HOW HEALTHCARE PROFESSIONALS BECOME ADVOCATES FOR GREENER HEALTHCARE
## AGENDA

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<td>15:00 - 15:15</td>
<td><strong>AMR and food production</strong>&lt;br&gt;Erik Ruiz, Safer Pharma Project Officer - HCWH Europe</td>
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<td>15:15 – 15:35</td>
<td><strong>How healthcare professionals can advocate for sustainable antimicrobial use in food production</strong>&lt;br&gt;Anamarija Tomicic, Safer Pharma Communications Officer</td>
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<td>15:35 – 15:50</td>
<td><strong>Mastering media interviews to promote climate and health</strong>&lt;br&gt;Helena Uhl, Climate-smart Healthcare Communications Officer</td>
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<td>15:50 - 16:00</td>
<td><strong>Q&amp;A Session</strong></td>
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HOW HEALTHCARE PROFESSIONALS CAN ADVOCATE THE SUSTAINABLE USE OF ANTIMICROBIALS IN FOOD PRODUCTION
COMMUNICATIONS TOOLKIT FOR HEALTHCARE PROFESSIONALS

HOW HEALTHCARE PROFESSIONALS CAN ADVOCATE FOR THE RESPONSIBLE USE OF ANTIBIOTICS IN FOOD PRODUCTION

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KEY FACTS AND FIGURES ON AMR IN FOOD PRODUCTION

USE OF ANTIMICROBIALS IN FOOD PRODUCTION • KEY FACTS AND FIGURES

IMPACT OF AMR ON HUMAN HEALTH
- AMR causes 1.27 million deaths globally in 2019.
- Infections with bacteria resistant to last-line antibiotics cause nearly twice as many deaths as HIV/AIDS.

AMR IN FOOD PRODUCTION
- Globally, an estimated 73% of antibiotics used are administered to animals.
- In Europe, in 2011, 5,219.6 tonnes of antibiotics were used for veterinary use.

IN EUROPE ALONE, AMR CAUSES 35,000 DEATHS ANNUALLY
- Unless further action is taken, the global AMR death toll could be 10 times higher by 2050.
- More than the expected number of deaths from cancer and diabetes combined.

HIGHEST PRESCRIBERS

1. China: 70% of antibiotics are prescribed, followed by Russia and Brazil.
2. India: 60% of antibiotics are prescribed, followed by Indonesia and Iran.
3. EU: 50% of antibiotics are prescribed, following Japan and Republic of Korea.

SALES OF ANTIMICROBIALS ACCOUNTED FOR IN EU BY

1. China: 33% of total sales.
2. India: 29% of total sales.
3. EU: 18% of total sales.

SIMPLE RESISTANCE OR MULTIPLE RESISTANCE TRANSMITTANCE

2. Multiple resistance: Antibiotics no longer working against bacteria.

USE OF ANTICLASSIC IN FOOD PRODUCTION • KEY FACTS AND FIGURES

POSITIVE BENEFITS OF REDUCED ANTIBIOTIC USE
- Reducing antibiotic use in farm animals decreases the prevalence of:
  - Antimicrobial-resistant bacteria in animals by 67% between 2010-2020.
  - Multiresistant bacteria in animals by 24-32%.

CASE STUDY: COLISTIN IN PIG PRODUCTION
- Colistin is used in food production to treat overuse, misuse, and abuse of antibiotics.
- Use of colistin in pigs from 2006-2016.
- From 2010 to 2015, 136 tonnes of colistin were used.
- Colistin is used as a last-line antibiotic in European hospitals.
- In the UK, colistin is one of the few antibiotics used for pigs.

PESTLES DECREASE TREATMENT PERIOD (35 DAYS)
- NEEDED BETWEEN 20 & 30 TIMES LESS ANTIBIOTICS
- THIN PIGLETS THAT ARE WEAK AND THIN (22-25 DAYS)
HOW TO BECOME AN ADVOCATE FOR GREENER HEALTHCARE

ONLINE

- Build an impactful social media presence
- Write engaging articles and blogs

OFFLINE

- Take on public speaking and interview opportunities
- Engage with your hospital leadership
- Engage with local, national and European policymakers
SOCIAL MEDIA

How to build an impactful social media presence?

- Ensure your profile establishes credibility
- Engage with key organisations and leaders
- Post about your experience with AMR and the effect on your patients
OP-EDS AND BLOGS

How to write an engaging and informative piece?

- Make it clear and simple
- Catch the reader's attention
- Use everyday language
- Support your position with facts and examples
- Include a call to action

FEELING INSPIRED?
Get in touch! We can help pitch your work to media outlets or publish it as part of HCWH Europe’s blog post series.

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ENGAGE WITH THE LEADERSHIP AT YOUR HOSPITAL

Key steps to start a conversation in your hospital:

- Find allies who share your interest
- Define your goals and how you can reach them
- Meet the right people in the community leadership
- Build momentum and raise awareness
PUBLIC SPEAKING/MEDIA OPPORTUNITIES

- Prepare and research the issue
- Know your audience and tailor your messages accordingly
- Focus on the big idea
- Support your ideas with facts and figures
- Use vivid images, examples, and personal experience
CONTACT POLICYMAKERS

How to engage with policymakers?

- Take part in policy consultations to give your opinion on upcoming policies
- Contact policymakers directly
- Support petitions and open letters

YOU CAN START ADVOCATING FOR GREENER HEALTHCARE RIGHT NOW

- Join networks of healthcare professionals to engage in campaigns and receive news about key policy changes:
  - Nurses Climate Challenge
  - Doctors for Greener Healthcare
THANK YOU!
CONTACT

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