



AMR

Communication actions in 2024

Objectives



Raise public awareness of the problem of AMR – and how everyone has a part in tackling it.



Educate the public on the prudent use of antibiotics



Promote a One Health approach in combatting AMR



Inform about EU actions on AMR

Actions

**Teen
Campaign**



**Teachers'
Campaign**



**Journalist
Seminar**



**Multipliers &
Testimonials**





Target Audience

- Young people 12-16 years
- Their teachers, family and wider contacts
- EU wide - with a focus on lower awareness countries

Teen Campaign: Fortnite Game

- Pan-EU campaign, with paid media in Romania, Cyprus, Hungary, Spain, Greece & Bulgaria
- Fortnite game and tournament, based around the core AMR educational messages
- Timing: Live late August to end November 2024



Teen Campaign (2): Influencers

- Credible Influencers on Health and Lifestyle
- Local Voice: Close cooperation with EU Representations
- Tried and tested: cancer screening and vaccination



Teachers' / Educators' Toolkit



- Teaching material for 12-16 year age group
- Available in all EU languages
- Roll out in schools from September
- Working with EAC focus group to test material and disseminate through Educators' Portal

DG SANTE AMR communication 2024

- JAMRAI II
- JICARA Report
- EFSA/ECDC report
- Continuous SM activity

