

Comunicação em Saúde: Desafios e Estratégias na RAM

Exemplo Prático EU-JAMRAI 2

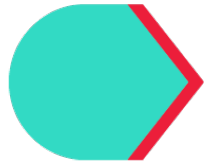
June 25, 2025

Laura Alonso Irujo - Communication Coordinator





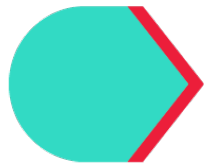
What's AMR and the One Health approach



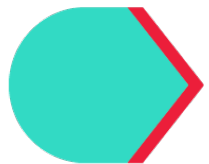
About EU-JAMRAI



Raising Awareness: EU-JAMRAI 1 legacy

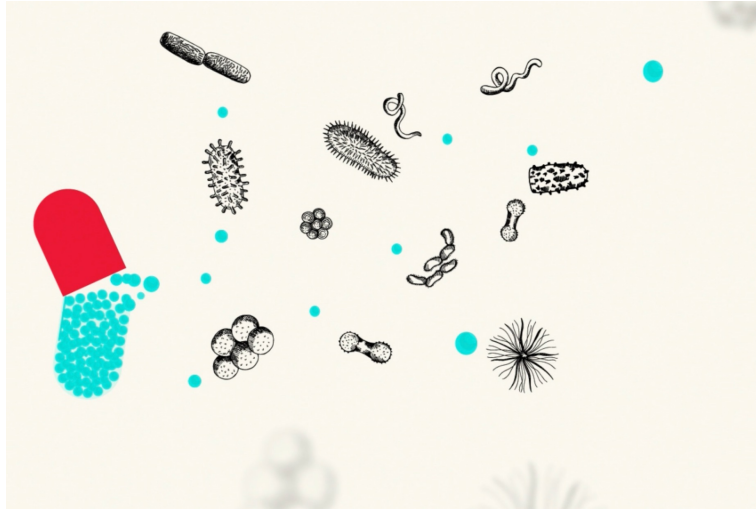


Raising Awareness: EU-JAMRAI 2 pillars and plans



Practical Examples

What's Antimicrobial Resistance (AMR)?



AMR happens when
antibiotics and other medicines
are used or overused



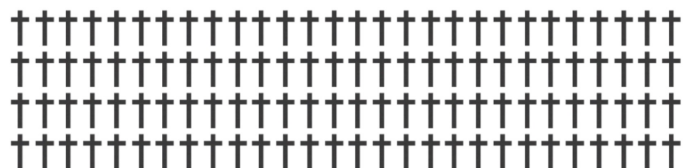
Result:
pathogens become resistant
superbugs...



... making infections harder,
and sometimes
impossible to treat

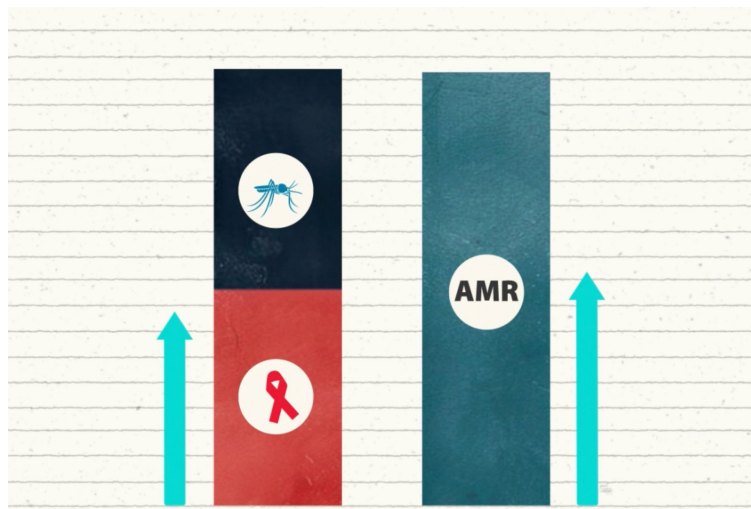
Why should we care about AMR?

2019



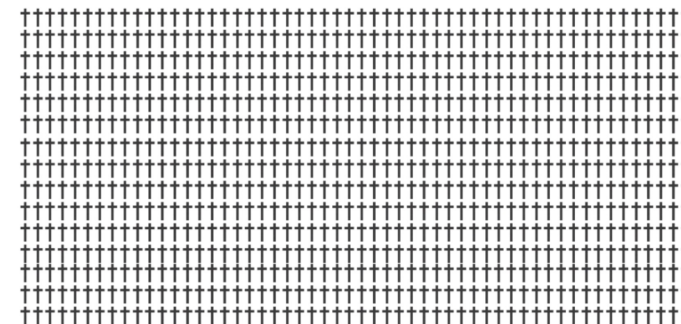
1.2 million

Global deaths caused by AMR



 = annual deaths from
HIV/AIDS + Malaria

2050



39 million

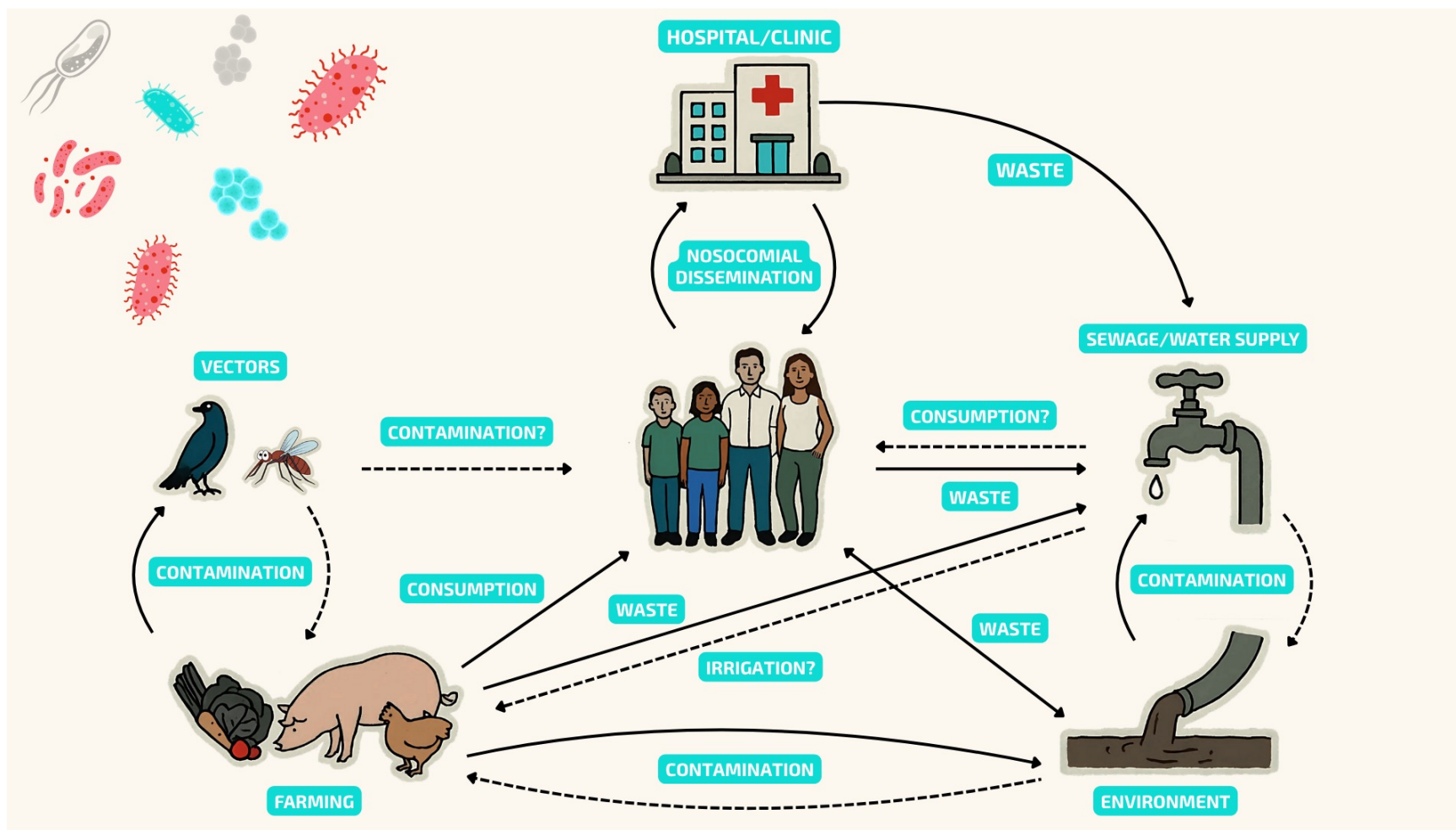
Projected global deaths by 2050
if nothing is done

AMR needs a One Health approach



#ONEHEALTH

AMR needs a One Health approach





About EU-JAMRAI

Objectives and working areas



A EU coordinated response connected with global initiatives



EU-JAMRAI I

Support EU member States in **developing** effective One Health policies to reduce AMR



EU-JAMRAI 2 (2024 — 2027)

Support EU Member States in **implementing** concrete measures to reduce AMR for a better health of the citizens



Working together to prevent and reduce AMR



50 million € grant
4 years programme



30 countries

- 27 EU MS
- + Iceland, Norway, Ukraine



Stakeholders from:

- International organizations
- Civil society
- Health professionals
- Patient associations
- Actors from the animal and environmental sectors
- Companies



#ONEHEALTH

 #COUNTRIESCOMMITMENT

 #RATIONALUSE

 #INFECTION PREVENTION AND CONTROL

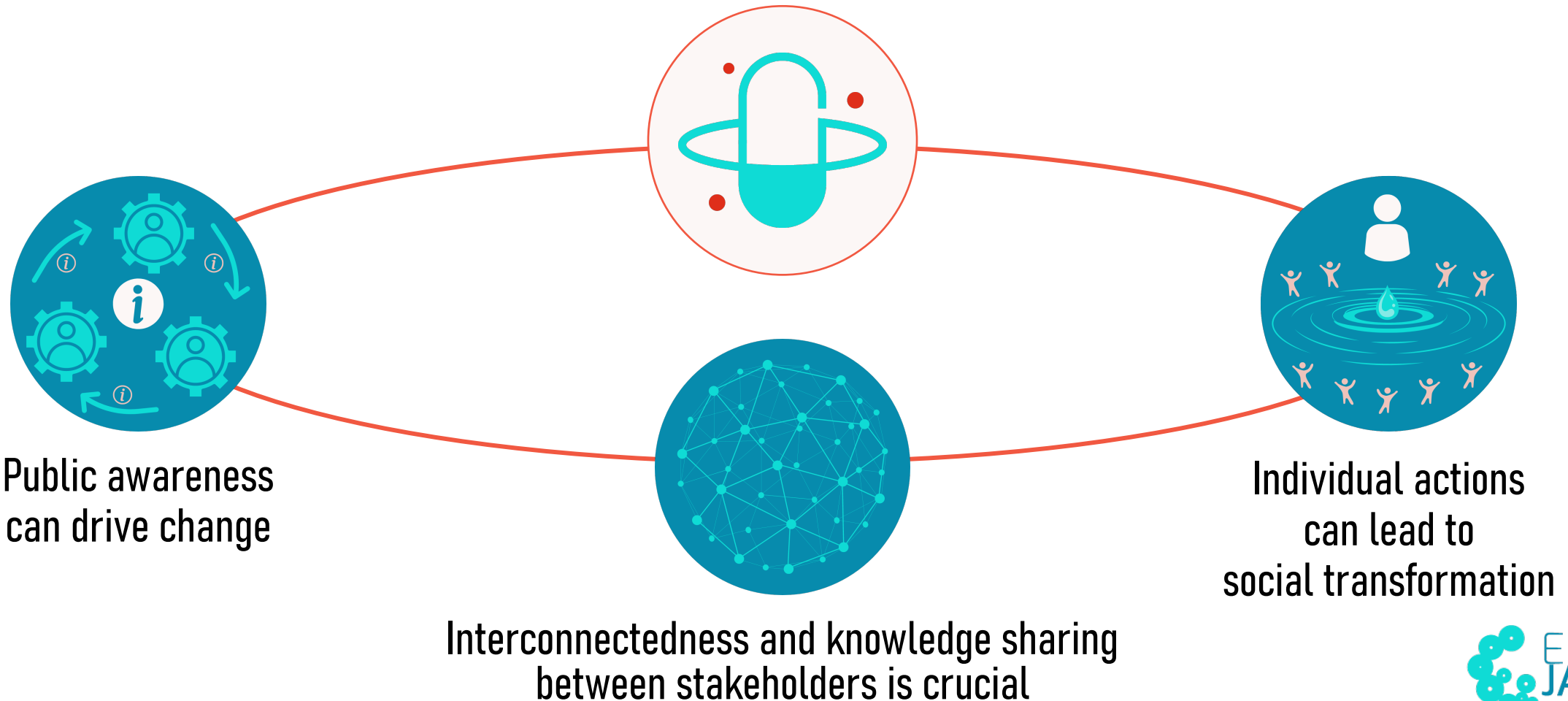
 #SURVEILLANCE

 #ACCESS

 #RAISING AWARENESS

 #DISSEMINATION

The importance of raising awareness in preventing AMR



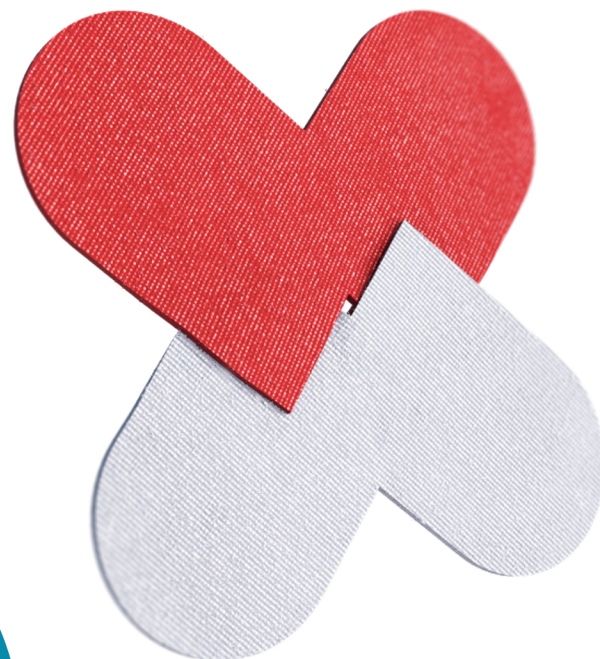


Raising awareness on AMR

The legacy of EU-JAMRAI I



Building on EU-JAMRAI I



The Antimicrobial Resistance Symbol

WE WERE LOOKING FOR



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

Like the AIDS RED RIBBON

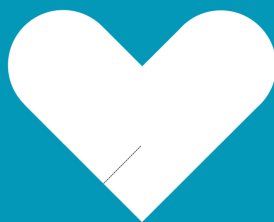
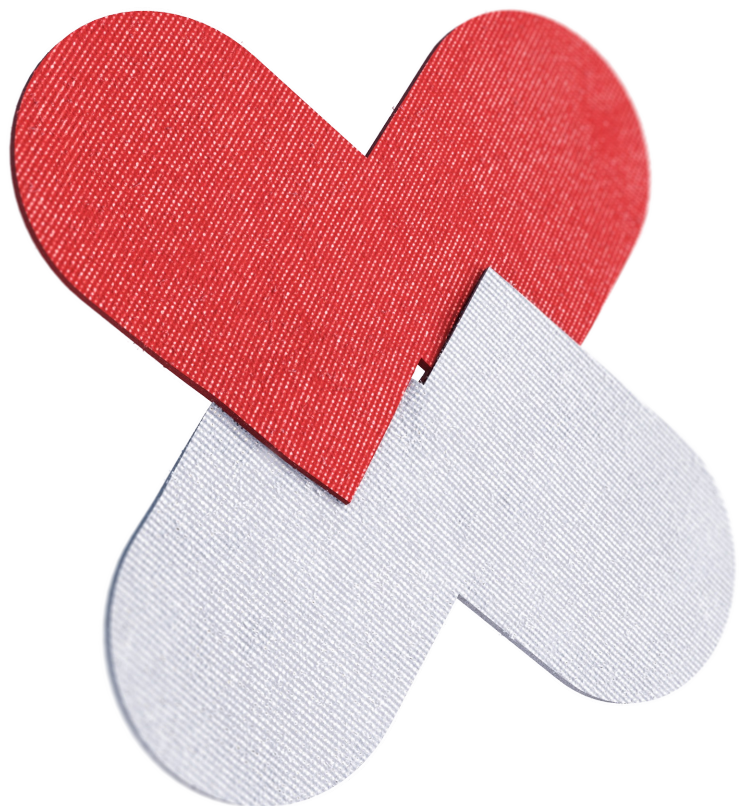


CONTEST

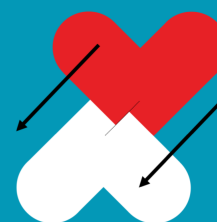
- Over 600.000 people reached
- 600 applications from 44 countries
- A multi-sectoral jury
- 1 winner: David Ljungberg



The winning symbol



Simple
shape



Slide
together



Final
symbol



CAPSULES
set the theme



HEARTS
tell us we need
to care



BAND-AIDS
tell us we need
to fix it



The AMR Symbol unites us all



Raising awareness on AMR

The plans for the new edition
EU-JAMRAI 2



PILLARS of EU-JAMRAI 2 raising awareness efforts

1



STUDIES

AMR key messages and materials
AMR awareness raising in schools
AMR terms and communication

2



NETWORKS

Group of Communicators for AMR
Group of Educators for AMR

3

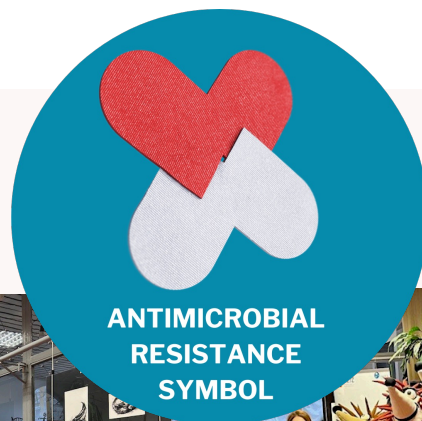


A COMPASS

Raising Awareness Plan

Get into action

4



2 campaigns per year

Evidence based

For different target audiences

Exploring innovative formats

Europe wide / All languages

The symbol that unites us all



Primary / Secondary / Universities

Debate Kit

MicroCombat

Escape room

Steps we follow to design a campaign



Define our
OBJECTIVE

What do we want
to change?



Identify our
**TARGET
AUDIENCES**



Define the
KEY MESSAGE
for each target
audience



Choose the best
**TOOL/
COM product**



Choose the best
CHANNELS



Evaluate the
IMPACT

Key moments to communicate AMR



ECDC

European Centre for Disease Prevention and Control

18th of November



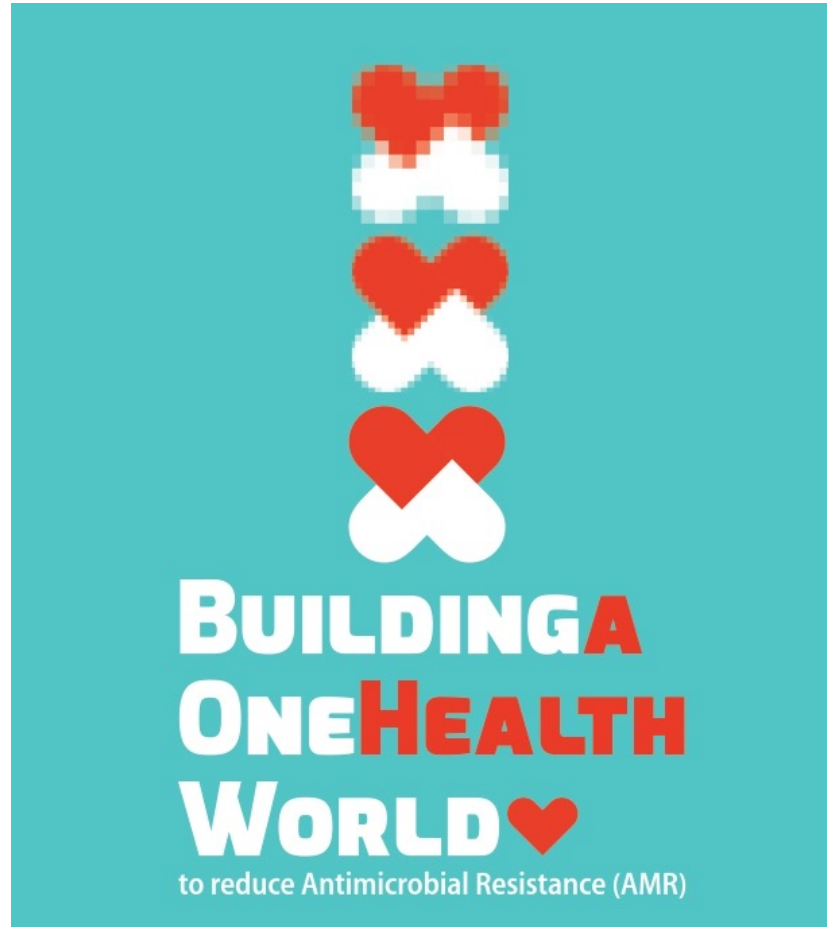
WHO

World Health Organization

around the 18th of November



AMR Symbol our pillar for positive communication



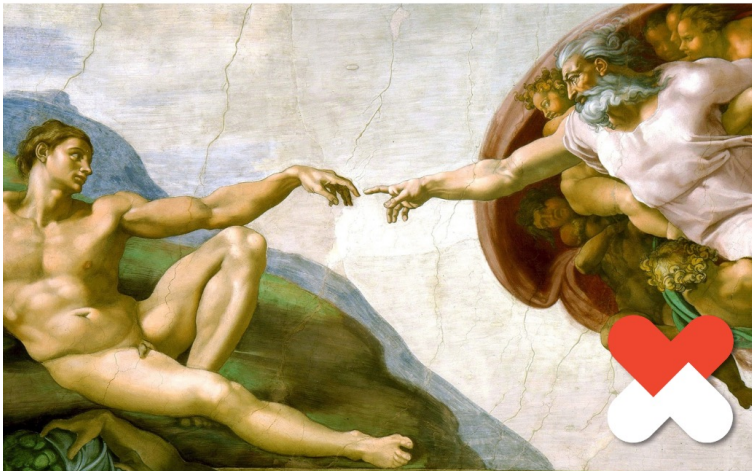


Practical Examples

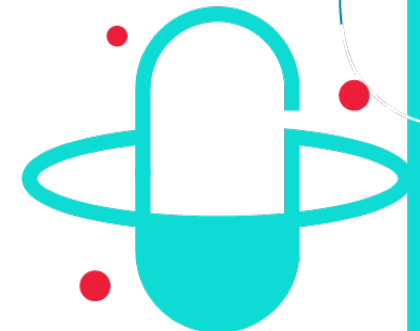
#AMRArtMemes



Hey buddy,
have you **washed your hands?**



- Objective: to **PILOT** some concepts and strategies
- Target audience: **GENERAL PUBLIC**
- Concept: **SCIENCE + ART + HUMOUR**
- Different **KEY TOPICS** (One Health, Food safety, Infection Prevention, Environment, etc.)
- Promotion focus: **MEDITERRANEAN** region
- Languages: English, Spanish, Greek, Italian, French
- Channels: **SOCIAL MEDIA**
- **CALL TO ACTION** component



Examples

No need for Revolution,




**just follow your doctor's advice
when taking antibiotics**

 The same medicine does not work for everything.

We do not always need the same treatment. We do not always need the same doses.

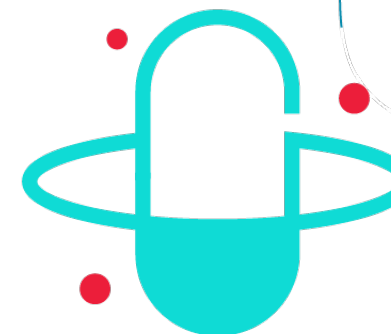
 For your health, and everyone's, trust your doctor!

 Learn more about responsible use of antibiotics with these infographics:
<https://antibiotic.ecdc.europa.eu/en/antibiotics-be-responsible> (Source: ECDC)

#AMRArtMemes #EAAD, #AMR, #AntimicrobialResistance,
#EuropeanAntibioticAwarenessDay #WAAW #EUJAMRAI2

“Liberty Leading the people”

Eugène Delacroix, 1830



Examples

This is your bacteria, after you didn't stick to your **doctor's prescription**



💪🧬 Ending an antibiotic treatment earlier than your doctor prescribes may boost the survival of the most resistant pathogens.

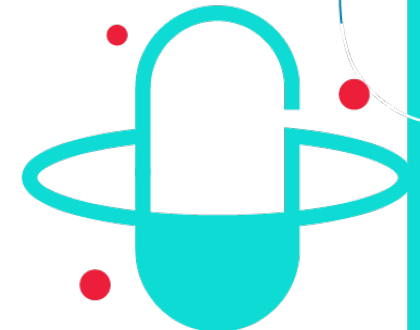
❌ This resistance can be transmitted between microorganisms, causing treatments to stop working.

i Learn more about how to follow (and how not to follow) antibiotic treatments: https://youtu.be/JvEQTA20vfc?si=FCsHm5IKI4bLE-_o (Source: ECDC)

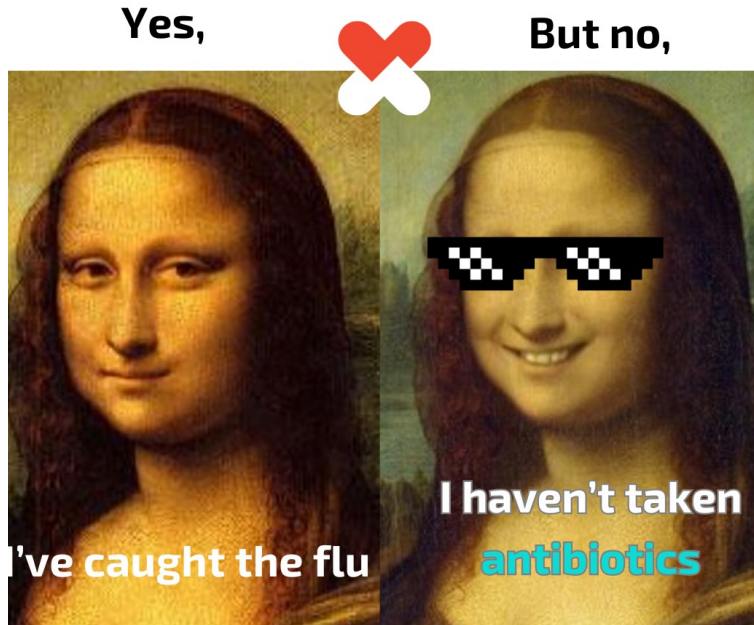
#AMRArtMemes #EAAD, #AMR, #AntimicrobialResistance, #EuropeanAntibioticAwarenessDay #WAAW #EUJAMRAI2

“The Colossus”

Attributed to Francisco de Goya, after 1808



Examples



Remember: Antibiotics only work against bacterial infections and they're useless against viral infections like the flu.

If you take antibiotics for your flu:

🤧 The antibiotics won't make you feel better.

🦠 Harmless bacteria that were quietly living in your body will start fighting the antibiotics and learn how to resist them.

↔️ These resistant bacteria can then "teach" harmful bacteria how to resist too.

😞 This makes infections much harder or even impossible to treat.

i Find more info about the responsible use of antibiotics at:

<https://antibiotic.ecdc.europa.eu/en/get-informed/key-messages/general-public> (Source: ECDC)

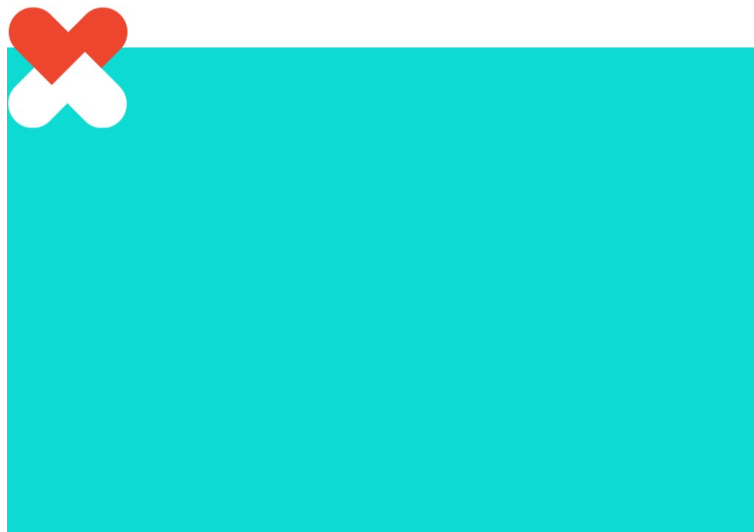
#AMRArtMemes #EAAD, #AMR, #AntimicrobialResistance,
#EuropeanAntibioticAwarenessDay #WAAW #EUJAMRAI2

"La Gioconda", Leonardo Da Vinci, Between 1503-1519



How can I support / participate in this campaign?

Write your text [here](#)

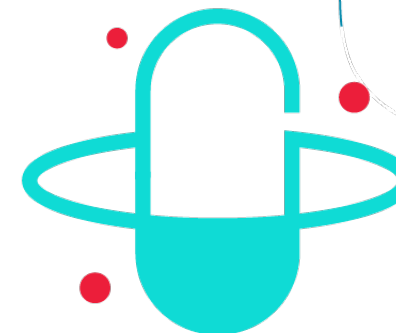


1. ENGAGE WITH US

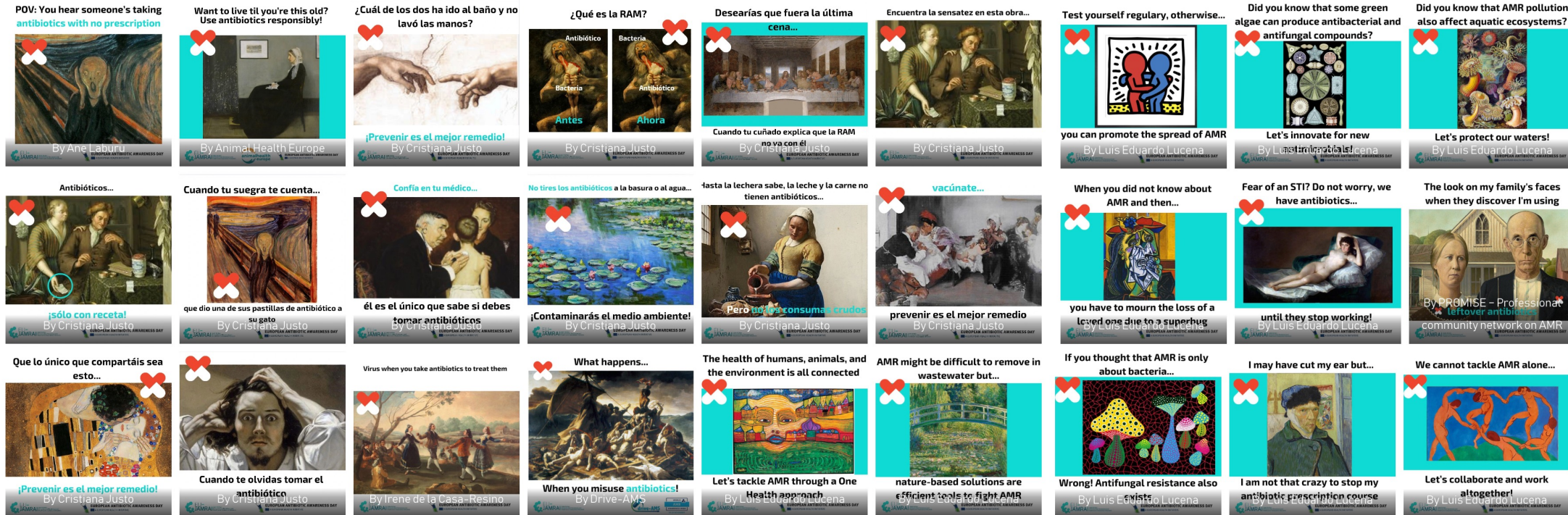
Share, comment, give a like to the memes that will be shared on EU-JAMRAI social media profiles (Facebook, Instagram, LinkedIn, Twitter)

2. CREATE AND SHARE YOUR OWN MEMES!

💡 Are you inspired? You can help us raise awareness of antimicrobial resistance through art (and a touch of humour)!



The result of engaging the audience: “Make your own Meme”





Practical Examples

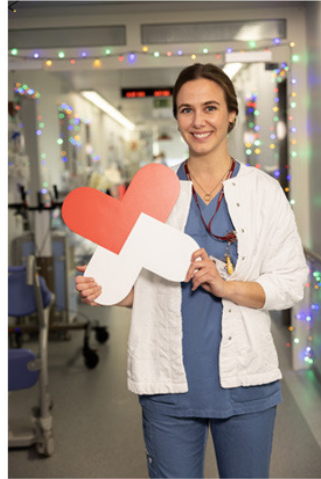
AMR Symbol in Hospitals



Next activity: AMR Symbol in hospitals

KEY POINTS:

- Distribution of:
 - Magnetic pins
 - Card board symbols
 - Informative materials
- Social Media challenge





Practical Examples

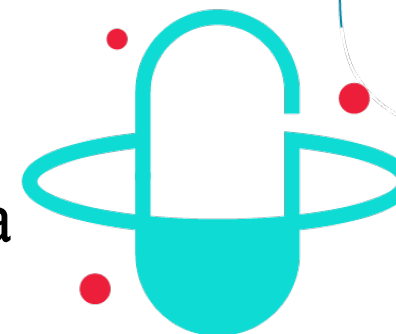
AMR and its impact on animal health and the food supply chain

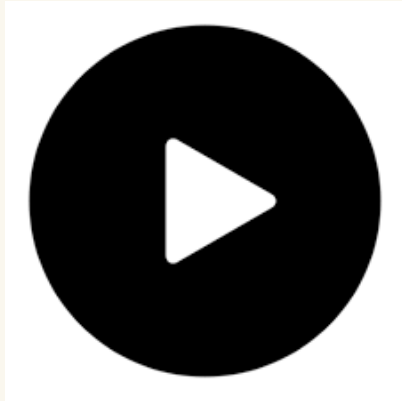


AMR and its impact on animal health and the food supply chain



- **Context:** collaboration with **WOAH**
- **Objective:** gain **AMR SYMBOL AMBASSADORS** in the animal health sector
- **Target audience:** **GLOBAL VETERINARY SERVICES**
- **Key message:**
 - **WHY** should they **CARE** about AMR?
 - **WHAT** can they **DO** to contain AMR?
 - We are **ON TIME**
- **Tools:** AMR Symbol pins + postcard + Video
- **Channels:** WOAH General Session & Social Media





Thank you!

Laura Alonso Irujo
Communication Coordinator



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**BUILDING A
ONE HEALTH
WORLD** 

to reduce Antimicrobial Resistance (AMR)