

World Antimicrobial Awareness Week Updates



21 October, 2021

Edition 1

Antimicrobial Stewardship and Awareness Unit, WHO

SPREAD AWARENESS, STOP RESISTANCE – BEHIND THE THEME

World Antimicrobial Awareness Week (WAAW) is in one month: 18-24 November. The WAAW 2021 global theme, as decided by the Tripartite Organizations (FAO, OIE, and WHO) is: **Spread Awareness, Stop Resistance.***

The 2021 theme has two key objectives:

1. Empower everyone to be an Antimicrobial Resistance (AMR) Awareness Champion
2. Share personal stories to 'humanize' AMR as a health threat affecting individuals, families and communities *today*

As in previous years, the overall slogan for AMR awareness and WAAW is: **Antimicrobials: Handle with care**, supported by the stamp (below).

To learn more about WAAW 2021:

- See the Tripartite's [campaign guidance](#).
- Visit our [2021 campaign website](#). The site will be continuously updated with WHO's latest resources and event announcements over the coming weeks.



*The Spanish translation, as agreed by Tripartite Regional Offices in the Americas is **Corre la voz, frena la resistencia a los antimicrobianos**.

The French translation, as agreed by Tripartite Regional Offices in Africa is **Sensibilisons, maîtrisons la résistance aux antimicrobiens**.

JOIN THE WAAW CAMPAIGN

Visuals

WAAW 2021 digital assets are freely available for use.

Current visuals include social media tiles, banners, stickers and animations.

Additionally, there are editable posters, and the *Antimicrobials: Handle with Care* stamp in multiple languages to brand your own WAAW events.

More materials for WAAW will be available in the coming weeks.

[Access the visuals](#)

Share your plans

[Register your WAAW event](#)



Will you 'Go Blue for AMR'?

The Tripartite is launching a global colour campaign, with light blue adopted as the colour of AMR awareness.

Here is how you can get involved.

WHO has declared that AMR is one of the top 10 global public health threats facing humanity. More work is needed to spread AMR awareness among policymakers, providers, prescribers, and the public.

In order to improve the global visibility of this health priority, **individuals, workplaces, and communities** are encouraged to join the Tripartite's new colour campaign to build AMR awareness.

We invite everyone to bring blue to their online presence and in-person events throughout WAAW, and work to light up their homes, buildings and landmarks in blue on **24 November**.

Active engagement in the campaign from stakeholders across One Health sectors will send a powerful visual message on the extent to which antimicrobial resistance affects and is affected by the actions of individuals, communities, and professionals working in human, animal, plant and environmental health.

Read more about the Go Blue campaign and how you can get involved [here](#).

If your community or workplace plans to Go Blue, [let us know](#).

Share your 'Go Blue' and WAAW engagement on social media using the hashtags

#WAAW #AMR

#HandlewithCare

#AntimicrobialResistance



Questions? Please reach out

waaw@who.int

Who else should get WHO's WAAW updates and AMR news?

Tell them to write

AMR_LISTSERVE@LISTSERV.WHO.INT

or send [this link](#).