

EU-JAMRAI

Joint Action on Antimicrobial Resistance (AMR) and Healthcare-Associated Infections (HCAIs)

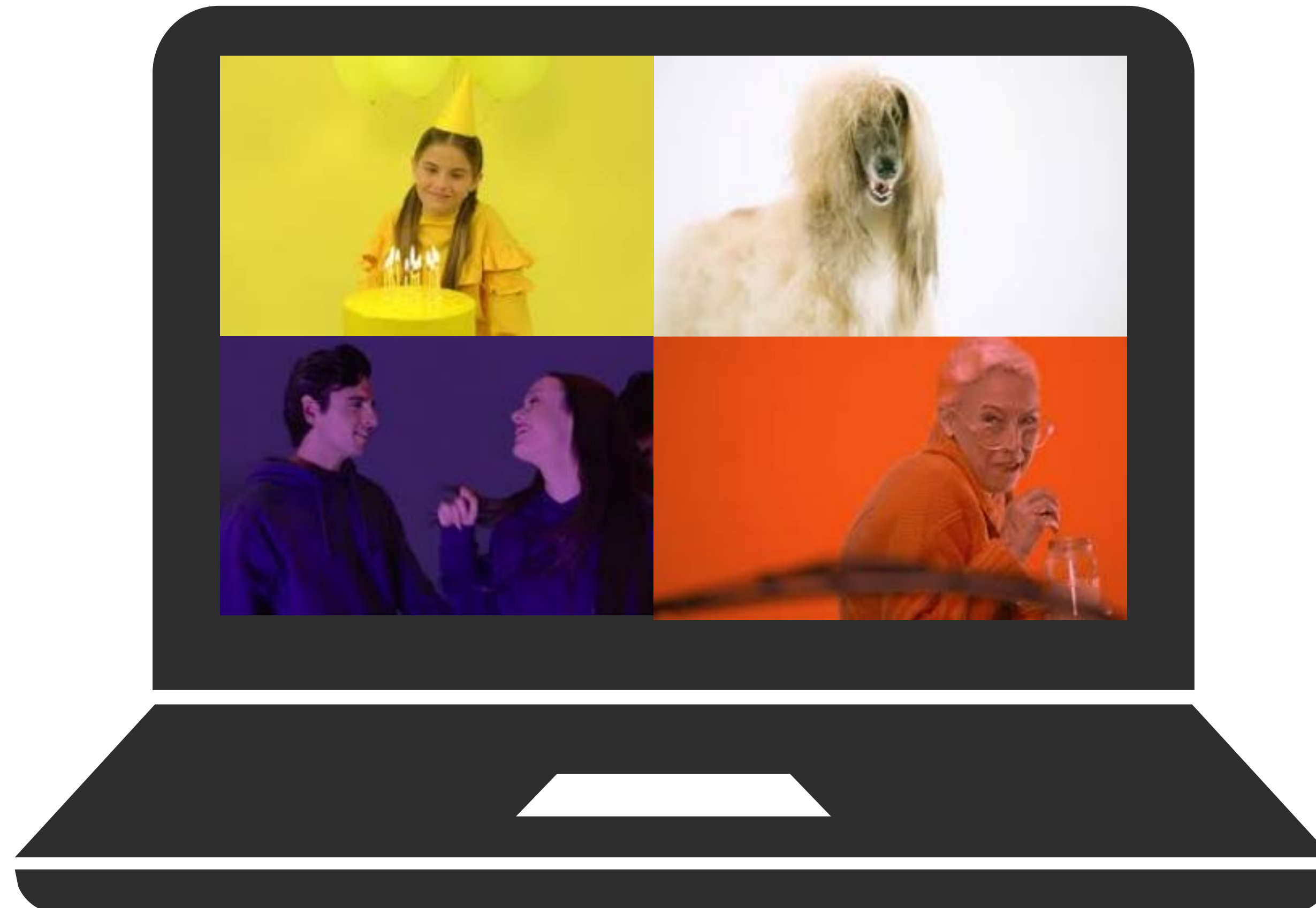
44 partners and more than 40 stakeholders

Our mission

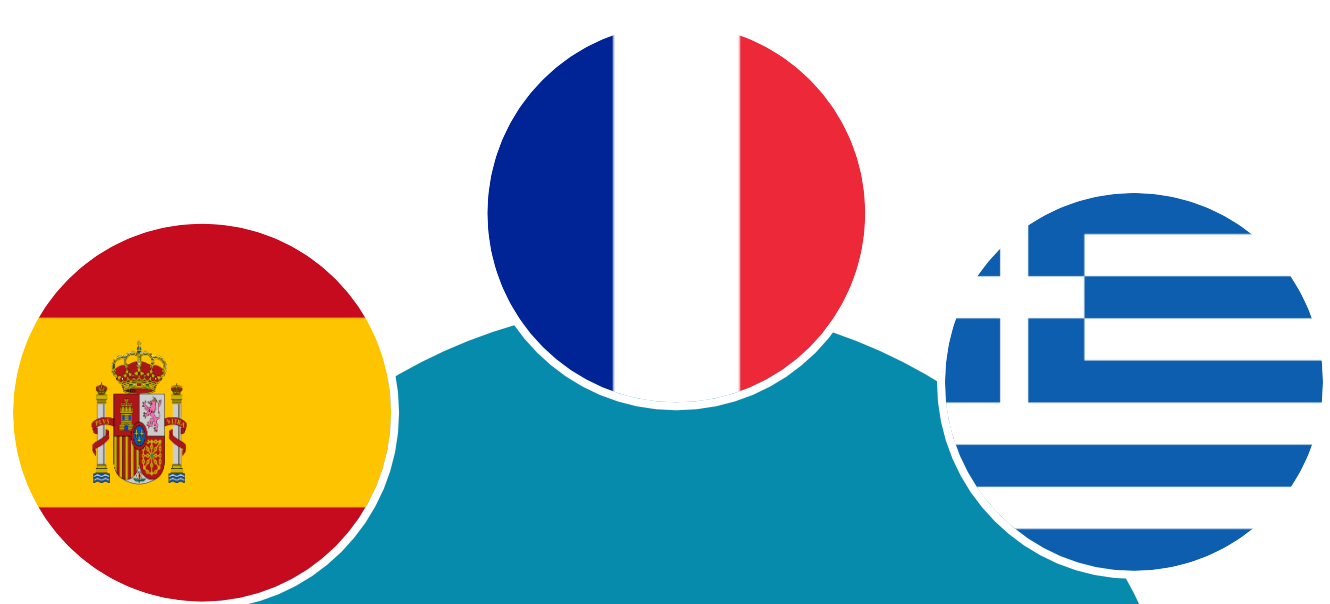
fostering synergies to keep antibiotics working

Our objective

to support EU MS by developing and implementing effective One Health policies to tackle AMR and to reduce HCAIs



Four videos of one minute each, where the general public, patients, health professionals, veterinarians & politicians are called to action to address the problem of resistance to antibiotics from all sectors of society.



Countries

European countries with the highest antibiotics' consumption.

Social media promotions

To reach and engage high numbers of people.

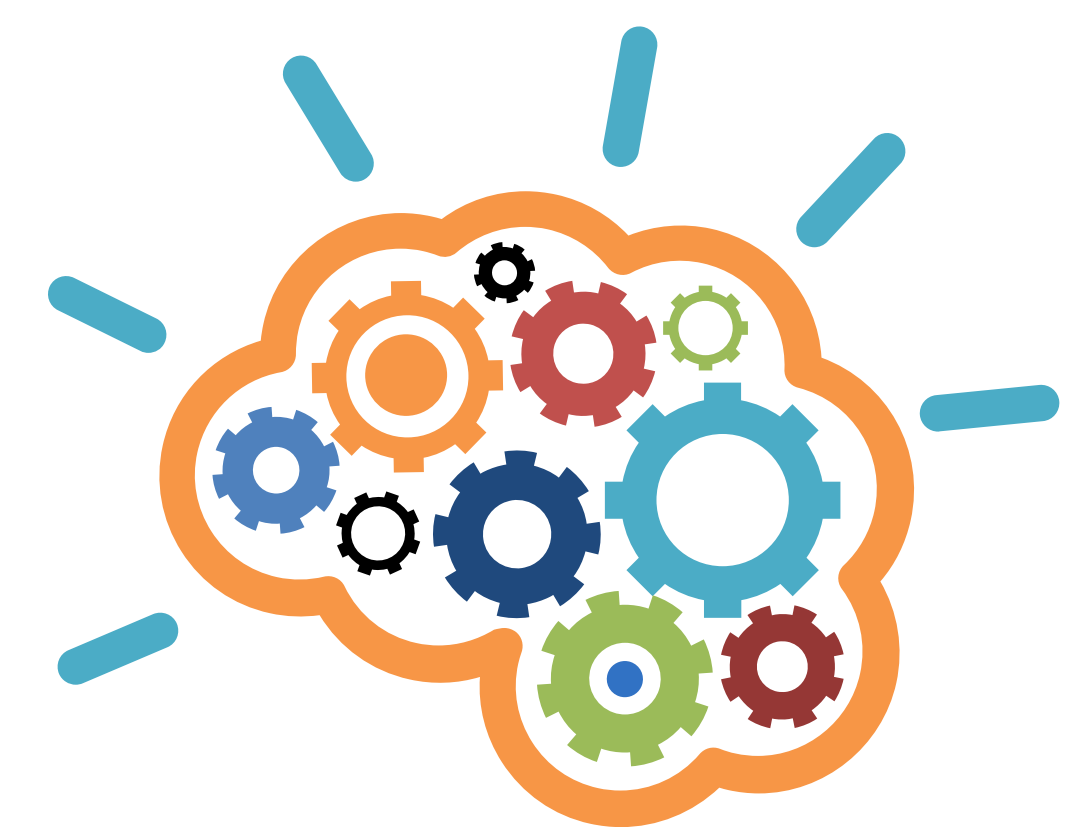
Social media channels



4 VIDEOS
18 LANGUAGES
3 SOCIAL MEDIA CHANNELS
€ 9,000 PROMOTIONAL INVESTMENT

14 DAYS
coinciding with EAAD 2019

2.7 MILLION PEOPLE
REACHED IN 1 MONTH



LESSONS LEARNED

1. Involve the company in charge of the social media promotions from the start; even before creating the content.
2. Create a diffusion strategy tailored to your campaign.
3. Create a well-defined action plan.
4. Respect the content format of each social media channel.
5. Adjust the content - especially text size - so it is big enough to read on mobile phone screens.
6. Monitor all social media channels during the campaign.
7. Adjust the copy of the promotion, the target audiences & the money invested in each of them while the campaign is running.