emphasised the need for a wholesale shift to better farming and better welfare.

The Alliance is extremely pleased with the results of our lobbying and advocacy work, both at EU and UK level. Whilst our work here is by no means done, we have succeeded in placing farm-antibiotic use firmly on the table; and helped to create a context where it is now politically indefensible to support continued mass-medication of groups of healthy animals, or the continued indiscriminate use of the CIAs in farming. The Alliance also recognises our contribution to the acknowledgement, within the O'Neill AMR Report, of the connection between intensive farming and antibiotic use – an acknowledgement which we fought hard for.

The considerable amount we have achieved has served to raise the bar for our ambitions and strengthened our confidence in the campaign's ability to achieve success. It has also highlighted how much more there is to be done. We must now capitalise on the momentum we have gained, the engagement we have stimulated, and the unease we have provoked amongst our opponents. In doing so we can build a diverse alliance of individuals and organisations calling for change and creating a groundswell that cannot be ignored.

30/07/2016



In the current uncertain political climate across Europe, it is even more important that we work closely with our European allies on multilevel policy interventions which will optimise public health and wellbeing. This will provide the incentive for farmers to optimise livestock health and welfare, help to pull laggards in line with the leaders, and increase pressure on global trade partners to adopt similar regulatory measures.

Finally, we must continue to remind national governments and European policy makers that the destruction of antibiotics is happening on their watch. This is a problem that cannot be pushed into the future.

We very much hope you will consider us to be worthy recipients of this award.