

Press Release Guidance, Template, and Examples

Press releases are an excellent way to bring awareness to your organization's World Antimicrobial Awareness Week (WAAW) activities and events, increase participation and draw media attention. Your press release can include key facts about antimicrobial resistance (AMR), your organization's role in mitigating AMR, how your organization is celebrating WAAW, or a call to action for those within your organization's sphere of influence. You can publish a press release on your organization's website and across social media channels. Here we provide a press release template and example press releases to help you craft your own.

Press Release Template

Suggested press release elements appear in brackets. Language for the press release is also available below.

[Headline needs to be short and punchy and ideally include "WAAW" or "World Antimicrobial Awareness Week"]

[Subheading can be longer and can explain in more details the news item]

[Release date]

XX Month 2022, Capital City - November 18-24 is World Antimicrobial Awareness Week (WAAW)! The [insert name of agency/organization or country office name] is celebrating by [name a key activity, event, or program]. [Include a brief sentence describing what the activity, event, or program is. Include a second sentence describing the activity, event, or program's importance or contribution to WAAW or AMR mitigation efforts.]

[Insert a quote from an agency/organization or country representative to further emphasize the importance of the activity, event, or program and encourage participation.]

[Include a sentence with the day and time of the activity, event, or program and how people can participate during and after.]

[Include a general statement on this year's WAAW theme and the importance of AMR; you might consider using the following language.] The theme of WAAW 2022 is '**Preventing antimicrobial resistance together**'. Antimicrobial resistance (AMR) is a threat to humans, animals, plants and the environment. It affects us all. This year's theme promotes collaboration across sectors to preserve the efficacy of these critical medicines. Fighting AMR is a truly global endeavour and must be addressed through a One Health approach. To curb it effectively, all sectors must join forces and encourage the prudent use of antimicrobials, as well as preventive measures.

The slogan of World Antimicrobial Awareness Week remains '**Antimicrobials: Handle with Care**'.

For further information about AMR and WAAW please see [insert links to other resources]. All WAAW 2022 campaign materials are available [insert link to campaign site].

[Consider including the WAAW stamp, below, endorsed by the Quadripartite agencies or see other logos and materials at <https://who.canto.global/v/campaigns>.]



Antibiotics
Antivirals
Antifungals
Antiparasitics

[Add contact information details for your organization’s media relations person or another employee who can engage with media and the general public on topics included in the press release.]

[Add a brief description of your organization and consider adding links to the organization’s website and/or social media channels.]

[Include a strong, high-resolution photo and a relevant caption]