



Go Blue for #AMR Participation ideas World Antimicrobial Awareness Week (#WAAW) 18-24 November, 2021

Key messages

- **Individuals, workplaces, and communities** are invited to join a colour campaign to spread awareness of antimicrobial resistance (AMR), and share stories about AMR's effect on families and communities today.
- Light blue was selected as the colour of AMR Awareness, representing health across sectors, and the multisectoral collaboration required to address this universal threat.
- A colour campaign brings global visibility to this leading global public health threat, with light blue showing the diverse people, industries, organizations, and communities who are both affected by AMR, and whose actions have the power to address AMR
- The global community is encouraged to 'Go Blue', by bringing light blue to their online presence, physical communities and workplaces throughout WAAW (18-24 November) with an emphasis on **24 November**

Target audience: Health workers, policymakers, young professionals, those with interest in global health. Age: 16+.

Campaign hashtags

#WAAW #HandleWithCare #AntimicrobialResistance #AMR

1-17 November: Pre-WAAW asks

1. Announce that you are Going Blue for AMR
2. Encourage people to join you and Go Blue as well
3. Raise awareness around AMR and WAAW

18-24 November: Go Blue during WAAW

- **Individual:** Post on your personal/professional social media channels a photo of you wearing blue with a message on why you are 'Going Blue for AMR'
- **Individual/Workplace:** Organise in-person or virtual group photo of with colleagues wearing blue, and post it on social media with a message on why your organisation is 'Going Blue for AMR'
- **Workplace:** Arrange for your office building to light up in blue (throughout the week or on 24 November) then share on social media why your organisation is 'Going Blue for AMR'
- **Community:** Ask / arrange for a local monument or landmark to light up in blue on 24 November then share on social media why it is important for your community to 'Go Blue for AMR'

How to Go Blue – initial ideas and resources

Individuals -

- Add 'Blue' to personal/organizational social media profiles using these [free resources](#).
- Wear blue clothing and/or accessories when participating in WAAW events.
- Incorporate blue into work uniforms/protective equipment (e.g. blue PPE or scrubs for health workers)

Buildings – any light-up efforts should be done in consultation with the building/facilities/health-and-safety manager

- Add a blue filter (also known as a [colour gel](#)) over a spotlight, or project a [WAAW stamp](#) onto the side of the building
- Replace standard bulbs with blue light bulbs (consult your local hardware store)
- Hang blue paper or cloth over windows or walls



Social media sample posts for pre- and during WAAW.

1-17 November: Pre-WAAW promotion:

- I'm Going Blue for #AMR this year, to bring global visibility to the threat of drug resistance. Join me during #WAAW! #AntimicrobialResistance #HandleWithCare
- 18-24 November is World Antimicrobial Awareness Week. To spread awareness about the threat of #AntimicrobialResistance, I will Go Blue for AMR during #WAAW #HandleWithCare. Join me: <https://bit.ly/3CDppqc>
- Join [me or name of organization] to Spread Awareness about #AntimicrobialResistance. Go Blue for AMR during World Antimicrobial Awareness Week 18-24 November. #WAAW #HandleWithCare
- World Antimicrobial Awareness Week (18-24 November) is almost here. This year's theme is Spread awareness, stop resistance. In order to raise global awareness of antimicrobial resistance and the threat it poses to human, animal, and environmental health, I will Go Blue for AMR.
- DYK #AntimicrobialResistance can affect anyone anywhere at any age? That's why I will Go Blue for #AMR this World Antimicrobial Awareness Week 18-24 November #WAAW #HandleWithCare

During WAAW

- In honour of [insert individual affected by AMR], this World Antimicrobial Awareness Week #WAAW I'm Going Blue for #AMR to demonstrate my commitment to spread awareness of #AntimicrobialResistance. **ATTACH SELFIE WEARING BLUE**
- It's World Antimicrobial Awareness Week #WAAW so I'm Going Blue for AMR in honour of [colleagues whose work is affected by AMR]. Who will you Go Blue for? #AntimicrobialResistance #HandleWithCare **ATTACH SELFIE WEARING BLUE**
- Proud to see the [building/landmark] building Going Blue for #AMR. Drug resistant infections can affect anyone, anywhere. #HandleWithCare
- BIG THANK YOU to [insert name of person or organization] for being an #AMR Awareness Champion and [insert their action that helps stop resistance]. Their actions today help us all!
- During #WAAW, we are engaging with fellow One Health partners [insert partners' handles] to raise awareness about #AntimicrobialResistance. Working together is the way! #AMR #HandleWithCare
- During #WAAW, we are engaging with future health care providers at [insert university/training centre handles] to spread awareness to the next generation of #AMR Awareness Champions so they know #HandleWithCare.
- During #WAAW, we are exploring new ways to spread awareness about #AntimicrobialResistance to our patients. Together we will #HandleWithCare
- During #WAAW, we are providing #AMR #HandleWithCare training to advance #WASH (Water, Sanitation and Hygiene) and #IPC (Infection, prevention and control) skills and competencies in our health care facilities to stop #AntimicrobialResistance.

Engaging with Media

Involve press and other media representatives in plans to Go Blue. Inform them about your activities so that your community will know why you're promoting WAAW. If you have connections with influencers on social media and bloggers, reach out to them as well. Compile a list of Twitter accounts owned by journalists and send them direct tweets with information about the AMR situation, your Go Blue activities and events. Research on Instagram which accounts deal with AMR-related topics; via a direct message or the comment function you can make them aware of your Go Blue action and of World Antimicrobial Awareness Week. Organize events that generate media interest such as interview opportunities with parents or healthcare professionals from your region affected by AMR or work with local celebrities to release a statement about AMR to the media.