**WORLD ANTIMICROBIAL AWARENESS WEEK 2022, MULTI-LINGUAL VIDEO**

As you may know, World Antimicrobial Awareness Week (WAAW) is a is a global campaign, run under the auspices of the World Health Organization. It is celebrated annually between 18-24 November, to improve awareness and understanding of antimicrobial resistance (AMR) and encourage best practices among stakeholders, such as the public and policymakers, who all play a critical role in reducing the further emergence and spread of AMR.

AMR occurs when bacteria, viruses, fungi and parasites change over time and no longer respond to medicines, making infections harder to treat and increasing the risk of disease spread, severe illness and death. AMR caused an estimated 1.2 million deaths globally in 2019, more deaths than HIV/AIDS or malaria. Furthermore antimicrobial-resistant infections played a role in 4.95 million deaths[[1]](#footnote-1). Deaths from AMR are predicted to reach 20 million by 2050[[2]](#footnote-2) if no action is taken.

AMR has been described as the next, “silent” pandemic. As a result of drug resistance, antibiotics and other antimicrobial medicines (which underpin everything from cancer treatment to safe routine surgery like hip replacement or caesarean section) are ceasing to work. This means that what we take for granted as possible with modern medicine may not be possible for much longer.

There are personal actions that individuals can take to help tackle AMR and to help raise awareness of what can be done. To mark WAAW 2022, we are inviting your organisation to help produce your own WAAW video, using a template already developed and tested by Imperial College London in collaboration with City University.

Our aim is to see as many versions of this video, from as many different groups and institutions as possible, launched simultaneously for WAAW. The video highlights individual actions that can be taken as recommended by WHO, but also offers an opportunity for you to demonstrate the diversity of those involved; our central message is that AMR is a global issue requiring a global voice and global action.

The materials which follow are designed to make this process as easy as possible for you and there is an accompanying “pack” of transition and subtitle templates, soundtrack and a full step-by-step guide to putting your video together in iMovie provided.

We would be grateful if you could confirm if you intend to participate to [head.ops@imperial.ac.uk](mailto:head.ops@imperial.ac.uk).

We may also be able to offer limited technical support, to get your recordings into the video template if you are really struggling, although hopefully this will not be necessary! Requests for technical help should be sent to [jiayue.zhu09@imperial.ac.uk](mailto:jiayue.zhu09@imperial.ac.uk).

**INSTRUCTIONS FOR COORDINATOR**

1. **Identifying or inviting participants/volunteers.**

Ideally you will need to identify 16 pupils (and/or staff) who can each record part of the messages in a different language.

If you cannot identify 16 different languages, the video will work just as well with some duplication.

We would suggest that it might be sensible to undertake a lesson plan on AMR, or an assembly to provide context to why the video is being done. There are plenty of free resources available to help you teach children about personal hygiene (Health and Wellbeing KS1 and KS2) and about microbes (Science KS1 and KS2). The e-bug website ([www.e-bug.eu](http://www.e-bug.eu)) has been developed by experts at UK Health Security Agency and includes games, teacher tools and free downloadable lesson packs.

In addition, our Unit also offers two lesson plans, available here:

<http://www.imperial.ac.uk/medicine/hpru-amr/applications-and-tools/lesson-plans-for-school-activities> and has partnered with Futurum Careers to develop a free online resource and magazine aimed at introducing children worldwide to the world of work in STEM (science, tech, engineering, maths, medicine) available here <https://futurumcareers.com/Alison-Holmes_activity-sheet.pdf> and <https://doi.org/10.33424/FUTURUM200>.

A sign-up sheet for volunteers (table in annex A) can be pinned up somewhere for pupils to register their interest.

Once you have decided who will participate and allocated sentences accordingly, an information letter to parents of those children chosen to participate and a consent form is given in annex B

1. **Making the video**

* Once you have consent forms, you can start recording the individual videos on your smartphone or iPad
* You must record in **landscape**
* Try and record against a plain, light background which is well lit
* The children should have practiced their sentence at home with a parent, but as a reminder any technical words that they do not know the equivalent of in their allocated language can just be said in English
* Once you have recorded the video content you need, follow the instructions in the separate document “Step by Step instructions for WAAW video” which will tell you how to use the subtitle and transition templates and pull together the whole video in iMovie.
* Share the video with parents of the children participating to ensure that they are happy and ask them to check the translation is correct and that the name and language on the subtitles is correct

1. **Promoting your video**

* World Antimicrobial Awareness Week runs between 18-24 November. Your video can be shared at any time during this period
* Share your video by tweeting the video from your organisational accounts or, if relevant via your YouTube channel or Facebook page
* **Please keep us informed so we can also promote and tag us in @HPRUamr**
* Other hashtags for World Antimicrobial Awareness Week are #WAAW #AMR #AntibioticResistance

ANNEX A

**SIGN UP SHEET FOR ANTIMICROBIAL AWARENESS WEEK VIDEO**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Sentence** | **Pupil Name** | **Language** |
|  | **“What is antimicrobial resistance?”** |  |  |
| 1 | AMR occurs when bacteria, viruses, fungi, and parasites no longer respond to medicines. |  |  |
| 2 | AMR makes common infections harder to treat, and increases the risk of disease spread, severe illness and death. |  |  |
| 3 | Many factors have accelerated the threat of AMR worldwide. |  |  |
| 4 | including overuse and misuse of medicines in humans, livestock, and agriculture. |  |  |
| 5 | as well as poor access to clean water, sanitation, and hygiene. |  |  |
|  | **“Why is AMR increasing?”** |  |  |
| 6 | Misuse and overuse of antimicrobials in humans, animals and plants are the main drivers in the development of drug-resistant infections. |  |  |
| 7 | For example, COVID-19 is caused by a virus, not by a bacteria. So antibiotics should not be used to treat a COVID infection. |  |  |
| 8 | Poor diagnostic and prescribing practices and patients not following their treatment also contribute to AMR. |  |  |
| 9 | The unavailability of clean water and sanitation in health care facilities |  |  |
| 10 | And lack of clean water on farms and other community settings allows the spread of infections |  |  |
|  | **“How can you prevent AMR?”** |  |  |
| 11 | Seek medical advice when you are ill. |  |  |
| 12 | Take antibiotics and other antimicrobials only when prescribed. |  |  |
| 13 | Keep medicines working: complete the full treatment as instructed. |  |  |
| 14 | Prevent infection: have your vaccinations, wash hands and don’t spread germs. |  |  |
| 15 | Let’s work together to keep medicines working, spread awareness, and stop resistance. |  |  |
| 16 | Let’s keep the conversation going all year around |  |  |
|  | Preventing Antimicrobial Resistance Together. |  |  |

**LETTER TO PARENTS AND CONSENT FORM ANNEX B**

Dear Parent,

We have been invited, by Imperial College London, to participate in an exciting initiative to mark this year’s World Antimicrobial Awareness Week.

For those who don’t know, World Antimicrobial Awareness Week (WAAW) is a is a global campaign, run under the auspices of the World Health Organization (WHO) (<https://www.who.int/campaigns/world-antimicrobial-awareness-week>). It is celebrated annually between 18-24 November, to improve awareness and understanding of antimicrobial resistance (AMR) and encourage best practices among stakeholders, such as the public and policymakers, who all play a critical role in reducing the further emergence and spread of AMR.

The WHO has recommended some personal actions that individuals can take to help tackle AMR and [name of school] has been invited to help produce a multi-language video of these, along with several other organisations, which we hope will all be launched simultaneously during WAAW on social media platforms.

The format has already been tried and tested through a collaboration between Imperial College and City University.

To help underline that AMR is a global issue and requires a global solution, the text for the video has been split into 16 individual messages, each to be given in a different language.

I am delighted that your child has volunteered to take part in this video.

If you are happy for your child to be part of this initiative, please complete and sign the consent form below. A summary of the text is given for information and your child is aware which sentence they have been allocated. We would ask that you practice the sentence in the relevant language with your child to ensure accuracy. For any technical words that you do not know the equivalent of in your allocated language – please just say the word in English. Recording will be done at school. You will be able to view the video before it is promoted.

With best wishes

**CONSENT FORM**

I hereby give consent for my child……………………………………[name] to participate in the World Antimicrobial Awareness Week multi-lingual video campaign at [name of school]

I understand that my child will be recorded reading a statement about antimicrobial resistance, what causes it and what can done about it and that this will be used in video to be promoted on social media by [name of school]

Signed…………………………………………[name] Parent/Guardian Date…………………………

|  |
| --- |
| **Sentence** |
| **“What is antimicrobial resistance?”** |
| AMR occurs when bacteria, viruses, fungi, and parasites no longer respond to medicines. |
| AMR makes common infections harder to treat, and increases the risk of disease spread, severe illness and death. |
| Many factors have accelerated the threat of AMR worldwide. |
| including overuse and misuse of medicines in humans, livestock, and agriculture. |
| as well as poor access to clean water, sanitation, and hygiene. |
| **“Why is AMR increasing?”** |
| Misuse and overuse of antimicrobials in humans, animals and plants are the main drivers in the development of drug-resistant infections. |
| For example, COVID-19 is caused by a virus, not by a bacteria. So antibiotics should not be used to treat a COVID infection. |
| Poor diagnostic and prescribing practices and patients not following their treatment also contribute to AMR. |
| The unavailability of clean water and sanitation in health care facilities |
| And lack of clean water on farms and other community settings allows the spread of infections |
| **“How can you prevent AMR?”** |
| Seek medical advice when you are ill. |
| Take antibiotics and other antimicrobials only when prescribed. |
| Keep medicines working: complete the full treatment as instructed. |
| Prevent infection: have your vaccinations, wash hands and don’t spread germs. |
| Let’s work together to keep medicines working, spread awareness, and stop resistance. |
| Let’s keep the conversation going all year around |
| **Preventing Antimicrobial Resistance Together.** |

1. <https://doi.org/10.1016/S0140-6736(21)02724-0>

   [↑](#footnote-ref-1)
2. <https://amr-review.org/> [↑](#footnote-ref-2)