



#AntibioticResistance

WORLD ANTIBIOTIC AWARENESS WEEK

14-20 NOVEMBER 2016



@OIEAnimalHealth



World Organisation for Animal Health - OIE

1 The OIE Communication Toolbox: www.oie.int/antimicrobial-resistance

SELECTION- click on the icons

NEW « Antibiotic resistance: let's act together » videos

Available in FR, EN, ES

Objective : provide the concerned public with 5 key messages through short (30 seconds) animations which are easy to disseminate on social media.

Within the framework of the "[Antibiotics : handle with care](#)" campaign



National authorities



**POLICY MAKERS,
WHAT CAN YOU DO?**

Veterinarians



**VETERINARIANS,
WHAT CAN YOU DO?**

Breeders and animal owners



**FARMERS
AND ANIMAL OWNERS,
WHAT CAN YOU DO?**

Official OIE/WHO/FAO campaign logo "[Handle antibiotics with care](#)"

Available in FR, EN, ES

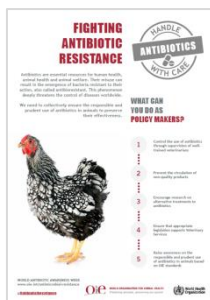


"[Antimicrobial resistance: what can you do?](#)" posters

Available in FR, EN, ES

Objective: provide the concerned public with 5 key messages
Visuals available for each poster : poultry – swine – aquatic animals – dog

National authorities



Veterinarians



Breeders and animal owners



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Protecting animals, preserving our future

OIE web portal on antimicrobial resistance

(last update: November 2016)

Available in FR, EN, ES

This platform gathers ample information on the responsible and prudent use of antimicrobial agents and OIE activities in this domain it makes reference to all OIE documents: fact sheets intergovernmental standards, resolutions, press releases, posters, infographics. An entire page is dedicated to [OIE communication tools](#) targeted at different audiences.

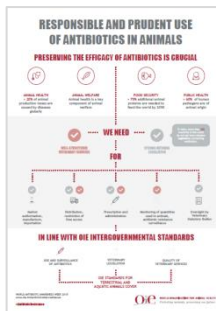


Infographic on « Responsible and prudent use of antibiotics »

Available in FR, EN, ES

Objectives

- Raise awareness on the need to preserve the efficacy of antibiotics
- Promote the roles Veterinary Services and the importance of the implementation of appropriate national legislation



NEW Vidéo on « Better use of antibiotics to preserve their efficacy »

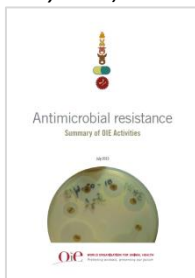
Available in FR, EN, ES



Other useful documents utiles- click on the icons

Antimicrobial resistance : Summary of OIE activities

(last update: July 2015)



OIE Factsheet on Antimicrobial Resistance

(last update: May 2015)

Available in FR, EN, ES



List of antimicrobial agents of veterinary importance

(last update: May 2015)

Available in FR, EN, ES

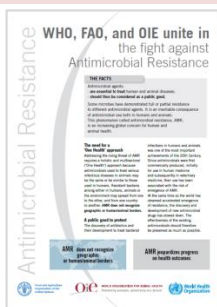


2

Tripartite documentation- different visuals are available for each category

SELECTION- click on the icons

FAO/OIE/WHO factsheet on the fight against Antimicrobial resistance



Poster on «Antibiotic resistance: what the agriculture sector can do»

Available in FR, EN, ES



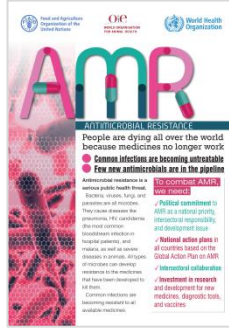
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Global Action Plan on Antimicrobial Resistance



Why fight against antimicrobial resistance ?

(updated :July 2016)



Prevention and containment of antimicrobial resistance at national level

(Updated:May 2016)



3 Social networks – different visuals are available for each category

FACEBOOK

Covers



Posts



TWITTER

Covers



Tweets



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