Antibiotic Action Champions

Hints, tips and resources to help you promote Antibiotic Action

You are now an Antibiotic Action Champion – thank you! Your time and energy in promoting this most important of causes is very much appreciated.

Supporting you ………...

Antibiotic Action Community

Thanks are due to Hayley Brown, Birmingham UK. Hayley was the first ever Antibiotic Action Champion, appointed in April 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/groups/287469781300059/379553818758321/

Website & twitter

The most useful source of information is the Antibiotic Action website www.antibiotic-action.com

Here you will find many news stories, features and resources that will furnish you with background information about the need for new antibiotics and what Antibiotic Action is doing, with whom we are working etc. There is also an AA Champions page where you can download web widgets and images to use beneath your email signature. Links to these can be share freely with your professional and social networks. Follow us on Twitter – @TheUrgentNeed – retweet our tweets and we’ll retweet yours!

Presentations and our corporate message

We have developed presentations for use by AA Champions. We want to promote the same core messages internationally, so you will receive a copy of a PDF PowerPoint presentation on a branded pen-drive. You can present this at any meeting you are attending. We are being pushy! Whatever meeting we attend we are seeking permission for a 3-5 minute slot that will allow us to “guest” present our messages. You will receive your branded pen-drive by post, containing this and other helpful resources that you might use.

Visual aids

We realise our Champions are busy people, and cannot be flying the flag 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, with new versions also under development. These can be printed A4 and put on notice boards across hospitals, in surgeries, in libraries – in fact anywhere anyone is willing to display one! If you want exhibition quality posters you can ask the office and they 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 – they do cost funds, and as always funds – like antibiotics – are precious resources! Posters will be available on your branded pen-drive 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, and school fete or garage sales/car book sales – is a superb and very effective way to engage audiences and and maybe even recruit new AA Champions. To assist the office 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 within the UK at least.

**What next?**

Armed with all of the above what do you do next? Here are a few bullet point 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 sign up
- 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 PDF presentation with contacts
- Contact the AA Team – Tracey Guise in the first instance on 0121 236 1988 as talk about ideas

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

**Professor Laura Piddock**

**Antibiotic Action**