



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

EMA communication campaign for EEAD 2019

Annual meeting with all eligible organisations
20 November 2019

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An agency of the European Union





Legend

- AMR - Antimicrobial resistance
- EAAD – European Antibiotic Awareness Day
- HMA – Heads of Medicines Agencies
- ICMRA – International Coalition of Medicines Regulatory Authorities
- WAAW – World Antibiotic Awareness Week
- WGCP – Working Group of Communication Professionals (of the HMA)



Strategy

- Identify clear, actionable messages around the concept of 'responsible use'
- Use a theme adaptable to both European-based #EAAD campaign and global #WAAW
 - Info-cards to be shared also by NCAs that are part of WGCP (HMA)
 - Coordinate messages with international regulators (ICMRA)
- Survey results (PCWP/HCPWP) were extremely useful in gathering views on AMR

Concept

- ‘There is no simple solution to AMR, it comes down to a collective effort’
- **‘Antibiotic resistance: what’s your role?’**
- Spelling out what this means for stakeholders:
 - ✓ Patients
 - ✓ Healthcare professionals
 - ✓ Veterinarians
 - ✓ Global health leaders/decision-makers
 - ✓ Pharmaceutical industry





Info-cards - patients

Responsible use of antibiotics: what's your role?



As a **patient**, you should **use antibiotics responsibly**, only when and as prescribed by your doctor.

- Seek information from your doctor/ pharmacist about antibiotics and antimicrobial resistance.
- Only use antibiotics that were prescribed to you and never share them.
- If you have any medicines left don't use them without consulting your doctor. Ask your doctor or pharmacist how to return or dispose of them.

#EAAD #AMR #AntimicrobialResistance

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Info-cards - patients

Responsible use of antibiotics: what's your role?

As a **patient** you can **protect** those whose immune system is compromised or weakened and who are particularly vulnerable to antimicrobial resistance.

By **using** antibiotics **responsibly**, you can help protect:

- Pregnant women and newborns;
- Older people;
- Cancer patients;
- Patients who have undergone a transplant;
- People living with immunodeficiency.





Info-cards - patients

Responsible use of antibiotics: what's your role?

Bacteria naturally **develop resistance** to antibiotics over time.

Inappropriate use or overuse of antibiotics makes the **situation worse**.

Antibiotics don't work **against** viral infections. Don't use them to treat a **cold or flu**.

- You should always complete the prescribed course of antibiotics
- You should never share antibiotics
- If you have any antibiotics left after your treatment, don't use them



Info-cards – HCPs

Responsible use of antibiotics: what's your role?

As a **healthcare professional**, you can promote the **responsible use** of antibiotics and **inform patients** about the dangers of antimicrobial resistance (AMR).

- Talk to your patients about antibiotics and antimicrobial resistance.
- Keep track of the most up-to-date guidelines and product information.
- Use diagnostic tools to confirm bacterial infections, whenever possible.



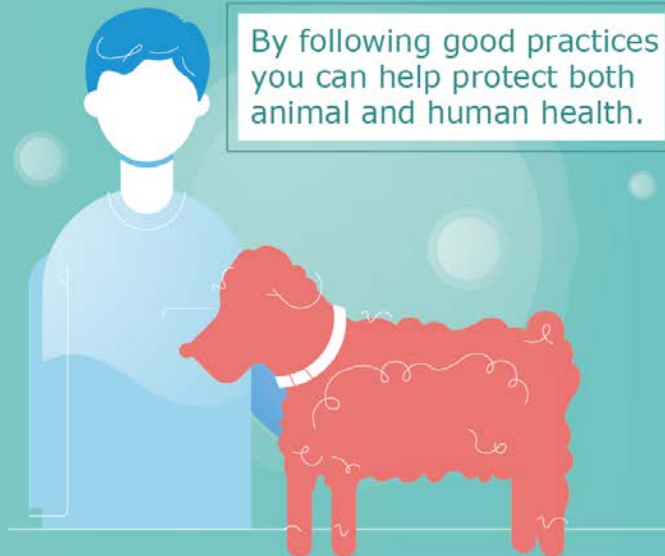
Info-cards - Vets

Responsible use of antibiotics: what's your role?

As a **veterinarian**, you can protect the effectiveness of antibiotics by **ensuring responsible use** of these vital medicines.

- Keep track of the most up-to-date clinical guidelines.
- Use diagnostic tools to confirm bacterial infections, whenever possible, and select the appropriate antibiotic.
- Report lack of or reduced effectiveness of antimicrobial medicines promptly to the regulatory authorities.

By following good practices you can help protect both animal and human health.



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Monitoring & evaluation

- Ultimate goal of the campaign is to **engage** with our audiences
- How can you help us?
- By reporting any kind of interaction with the messages:
 - Shares
 - Likes
 - Comments
 - Mentions
 - Messages



Looking forward to 2020

EAAD2019 the beginning of a planning cycle

End of Q4 2019

- Monitor and analyse results of 2019

Q1 2020

- New survey to decide 2020 campaign themes

Q2 2020

- Drafting and revising campaign messages

Q3 2020

- Production and dissemination of campaign materials





Questions?

