**WORLD ANTIMICROBIAL AWARENESS WEEK 2022, MULTI-LINGUAL VIDEO**

As you may know, World Antimicrobial Awareness Week (WAAW) is a is a global campaign, run under the auspices of the World Health Organization. It is celebrated annually between 18-24 November, to improve awareness and understanding of antimicrobial resistance (AMR) and encourage best practices among stakeholders, such as the public and policymakers, who all play a critical role in reducing the further emergence and spread of AMR.

AMR occurs when bacteria, viruses, fungi and parasites change over time and no longer respond to medicines, making infections harder to treat and increasing the risk of disease spread, severe illness and death. AMR caused an estimated 1.2 million deaths globally in 2019, more deaths than HIV/AIDS or malaria. Furthermore antimicrobial-resistant infections played a role in 4.95 million deaths[[1]](#footnote-1). Deaths from AMR are predicted to reach 20 million by 2050[[2]](#footnote-2) if no action is taken.

AMR has been described as the next, “silent” pandemic. As a result of drug resistance, antibiotics and other antimicrobial medicines (which underpin everything from cancer treatment to safe routine surgery like hip replacement or caesarean section) are ceasing to work. This means that what we take for granted as possible with modern medicine may not be possible for much longer.

There are personal actions that individuals can take to help tackle AMR and to help raise awareness of what can be done. To mark WAAW 2022, we are inviting your organisation to help produce your own WAAW video, using a template already developed and tested by Imperial College London in collaboration with City University.

Our aim is to see as many versions of this video, from as many different groups and institutions as possible, launched simultaneously for WAAW. The video highlights individual actions that can be taken as recommended by WHO, but also offers an opportunity for you to demonstrate the diversity of those involved; our central message is that AMR is a global issue requiring a global voice and global action.

The materials which follow are designed to make this process as easy as possible for you and there is an accompanying “pack” of transition and subtitle templates, soundtrack and a full step-by-step guide to putting your video together in iMovie provided.

We would be grateful if you could confirm if you intend to participate to [head.ops@imperial.ac.uk](mailto:head.ops@imperial.ac.uk).

We may also be able to offer limited technical support, to get your recordings into the video template if you are really struggling, although hopefully this will not be necessary! Requests for technical help should be sent to [jiayue.zhu09@imperial.ac.uk](mailto:jiayue.zhu09@imperial.ac.uk).

1. **Invitation to participate/volunteer.**

Please email the following text to your target audience of participants, modifying as required.

Dear All,

We have been invited to participate in an exciting initiative to mark this year’s World Antimicrobial Awareness Week.

For those who don’t know, World Antimicrobial Awareness Week (WAAW) is a is a global campaign, run under the auspices of the World Health Organization (WHO) (<https://www.who.int/campaigns/world-antimicrobial-awareness-week>). It is celebrated annually between 18-24 November, to improve awareness and understanding of antimicrobial resistance (AMR) and encourage best practices among stakeholders, such as the public and policymakers, who all play a critical role in reducing the further emergence and spread of AMR.

The WHO has recommended some personal actions that individuals can take to help tackle AMR and [name of organisation] has been invited to help produce a multi-language video of these, along with several other organisations, which we hope will all be launched simultaneously during WAAW on social media platforms.

The format has already been tried and tested through a collaboration between Imperial College and City University (see [here](https://twitter.com/CityUniHealth/status/1463538810134880262?s=20&t=qiCI7Vrm3W5N7mpD5jS1Dwhttps://twitter.com/CityUniHealth/status/1463538810134880262?s=20&t=qiCI7Vrm3W5N7mpD5jS1Dw) for final result developed in 2021) with the central message being that AMR is a global issue requiring a global voice and global action.

To help represent this global perspective, the text for the video has been split into 16 individual messages and we are therefore looking for 16 individuals, each speaking a different language, to record these messages.

If you would like to participate, can you please contact [name] on [contact details] by [date] confirming your interest and the language(s) you are able to record in.

Selected individuals will then be sent their allocated message and technical instructions on how to record it.

With best wishes

1. **Confirmation of participation and technical instructions**

Dear [add name]

Thank you for confirming your interest in participating in the WAAW multi-lingual video initiative.

I am delighted to tell you that you have been selected to record one of the messages.

Please see your selected message in the table below and read the following further instructions.

I would be grateful if you could forward me the completed table for your entry and your recorded video by [date].

To send me the video, you can \*\*(Delete as applicable) email me at XXXXX/drop off your files using “we transfer” and the email address xxxxx/ or “whatsapp me on XXXXXXXXXX

If you have any difficulties in making this deadline, or the recording please contact [name] as soon as possible so that we can help or reallocate the message to someone else.

**Instructions for recording**

**While making your video:**

1. Please record on your phone, in **landscape**
2. If possible, please wear something light blue (to further tie in with the WHO campaign “Go Blue for AMR”) –– but if you don’t have something blue – please do go ahead and record your video anyway
3. Try and record against a plain, light background which is well lit
4. For any technical words that you do not know the equivalent of in your allocated language – please just say the word in English

**The table**:

1. Please check the message and language you have been allocated (numbered rows only)
2. Please complete the name and title column – this is how your name to appear in the video
3. If you need to add to the language column (e.g., add country/dialect if the language is specific to this) please do so, again this is how it will appear on the video
4. If you think you have slightly modified the sentence while translating, please note this in the appropriate column; we appreciate some words may not be directly translatable
5. Add a literal translation back to English of what you have recorded (this will help us understand the nuances across languages too)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Sentence** | **Allocated Speaker** | **Language** | **Name and title to appear on video** | **Any changes** | **Literal translation back to English** |
|  | **“What is antimicrobial resistance?”** |  |  |  |  |  |
| 1 | AMR occurs when bacteria, viruses, fungi, and parasites no longer respond to medicines. |  |  |  |  |  |
| 2 | AMR makes common infections harder to treat, and increases the risk of disease spread, severe illness and death. |  |  |  |  |  |
| 3 | Many factors have accelerated the threat of AMR worldwide. |  |  |  |  |  |
| 4 | including overuse and misuse of medicines in humans, livestock, and agriculture. |  |  |  |  |  |
| 5 | as well as poor access to clean water, sanitation, and hygiene. |  |  |  |  |  |
|  | **“Why is AMR increasing?”** |  |  |  |  |  |
| 6 | Misuse and overuse of antimicrobials in humans, animals and plants are the main drivers in the development of drug-resistant infections. |  |  |  |  |  |
| 7 | For example, COVID-19 is caused by a virus, not by a bacteria. So antibiotics should not be used to treat a COVID infection. |  |  |  |  |  |
| 8 | Poor diagnostic and prescribing practices and patients not following their treatment also contribute to AMR. |  |  |  |  |  |
| 9 | The unavailability of clean water and sanitation in health care facilities |  |  |  |  |  |
| 10 | And lack of clean water on farms and other community settings allows the spread of infections |  |  |  |  |  |
|  | **“How can you prevent AMR?”** |  |  |  |  |  |
| 11 | Seek medical advice when you are ill. |  |  |  |  |  |
| 12 | Take antibiotics and other antimicrobials only when prescribed. |  |  |  |  |  |
| 13 | Keep medicines working: complete the full treatment as instructed. |  |  |  |  |  |
| 14 | Prevent infection: get vaccinated, wash hands, practice safer sex. |  |  |  |  |  |
| 15 | Let’s work together to keep medicines working, spread awareness, and stop resistance. |  |  |  |  |  |
| 16 | Let’s keep the conversation going all year around |  |  |  |  |  |
|  | Preventing Antimicrobial Resistance Together. |  |  |  |  |  |

With many thanks for being a part of this important campaign.

<https://www.who.int/campaigns/world-antimicrobial-awareness-week/2021>

1. **Instructions for video coordinator**

* Once you have sent out the invitation to participate (1), follow up with reminders until you have a sufficient number of volunteers to allocate to each message. The video will clearly be more impactful, if you can achieve all 16 messages in different languages, but if this is not possible some duplication will be ok
* Allocate participants to each message and send out instructions on how to record, your preferred method of getting the recorded videos to you and the deadline (2)
* Once you start receiving the video content you need, follow the instructions in the separate document “Step by Step instructions for WAAW video” which will tell you how to use the subtitle and transition templates and pull together the whole video in iMovie.
* Share your video via your youtube channel or facebook page or by tweeting the video from your personal and/or organisational accounts.
* **Please keep us informed so we can also promote and tag us in @HPRUamr**
* Hashtags are #WAAW #AMR #AntibioticResistance

1. <https://doi.org/10.1016/S0140-6736(21)02724-0>

   [↑](#footnote-ref-1)
2. <https://amr-review.org/> [↑](#footnote-ref-2)