



Antibiotic Action Champions

Hints, tips and resources to help you promote message from the home page

You are now an Antibiotic Action Champion – thank you! Your time and energy in promoting awareness of AMR and how to reduce its impact is very much appreciated. Our focus was initially on stimulating awareness with policy makers and politicians, then healthcare professionals. We are now engaging with many organisations, the lay media and the public. Please let us know who you engage with!

Supporting you



Antibiotic Action Community

Thanks are due to Hayley Brown, Birmingham UK. Hayley was the first ever Antibiotic Action Champion, appointed in January 2012. Hayley quickly set to work and established an Antibiotic Action Facebook page. It has been well received, has numerous followers already and has been adopted as the Antibiotic Action Community forum – the place where you can talk with other Champions, promote activities and report back on successes. Access here: <https://www.facebook.com/AntibioticAction/>



Website & twitter

The most useful source of information is the Antibiotic Action website www.antibiotic-action.com. This is updated frequently. Here you will find many news stories, features and resources that will furnish you with background information about the need for new treatments for infections and what Antibiotic Action is doing, and with whom we are working etc. There is also an Antibiotic Action Champions page where you can download web widgets and images to use beneath your email signature. Links to these can be shared freely with your professional and social networks. We tweet frequently so please follow us on Twitter – @TheUrgentNeed – retweet our tweets and we'll retweet yours! The Director of Antibiotic Action also tweets separately, so we suggest that you also follow Laura @LauraPiddock



Presentations and sharing the messages

We have developed presentations for use by AA Champions. We want to share the same core messages internationally, so you will receive a copy of a PDF PowerPoint presentation. You can present this at any meeting you are attending. Whatever meeting or conference we attend we are seeking permission for a 3-5 minute slot that will allow you to “guest” present the messages. You will receive your PDF PowerPoint presentation by email, containing this and other helpful resources that you might use. If you do not secure a presentation slot, please use one slide at the end of your presentation or pin up a small poster/postcard about Antibiotic Action to share information.



Visual aids

We realise our Champions are busy people, and cannot be 24/7! However, we are asking as many people as possible to leave a visual message for all to see! We have produced Antibiotic Action Posters – black on white and white on black versions. These can be printed A4 and put on notice boards across hospitals, in surgeries, libraries, schools – in fact anywhere anyone is willing to display one! If you want exhibition quality posters please ask and we will arrange for printing and dispatch of glossy 4-colour versions. We do however ask that you reserve such requests for posters that will be used at conferences and corporate events, or in main lobby areas in hospitals or universities or other large buildings – they do cost money, and as always money – like antibiotics – are precious resources! Posters will be sent in your Welcome email but can also be downloaded at www.antibiotic-action.com



Bespoke exhibition packs

Having a small stand – whether at a major conference, in-house event, school fete or garage sales/car book sales – is a superb and very effective way to engage audiences and maybe even recruit new AA Champions. To assist you we can provide a bespoke package that includes a pop-up banner, sign-up postcards, posters and branded AA T-shirt for people manning the stand. We are happy to talk about whatever you need or feel would be helpful, and provided it doesn't break our modest bank we can provide it for you! We do ask that banner stands are returned, but we can arrange for all materials to be couriered back and forth at least within the UK. We can also discuss how to make these materials available to those outside the UK.



What next?

Armed with all of the above what do you do next? Here are a few ideas for you to consider. Why not:



Join the Facebook page and invite all of your Facebook friends to do the same



Email all of your professional and social contacts, send the link and invite them to share the Antibiotic Action messages



Print and display posters– be inventive, we want them in supermarkets as well as GP surgeries!



Send posters to all of your family and friends and ask them to display one somewhere!



Exhibition stand at a local event, or national conference – get friends to tell you about their events



Write to your local politician and seek their support



Give a presentation to colleagues locally, share our PDF presentation with your contacts



Contact the AA Team – Felisha Johnson in the first instance on +44 (0)121 415 8167 to talk about ideas or email f.johnson@bham.ac.uk or tguise@bsac.org.uk

Most importantly – report back on your successes– let us know and we will include write ups on the website and our newsletters. Good luck, have fun and thank you once again.

Professor Laura Piddock

Antibiotic Action