

A group of five diverse youth (three young women and two young men) are standing in front of a white brick wall, smiling and holding a large, bright blue rectangular sign. The sign contains the text "CAMPAIGN GUIDE" in white, "YOUTH-LED CAMPAIGN ON" in dark blue, and "ANTIMICROBIAL RESISTANCE" in dark blue.

# **CAMPAIGN GUIDE**

## **YOUTH-LED CAMPAIGN ON ANTIMICROBIAL RESISTANCE**





## **What is Antimicrobial Resistance?**

Antimicrobial Resistance (AMR) occurs when bacteria, viruses, fungi and parasites no longer respond to antimicrobial medicines. As a result of drug resistance, antimicrobial medicines become ineffective and infections become difficult or impossible to treat, increasing the risk of disease spread, severe illness, disability and death. AMR is primarily driven by overuse and misuse of antimicrobials, including antibiotics, antivirals, antifungals, and antiparasitics, in human health, animal health, agrifood sector and aquaculture. Poor environment hygiene practices also exacerbate the problem.

AMR is associated with an estimated 4.95 million deaths annually. Without immediate action, it is estimated that there will be a loss of 1.8 years of life expectancy globally by 2035. It can reduce the livestock production in low- and middle-income countries by 11% by 2050, potentially affecting global food security. AMR can also affect animal welfare and suboptimal environment practices play a role in amplifying and disseminating AMR. Hence, there is the dire need for a strong, urgent and multisectoral response to mitigate and prevent AMR.

## **Why does youth matter in the global AMR response?**

The choices of young people influence antimicrobial use today and their leadership will shape tomorrow's solutions. As digital communicators, innovators, and community mobilizers, youth can challenge misinformation, influence social norms, and accelerate awareness at scale. Young people are the future health and environmental workforce, scientists, policymakers, and One Health champions who will sustain stewardship, surveillance, and system reforms. With the highest long-term stake in our shared future, youth bring urgency, creativity, and accountability to AMR action. Empowering them ensures a people-centered, equitable, and sustainable global response to AMR.

## **Quadripartite Working Group on Youth Engagement for AMR**

The Quadripartite Working Group on Youth Engagement for AMR was initially launched in October 2023 with a vibrant cohort consisting of 14 members representing 14 youth-led/youth-serving organisations who share a similar interest in public health and environmental sustainability, and also a shared goal to

take action against AMR. In October 2025, they welcomed their new cohort to continue the initiatives and instill new projects, approaches and agendas.

### Youth led campaign on AMR

The Quadripartite Working Group on Youth Engagement for AMR is launching a youth-led awareness and engagement campaign on AMR, which will be initiated during the World AMR Awareness Week 2025. The campaign will run till the end of the year. Key messages revolving around AMR and the youth-led campaign are intended to be disseminated through a series of educational and fun videos, GIFs, posters, infographics and social media tiles.

The intended audience ranges from teenagers to adults, as the messages crafted allows a diverse group of people to appreciate the importance of youth's notable involvement in AMR and to recognise the need for a joint effort to combat AMR globally.

### How can you participate?

- **Spread the word on social media:** Use the diverse set of materials that the Quadripartite Working Group on Youth Engagement for AMR has designed. Share it using your personal accounts or through the social media accounts of your organization.
- **AMR Youth Influencer Takeover:** Partner with student leaders, content creators, and youth advocates to run 24-hour social media takeovers using **#WAAW**, **#AMR**, **#AntimicrobialResistance**, **#AMRYouth** with campaign assets.
- **Go Blue Campus Challenge:** Mobilize schools and universities to go blue through dress codes, blue profile frames, murals, or lighting student landmarks blue. Reward most creative campus participation.
- **Youth AMR Street or Community Labs:** Pop-up information booths, community science demos (hand hygiene, infection prevention, food safety), quizzes, and pledge walls at markets, festivals, or transit hubs.
- **“Ask the Expert” Youth Panels:** Youth-moderated One Health panels bringing together AMR survivors, doctors, nurses, pharmacists, veterinarians and environmentalists for honest, accessible conversations.
- **Peer Education & School Outreach:** Train youth ambassadors to deliver sessions in schools, dorms, and community clubs using interactive games and myth-busting challenges.
- **Youth Storytelling for AMR:** Share lived experiences from young patients, caregivers, medical, nursing, pharmacy, veterinary, agriculture or environmental studies` students through short video testimonials and photo stories.
- **Hackathons or Innovation Bootcamps:** Design youth-led solutions such as apps, awareness games, community stewardship tools, or antimicrobial protection ideas for local use.
- **Campus Pledge & Stewardship Movement:** Launch student pledges against antimicrobial misuse with public installations like signature walls, campus rallies, or digital commitment badges.
- **Blue Walks or Cycle-for-AMR Rallies:** Organize youth-led marches, bike rides, or flash mobs wearing blue to spark conversation and local media coverage.
- **Youth Media Corps:** Train student journalists to publish op-eds, host podcasts, interview experts, and document community AMR champions.
- **Collaborate with Decision Makers:** Youth-led dialogues with MPs, ministers, and local leaders to present a Youth AMR Call to Action or policy ask.





## WORLD AMR AWARENESS WEEK (WAAW) 2025

The annual World AMR Awareness Week (WAAW) 2025 kicks off from 18 to 24 November 2025 with the theme, “**Act Now: Protect Our Present, Secure Our Future**”. WAAW is a global campaign which allows the world to dedicate a week solely towards raising awareness and promoting the best practices one can take to prevent AMR in their healthcare facilities, farms, homes, communities and countries.

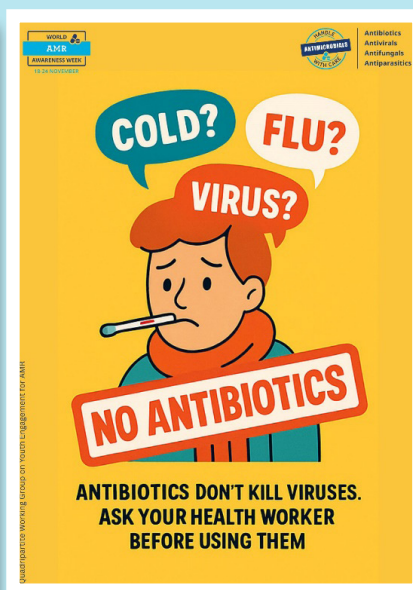
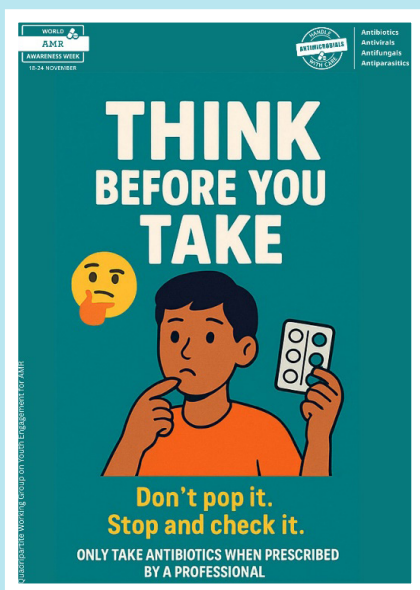
The WAAW campaign encourages the public to undertake action to address AMR and promote the One Health approach, bridging the gap between human, animal and environmental health. This week is packed with a number of activities and events in which members of the Quadripartite Working Group on Youth Engagement for AMR proudly participate in.

Find out more about this year's WAAW campaign [here!](#)



## CAMPAIGN PRODUCTS

The Quadripartite Working Group on Youth Engagement for AMR has prepared a large library of communication assets to make the campaign impactful and youth friendly.



As AMR continues to affect our loved ones around us, animals and the environment, it is of dire importance to ensure young people are able to comprehend the need to utilise antibiotics responsibly and why antibiotics are not always the answer when ill.

The youth working group has developed short videos, posters and social media tiles (in various sizes) as a part of this campaign.

## ACCESS OUR RESOURCES

All resources are user friendly and available on the [Quadripartite Joint Secretariat for AMR website](#) to all. These can be downloaded and shared with any partners and stakeholders.

Stay up-to-date and in touch with the youth working group on instagram: [@youthvoices4amr](#)