DON’T USE ANTIBIOTICS TO TREAT A COLD OR FLU.

Take antibiotics exactly as prescribed by your doctor and don’t share them with others.
USE ANTIBIOTICS RESPONSIBLY TO PROTECT THE VULNERABLE:

- pregnant people,
- newborn babies,
- the elderly,
- cancer patients.

EMA
EUROPEAN MEDICINES AGENCY
TALK TO YOUR CHILDREN ABOUT ANTIMICROBIAL RESISTANCE.

Their future depends on the successful fight against superbugs.
before prescribing antibiotics to animals in your care.
FARMERS,
DON’T USE ANTIBIOTICS TO PREVENT INFECTIONS IN FOOD-PRODUCING ANIMALS.

Follow the new EU veterinary regulation.
SUPERBUGS ARE HERE!

We need new antibiotics to fight them. Pharmaceutical companies should boost development now!
IN THE LAST 10 YEARS, ANTIBIOTICS CONSUMPTION IN THE EU HAS DECLINED STEADILY.

This helps to fight AMR! Let’s strengthen our efforts!

EMA
EUROPEAN MEDICINES AGENCY