



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Press Release

The Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections launches the campaign #Don'tLeaveItHalfway

Publication date: 15 November 2018

EU-JAMRAI joins the international actions on the European Awareness Antibiotic Day with an online video campaign to raise awareness about the importance of always following the instructions of the healthcare professional

#Don'tLeaveItHalfway is a raising awareness campaign to promote the correct use of antibiotics. It has been developed by the EU funded Joint Action on Antimicrobial Resistance and Healthcare Associated Infections (EU-JAMRAI) and launched today at European level on the occasion of the European Awareness Antibiotic Day.

Don't leave it halfway consists of four chapters/announcements, each one lasting one minute, where general public, patients, healthcare professionals, veterinarians and politicians are called to action to work on addressing the problem of resistance to antibiotics from all sectors of society.

The aesthetics of the episodes are cinematographic and four stories are offered, with fictional characters, where tasks that would be unthinkable to abandon in real life will be left halfway. At the end of each episode, a motto appears: *Would you leave it halfway? Well, you shouldn't do it with antibiotics either. Always follow the advice of your healthcare professional*".

Resistance to antibiotics is a process that occurs naturally, due to the evolution of bacteria, but the misuse of these medicines is accelerating the development of this problem, which has already become a worldwide threat that can affect anyone, of any age and anywhere.

With this first awareness raising campaign, the EU-JAMRAI communication team aims to give visibility and create a change of habits among the general public on the consumption of these medicines. The videos have been translated into 18 languages, will be available on the website www.dontleaveithalfway.eu and will be distributed through all social networks of the project.

Follow the campaign in our social networks

Twitter-Facebook-Instagram-Youtube: @EUjamrai



Co-funded by the
Health Programme
of the European Union

EU-JAMRAI Communication Office | aemps.jamrai@aemps.es | (+34) 918225523/25/26



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

This document arises from the Joint Action on Antimicrobial Resistance and Healthcare- Associated Injections (EU-JAMRAI), which has received funding from the European Union, in the framework of the Health Program (2014-2020) under the Grant Agreement N°761296. Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of the information contained herein.

The total or partial reproduction of this content is authorized as long as the source (EU-JAMRAI) is expressly mentioned.

EU-JAMRAI Communication Office Contact: aemps.jamrai@aemps.es

Communication Officers:

Ana NAVARRO TAMAYO
Tel: (+34) 918225525

Laura ALONSO IRUJO
Tel: (+34) 918225523

María SANTACREU GARCÍA
Tel: (+34) 918225526

