



Antibiotics
Antivirals
Antifungals
Antiparasitics

SPREAD AWARENESS
STOP RESISTANCE

Social Media Toolkit:

World Antimicrobial Awareness Week 2021, 18-24 November

This [World Antimicrobial Awareness Week](#) (WAAW) from 18 to 24 November 2021, we invite our partners and supporters to spread awareness of the urgent need to address global antimicrobial resistance. The theme for 2021 is 'Spread Awareness, Stop Resistance'. The overarching slogan of WAAW continues to be 'Antimicrobials: Handle with Care'. We encourage you to post and share the provided content through your social media channels.

#ResistResistance this World Antimicrobial Awareness Week

The discovery of antibiotics transformed our world by making previously incurable illnesses treatable and allowing medical procedures like operations and chemotherapy to be performed safely. Millions of lives have been saved and our well-being radically improved. But our time with these drugs is running out. Antibiotics have been used so extensively many infections are once more untreatable.

Drug-resistant bacteria can infect anyone, of any age, in any country. It's why antibiotic resistance is one of the biggest threats to global health. We can't afford to wait.

We need to fund the research and development of new antibiotics today. And ensure access to these treatments for everyone who needs them, wherever they live. Our [#ResistResistance campaign](#) is raising awareness of the growing threat of drug-resistant infections. The campaign is calling for urgent attention, action and funding to accelerate the research and development of lifesaving antibiotics.

Tweet	Focus	Content
1	Partnerships	An important #WAAW2021 oped by GARDP Exec Dir. @Manica_amr and WHO Assistant Dir-Gen #AMR @HananBalkhy on why global not-for-profit partnerships must be part of drug resistance solution: https://bit.ly/3qORisC
2	Research and Development	Don't miss today's #WAAW2021 #AMR Discussion webinar by GARDP on roles different actors can play in the development of new #antibiotics. Register here: https://bit.ly/3c6BIVW
3	Children and AMR	"The already limited number of treatments for children and babies are becoming even less effective. Yet babies are continually neglected in funding & development of treatments." New article by @Manica_amr for #WorldChildrensDay https://bit.ly/3DwN38C #WAAW #WAAW2021
4	#ResistResistance	Drug-resistant bacteria can infect anyone, anywhere. It's why #AMR is one of biggest threats to global health. We can't afford to wait. @gardp_amr is developing treatments for drug-resistant infections, for all who need them. Learn more: https://resist-resistance.gardp.org #WAAW2021
5	Access	New article in @GlobalHealthBMJ explores how limited access to #antimicrobials is impacting on global health security and contributing to a rise in drug resistance: https://bit.ly/2YWwbc7 #WAAW #WAAW2021
6	Superbugs	#Superbugs are killing more people than ever. And we're running out of drugs for the infections they cause. But what are these superbugs & where did they come from? Most importantly, what can be done? Find out more: https://bit.ly/3cqO06e #WAAW2021
7	G7 Call to Action	20 orgs from academia, global health & pharma are marking #WAAW201 by appealing to G7 to step up efforts to tackle #AMR. Their Joint Statement stresses only an approach involving both the public and private sectors is likely to succeed. Read more: https://bit.ly/3HyqWAL