

# ANTIMICROBIAL RESISTANCE (AMR) AWARENESS CAMPAIGN – 2024

## A COLLABORATIVE APPROACH FOR PUBLIC HEALTH

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### THE AMR PROBLEM

- **Antimicrobial Resistance (AMR)** is a global issue that affects the human-animal-environment interface. It threatens public health and sustainability across sectors, requiring urgent action.

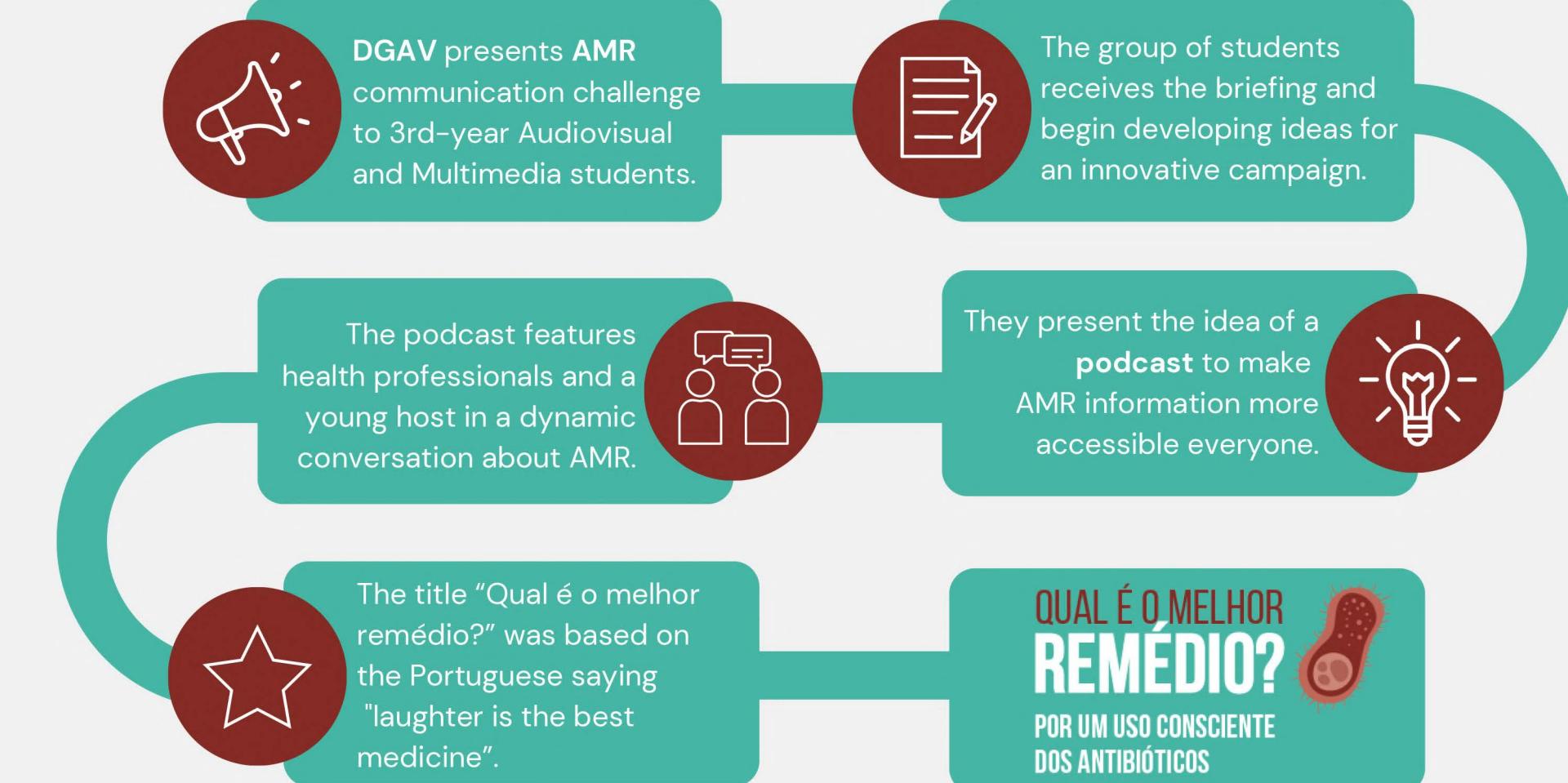
### DGAV'S MISSION AND ACTIONS

- As part of its mission, DGAV is implementing various policies and efforts to reduce the consumption of antimicrobials and mitigate the spread of resistance.
- These initiatives are designed to address AMR in all aspects of national animal production, aiming for sustainable solutions across the human-animal-environment interface

### INNOVATIVE ACTION IN 2024

- In 2024, DGAV launched an innovative and disruptive action to raise awareness among their target audience and the general public. The campaign culminates in the World Antimicrobial Resistance Awareness Week (WAAW).

### A COLLABORATIVE CHALLENGE



The urgent AMR issue needs innovative approaches to raise awareness. This podcast represents a creative attempt to engage youth in understanding antimicrobial resistance, contributing to the One Health framework. In collaboration with ESCS and the students, the campaign fosters community awareness and serves as a flexible model for AMR initiatives across all health sectors.