



Please support the
#AntibioticGuardian
campaign with social
media!



ANTIBIOTIC
GUARDIAN

UK SUPPORT FOR EUROPEAN ANTIBIOTIC AWARENESS DAY

What is #AntibioticGuardian?

[Antibiotic Guardian](#) is a pledge campaign which supports the UK 5year AMR strategy, forms a key part of the UK's support for [European Antibiotic Awareness Day](#), the new [World Antibiotic Awareness Week](#) and the wider fight against antibiotic resistance.

This campaign matters because we have to stop the overuse and misuse of antibiotics which is leading to many bacteria becoming resistant to these essential medicines.

We need people to know that our antibiotics could soon be useless unless we all work together to preserve them.

[Antibiotic Guardian](#) asks health leaders, health professionals and the public to make one simple pledge that they can take forward and help to save modern medicine

The campaign is live throughout the year, but reaches a peak in mid-November because of the awareness events mentioned above.

Please help us spread the word!

What can organisations/people do?

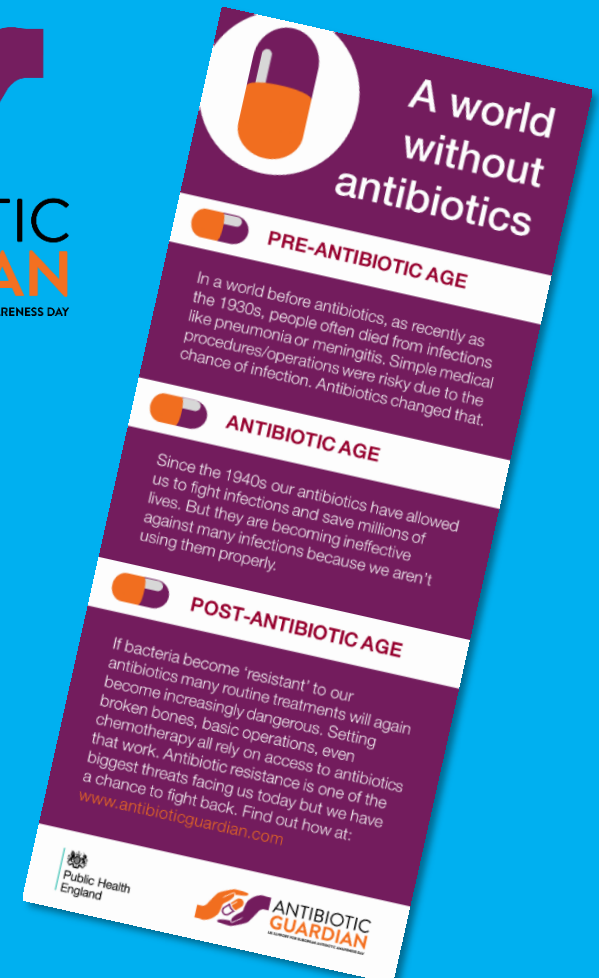
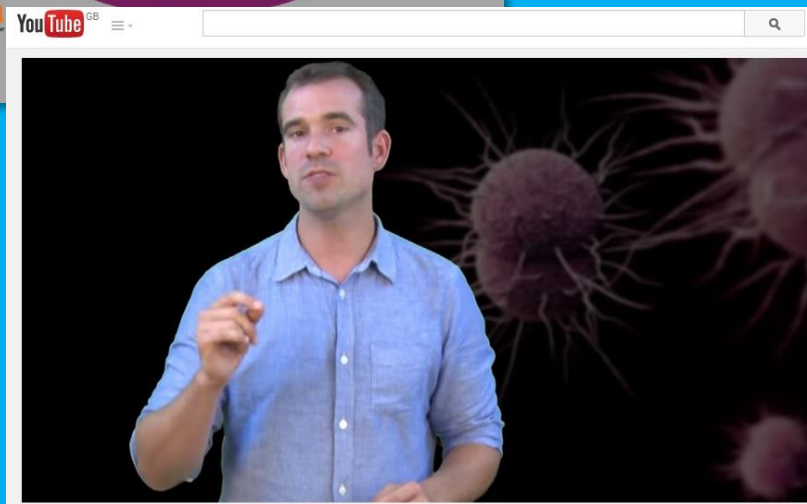
A range of materials and guidance is available covering PR, events and other communication activity but this document focusses on digital communication:

You can help by:

- Becoming an #AntibioticGuardian yourself at www.antibioticguardian.com
- Placing an article on your website or intranet (sample articles in this pack)
- Tweeting your support, retweeting @PHE_uk tweets or using the suggested Tweets available in this pack – we value Tweets from individuals as much as organisational accounts – use the #AntibioticGuardian hashtag.
- Posting on Facebook (suggested posts available in this pack). Our evaluation shows that individuals posting to their friends and family are just as valuable as organisations Tweeting to their followers
- Emailing information or resources to your staff or stakeholders

What digital material/assets are available?

This pack comes with links to graphics, blogs, web links, logos and a video. An editorial calendar (see final slide) also suggests future content we hope to issue periodically until mid-November.



Suggested Tweets (please copy and paste)

Antibiotic resistance is one of the biggest threats facing us today. You can help by becoming an #AntibioticGuardian
<http://bit.ly/ABGuardian>

What is antibiotic resistance and why is it a problem? Please help us fight back #AntibioticGuardian
<http://youtu.be/7PhmyNBWGik>

We're supporting the #AntibioticGuardian campaign to save some of our most precious medicines. Sign up here:
<http://bit.ly/ABGuardian>

Patients, the public, health prosfs/leaders can all sign up to become an #AntibioticGuardian and save our antibiotics
<http://bit.ly/ABGuardian>

Help save our antibiotics: Watch this video <http://youtu.be/7PhmyNBWGik> then sign up to be an #AntibioticGuardian
<http://bit.ly/ABGuardian>

Antibiotic resistance is one of the biggest threats facing us today #AntibioticGuardian <http://bit.ly/ABGuardian> (attach a graphic)

10 reasons you should be worried about antibiotic resistance: <http://bit.ly/11fB4ck> #AntibioticGuardian (attach 10 reasons graphic)

We risk losing some of our most precious medicines unless we work together. Sign up to be an #AntibioticGuardian:
<http://bit.ly/ABGuardian>

#AntibioticGuardian: Please retweet, sign up & save our #antibiotics <http://bit.ly/ABGuardian> (attach a graphic)

Suggested Facebook posts (please copy and paste)

Antibiotic resistance is one of the biggest threats facing us today – if we don't work together and take action we risk losing some of our most precious medicines. You can help by becoming an #AntibioticGuardian <http://bit.ly/ABGuardian>

What is antibiotic resistance and why is it a problem? Watch this video to find out then sign up to become an #AntibioticGuardian <http://youtu.be/7PhmyNBWGik>

Did you know that antibiotic resistance is one of the biggest threats facing us today? Here are 10 reasons you should be worried about it: <http://bit.ly/11fB4ck>

Intranet or web article copy – please amend/use as necessary

If you want to research or write more in depth articles these are good sources of information:

<https://publichealthmatters.blog.gov.uk/category/priority3/antimicrobial-resistance/>

<http://amr-review.org/>

www.antibioticguardian.com

Please become an antibiotic guardian (121 words)

Antibiotic resistance is one of the biggest threats facing us today and the overuse or misuse of antibiotics is making the problem worse. Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, transplants, even chemotherapy all rely on access to antibiotics that work. To slow resistance we need to cut the use of unnecessary antibiotics.

Antibiotic Guardian is a campaign run by Public Health England and a range of partners. Health professionals, patients, health leaders and those who work with, own or treat animals are being encouraged to visit

www.antibioticguardian.com and choose a pledge that they can fulfil and play their part in protecting some of our most precious medicines.

Please become an antibiotic guardian (75 words)

Antibiotic resistance is one of the biggest threats facing us today. Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy all rely on access to antibiotics that work. You can play your part by becoming an antibiotic guardian and choosing one simple pledge about how you'll make better use of antibiotics and help stop these vital medicines from becoming obsolete. Visit:

www.antibioticguardian.com

Have you heard of antibiotic resistance? (30 words)

It's one of the biggest threats facing us - we risk losing some of our most precious medicines. Visit

www.antibioticguardian.com to find out more.

Key dates and further content (all timings tbc)

- October: Campaign escalation – you’ll see much more activity from PHE and we would be grateful for your support during October
- Early October: Blog published about #AntibioticGuardian roadshows
- Mid October: New PHE blog published on community approaches to antibiotic resistance
- Late October: A follow up blog to the current “10 reasons you should be worried”
- Early November: “Worried professionals” content. We will be publishing blog/graphics articulating why professionals from recognisable front line services are worried about antibiotic resistance
- Early November: We will be hosting an #AntibioticGuardian Tweet chat
- Mid November: Blog about the Wellbeing aspects of antibiotic resistance published on Huffington Post