

Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



Co-funded by
the Health Programme
of the European Union

Raising awareness on AMR: EU-JAMRAI experience

The Antibiotic Resistance Symbol Contest

19th November 2020

Laura Alonso Irujo

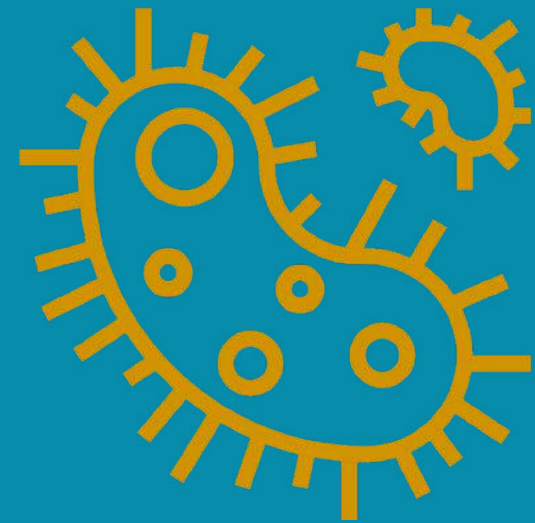
EU-JAMRAI communications specialist

ONE health approach, MULTIPLE answers:

Citizens' engagement & stakeholders' action to tackle antimicrobial resistance and sustain EU progress



THE CHALLENGE



ANTIBIOTIC RESISTANCE
is one of the
BIGGEST HEALTH THREATS
WE ARE FACING
but
FEW PEOPLE KNOW ABOUT IT

EU-JAMRAI

**organized a design contest
to find the first global**

ANTIBIOTIC
RESISTANCE
SYMBOL

OBJECTIVES

To find the first global **ANTIBIOTIC RESISTANCE SYMBOL**

To use the **CONTEST AS VEHICLE** to:

Raise awareness

Promote behaviour change

Engage all sectors **of society**

STRATEGIES TO PROMOTE PARTICIPATION

TO CALL TO ACTION INDIVIDUALS

from all over the world

engaging them in the exciting process of finding
the first global Antibiotic Resistance Symbol

to MAKE THEM FEEL PART OF THE SOLUTION

STRATEGIES TO PROMOTE PARTICIPATION

to engage **STAKEHOLDERS & PARTNERS**

to use segmented paid **SOCIAL MEDIA PROMOTIONS**



a **MULTISECTORAL & MULTIDISCIPLINARY JURY** with

30 representatives

from relevant EU and international organizations
involved in the fight against Antibiotic Resistance

WE WERE LOOKING FOR



Something TANGIBLE
that ANYONE,
ANYWHERE
could MAKE AT HOME
and WEAR WITH PRIDE

Like the AIDS RED RIBBON



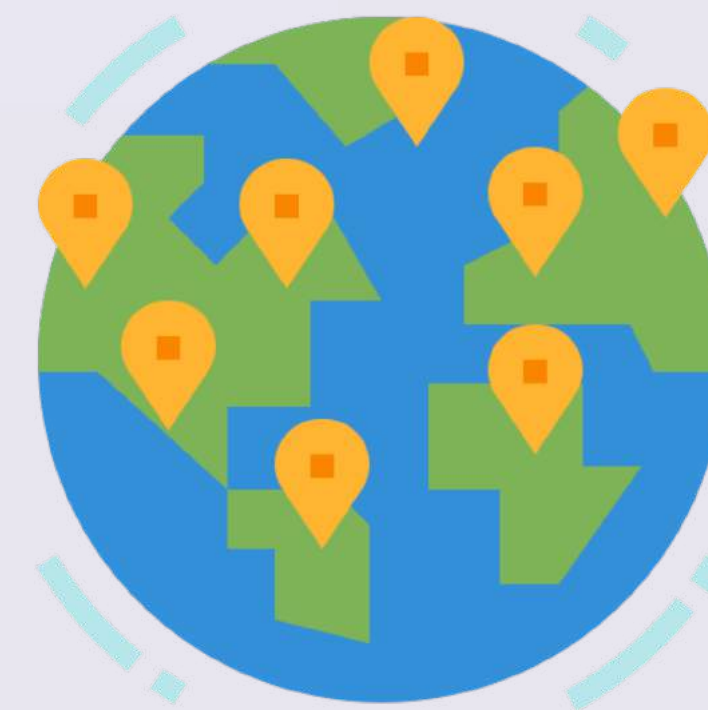
THE RESULTS



> 600.000 people reached



600 applications



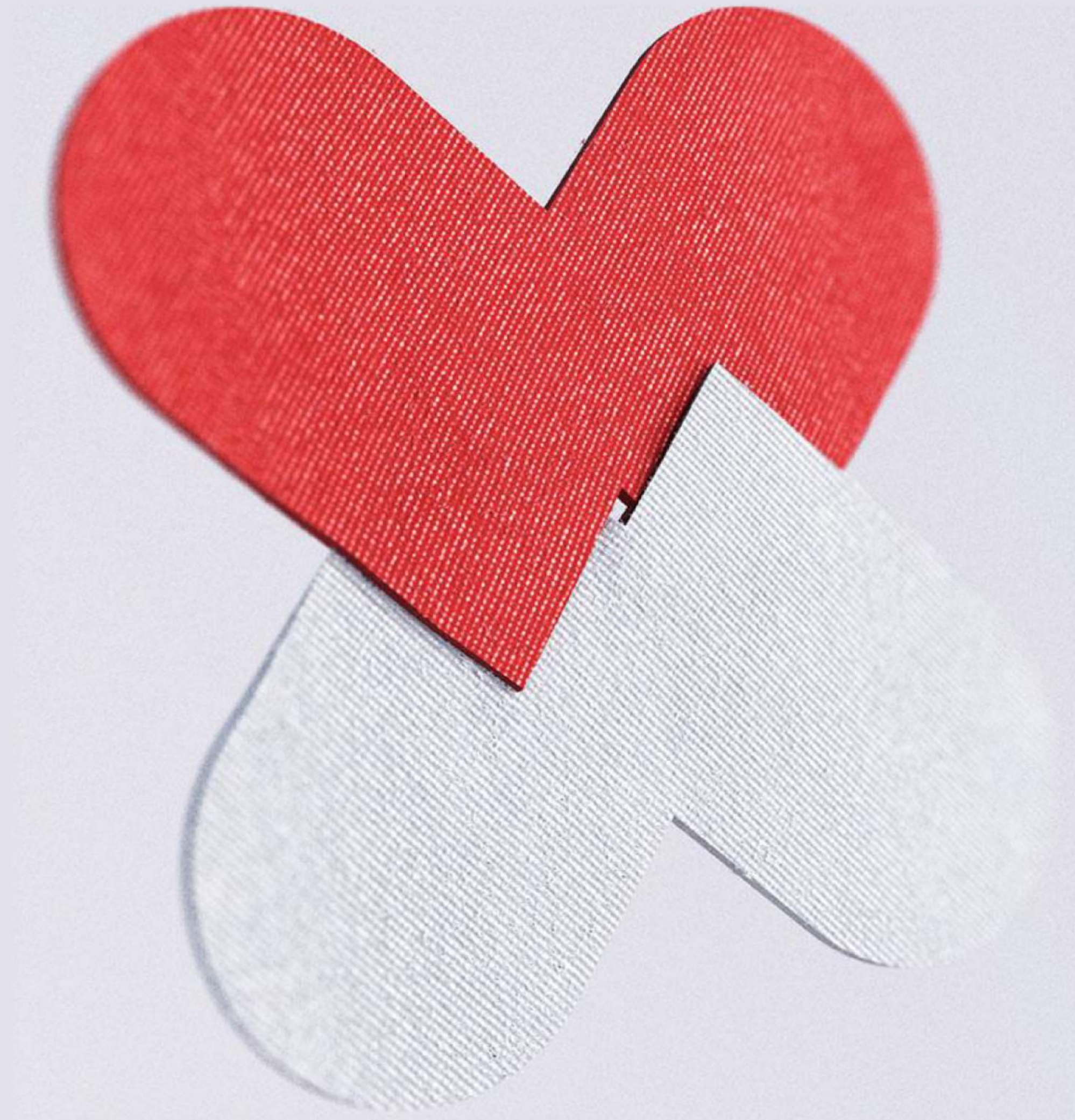
from 44 countries



1 winner!



ARE YOU
READY?



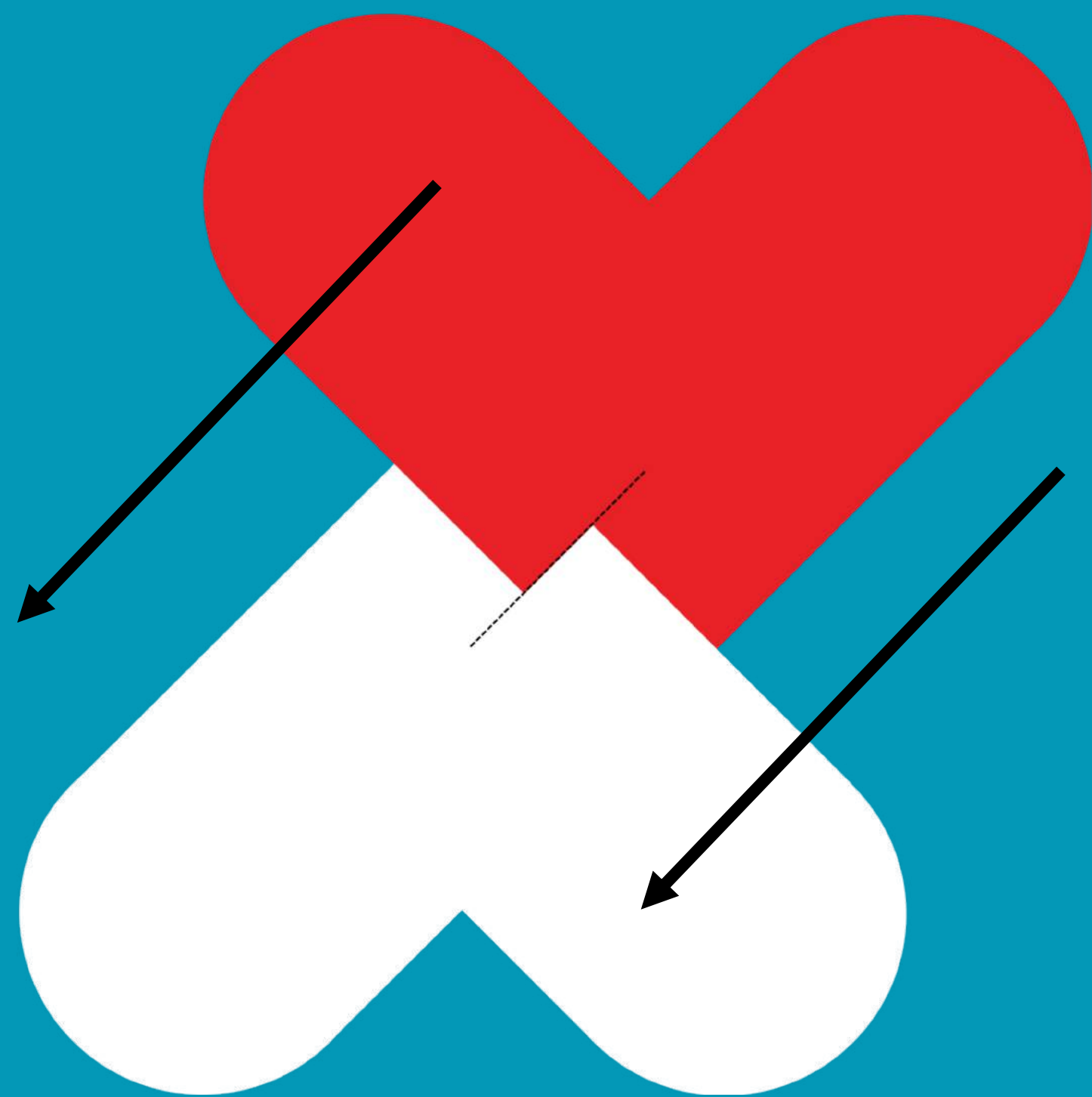
By David LJUNGBERG

THE AUTHOR



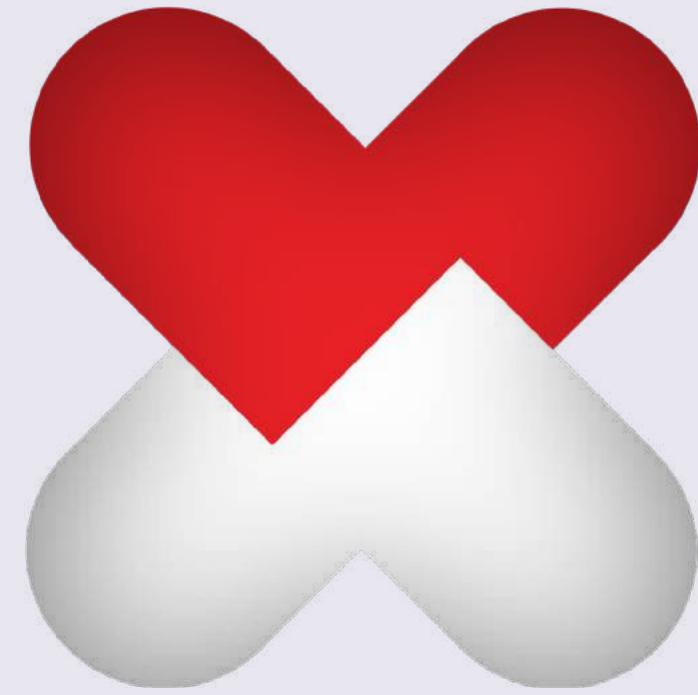
David Ljungberg is a Swedish Product Designer and Art Director working in the fields of medtech, energy and circular economy. With multiple awards for his work in advertising, he now specializes in user-centered design that bridges the communication gap between science and the general public.

THE CONCEPT



Slide
together

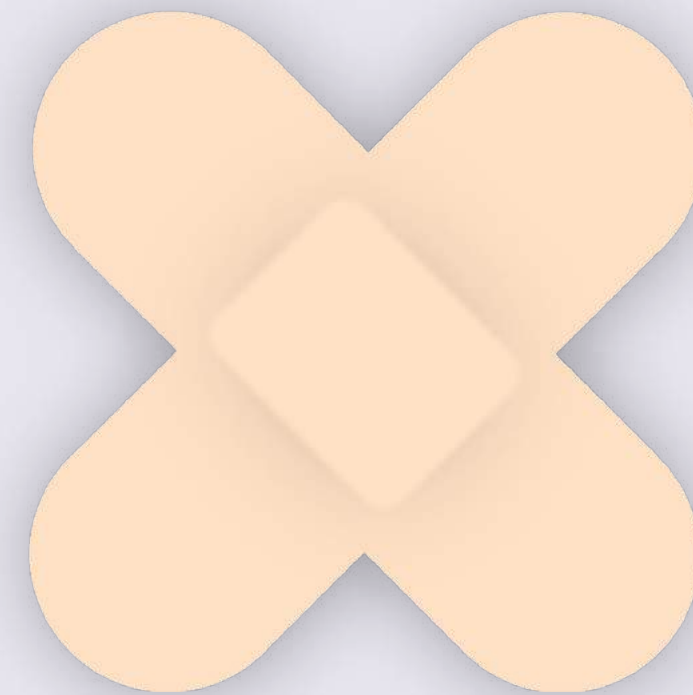
2 SIMPLE HEARTS
turn into an
X SHAPE
made of
ANTIBIOTIC PILLS



CAPSULES
set the theme



HEARTS
tell us we need to care



BAND-AIDS
tell us we need to fix it

DIGITAL CAMPAIGN

#AntibioticResistanceSymbol

*Be a change maker:
craft your own symbol, wear it with pride
and raise awareness about antibiotic resistance*

SOME KEY DATES

10 NOVEMBER: **official launch of the Antibiotic Resistance Symbol**

5 NOVEMBER – 5 DECEMBER: **digital campaign #AntibioticResistanceSymbol**

Special focus during WAAW

27 NOVEMBER: **Antibiotic Guardian Awards Ceremony**



OTHER PROMOTIONAL EFFORTS

CRAFTED SYMBOLS have been sent to:

High level representatives from European and international stakeholders
Healthcare professionals' associations
Influencers
Organizers of events related to AMR

MEDIA KIT shared with:

Press
EU-JAMRAI partners and stakeholders
EU NAPs representatives

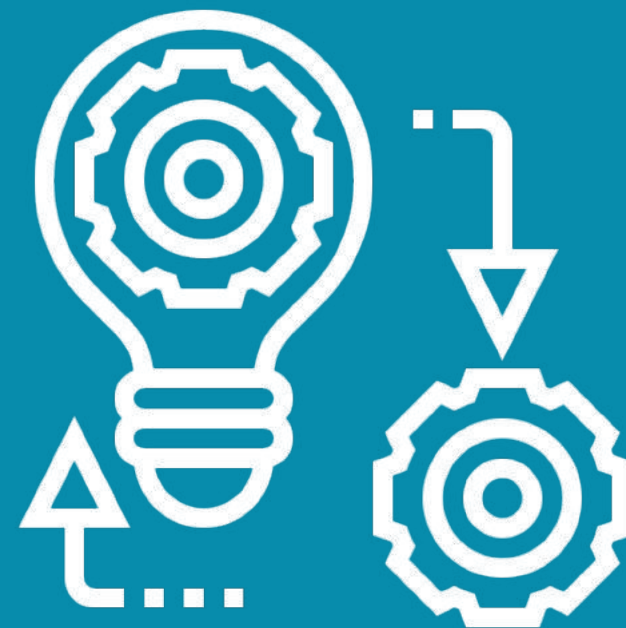
BE A CHANGE MAKER



CRAFT
your own symbol



WEAR IT
proudly



and RAISE AWARENESS
about antibiotic resistance

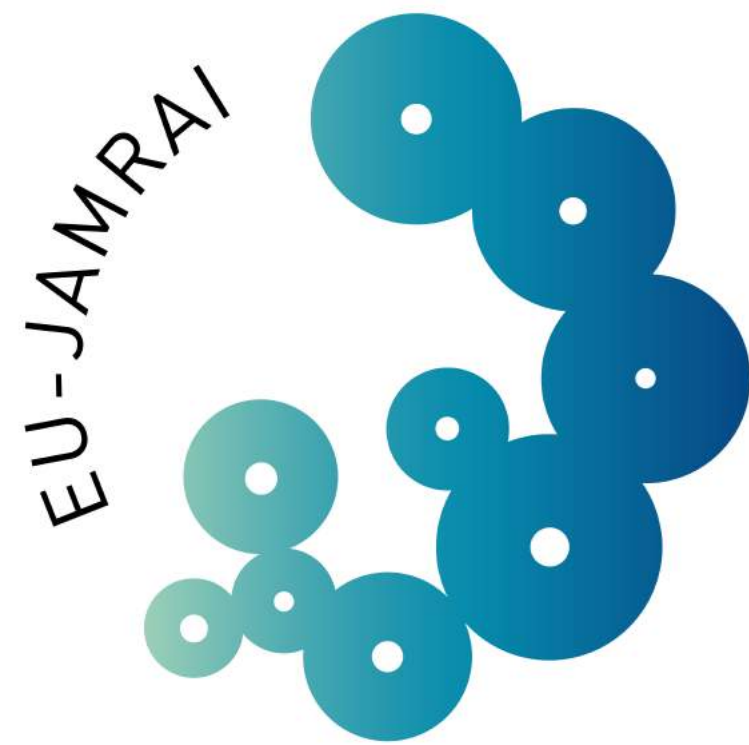




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