



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Deliverable 8.2

Antibiotic Resistance Symbol

WP8 | Awareness Raising

Leader acronym | AEMPS

Author(s) | Laura Alonso Irujo, Ana Navarro Tamayo, Carolina Prada Seijas, María Santacreu García
(alphabetically ordered)

Reviewer(s) | Antonio López Navas, Cristina Muñoz Madero and EU-JAMRAI Coordination Team

Dissemination level | Public

Delivery date | 27-11-2019

Updated version | 28-02-2021



Co-Funded by the
Health Programme
of the European Union

Table of Contents

Contenido

Table of Contents.....	2
A contest to find the first global Antibiotic Resistance Symbol.....	4
Eligibility and submission.....	4
Prize	4
Jury.....	4
Judging criteria.....	6
Intellectual property.....	6
Data protection	6
Entries	7
Dissemination strategy to promote the contest.....	8
Promotional materials.....	8
Contest promotion	9
Period.....	9
Channels	9
Website.....	9
Distribution list	9
Social media.....	9
Social Media Promotions	9
The company hired.....	9
The countries and the schedule	10
The investment.....	10
Definitions of the concepts.....	10
Segmentation	11
Publications	12
Stakeholders' support.....	15
ECDC	15
JPIAMR.....	16
HOPE.....	17
FAO	18
EPRUMA.....	18
FEMS	19
PFIZER	19
EWMA.....	20
EAHP	20
Tripartite alliance WHO, FAO, OIE.....	21
e-Bug.....	22
OneHealthEJP	22
Traffic to the Website	23

Lessons learnt from the contest	25
The winning Antibiotic Resistance Symbol.....	27
Dissemination Strategy	28
Promotional materials.....	28
Channels	29
Website.....	29
Distribution list and newsletter	29
Mail	29
Social media.....	30
Social Media promotions	33
The countries and the schedule	34
The investment	34
Press release and media campaign.....	37
Awards and events.....	39
Lessons learnt from the campaign	40
Appendix I: The 55 Finalists.....	41

A contest to find the first global Antibiotic Resistance Symbol

The Antibiotic Resistance Symbol Contest is an activity organised by the European Joint Action on Antimicrobial Resistance and Healthcare Associated Infections (EU-JAMRAI), under the *WP8 - Awareness Raising and Communication*.

EU-JAMRAI called to action individuals from all over the world and organised a design contest to find the first global symbol that represents the threat of antibiotic resistance. We were looking for a tangible symbol, not a digital logo.

*A symbol that anyone can make at home and everyone,
anywhere can wear proudly.*

Eligibility and submission

The Contest was open only to individuals. Companies, educational institutions, organisations or groups associated with such institutions were not eligible.

Designs were submitted using the online form available at EU-JAMRAI's website (eu-jamrai.eu/amr-symbol-contest/). All details about the submission instructions and rules can be found on the contest website.

Prize

The winner received:

- A €2,000 cash prize.
- The symbol crafted in the material selected ready to wear it.
- The right to identify him/herself as the designer of the AMR symbol.

Jury

The jury was integrated by a multidisciplinary and multisectoral panel of experts from EU-JAMRAI's partners and stakeholders.

Following our “One Health” mandate, there were representatives of organisations related to the human health, animal health, and the environment.

The jury was composed of two types of participants:

- Senior advisors: high level contacts from international agencies and organisations.
- Technical advisors: communication, design and behaviour experts.

Figure 1. Panel of judges

Category Type	Stakeholder Full Name	Org. Acronym	First Name	Last Name	Position
Institutional organisation	European Centre for Disease Prevention and Control	ECDC	Dominique	MONNET	Head of Disease Programme Antimicrobial Resistance
			John	KINSMAN	Expert Social and Behaviour Change
Institutional organisation	European Food Safety Agency	EFSA	Ernesto	LIEBANA	Head of BIOCONTAM Unit
			Matilde	GARCÍA GÓMEZ	Graphic Designer
Institutional organisation	EJP One Health	EJP One Health	Jade	PASSEY	Communication Officer
			Roberto	LA RAGIONE	University Professor
Institutional organisation	Joint Programming Initiative on Antimicrobial Resistance	JPI AMR	Anders	BJERS	Communication manager of JPIAMR
Institutional organisation	Global AMR R&D Hub	AMR Hub	Gabriele	ARLT	Executive Assistant & Communications
Institutional organisation	Organisation for Economic Co-operation and Development	OECD	Michele	CECCHINI	Head of Public Health
Civil Society - Healthcare professionals	Active Citizenship Network	ACN	Mariano	VOTTA	Director
			Daniela	QUAGGIA	Senior project manager
Civil Society - Healthcare professionals	European Public Health Alliance	EPHA	Sascha	MARSCHANG	Secretary General
Civil Society - Healthcare professionals	European Platform for the Responsible Use of Medicines in Animals	EPRUMA	Clare	CARLISLE	Communications Manager - Animal Health Europe
			Steve	HALLAHAN	Chair
Civil Society - Healthcare professionals	European Society of Clinical Microbiology and Infectious Diseases	ESCMID	Jesús	RODRÍGUEZ BAÑO	ESCMID President (2018-2020) / Head, Division of Infectious Diseases (Hospital Universitario Virgen Macarena) / Department of Medicine (University of Sevilla)
Civil Society - Healthcare professionals	Federation of European Microbiological Societies	FEMS	Joseph	SHUTTLEWORTH	Division Coordinator
			Carianne	BUURMEIJER	Science Communication Officer
Civil Society - Healthcare professionals	European Hospital and Healthcare Federation	HOPE	Pascal	GAREL	Chief Executive
			Laurie	ANDRIEU	EU Policies & Communication Officer
Civil Society - Healthcare professionals	Union Européenne des Médecins Omnipraticiens	UEMO	Patrick	OUVRARD	Co-Chair of the WG on CME/CPD
			Mary	MCCARTHY	Board member of the UEMO, chair of the working group on GP Values
Private Sector - Industry representatives	MedTech Europe	MedTech EU	Emma	KOLLATOU	Manager Government Affairs and Public Policy at MedTech Europe
Press / Media	European Union of Science Journalists Associations	EUSJA	Jens	Degett	President of European Union of Science Journalists' Associations (EUSJA) Editor in Chief of a Danish science media platform called Science Stories
			Marie-Cécile	PLOY	EU-JAMRAI Coordinator (INSERM)
	EU-JAMRAI coordination team	EU-JAMRAI	Céline	PULCINI	EU-JAMRAI Coordination Team (MoH-FR)
			Jean-Baptiste	ROUFFET	Coordination team advisor

Judging criteria

The Antibiotic Resistance Symbol should:

- Be easy and cheap to reproduce by anyone, anywhere.
- Convey the message of the global threat of antibiotic resistance.
- Be a universal concept, easy to understand.

The jury has also taken into account the following additional criteria:

- Originality and creativity.
- Being relatable to the “One Health” concept.
- Scientific accuracy.
- Quality of design.

Intellectual property

The copyright of all submitted symbols will remain with their creators. However, the creator of the winning symbol and the two runners-up grant perpetual and exclusive usage rights to the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) to use their designs in any desired way.

According to Art.22.2.1, of the [grant agreement 761296 - EU JAMRAI](#) 22.2.1 "Right to use the beneficiaries' materials, documents or information", the Agency (CHAFEA) “may use information relating to the action, documents notably summaries for publication and public deliverables as well as any other material, such as pictures or audio-visual material that it receives from any beneficiary (including in electronic form).”

Data protection

EU-JAMRAI is committed to protecting and respecting privacy. In accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2016/279, EU-JAMRAI privacy policy explains when and why the Joint Action collects personal information, how it uses it, the conditions under which it may disclose it to others and how it keeps it secure. This policy may be updated or changed so please check our website occasionally to ensure that you are happy with any changes. Download the current policy at: eu-jamrai.eu/wp-content/uploads/2018/07/EUjamrai_WebPrivacyPolice_2018.07.23.pdf

Entries

576 applications were submitted from 44 countries around the world. Antibiotic resistance doesn't know borders, neither the symbol contest.

Countries	Submissions per country	Countries	Submissions per country
Romania	61	Ireland	5
Slovenia	50	Estonia	4
Spain	47	Georgia	4
Croatia	41	Egypt	2
Greece	41	Canada	2
Sweden	32	Iran	2
Italy	28	Scotland	2
France	28	Pakistan	2
United Kingdom	27	Bulgaria	1
Portugal	25	Nepal	1
Belgium	19	Belarus	1
Latvia	18	Mexico	1
Austria	16	?	1
Germany	16	Mauritius Island	1
Czech Republic	14	United States	1
Poland	13	Indonesia	1
Lithuania	12	Bangladesh	1
India	10	Japan	1
Hungary	10	Argentina	1
Denmark	10	Ukraine	1
Netherlands	8	Finland	1
Slovakia	7		
Norway	6		

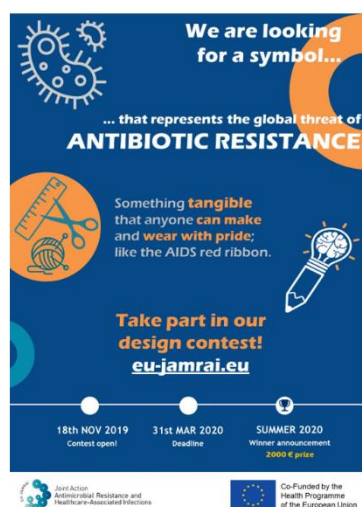
After anonymizing all the applications, EU-JAMRAI representatives selected a list of 55 finalists:

1. Verifying that applications met the judging criteria published in the contest rules (symbol needs to be tangible, easy to craft, unique and submitted by individuals).
2. Doing a final revision against objective criteria. A couple of examples:
 - Applications that required very specific materials or expensive tools (like 3D printers) were not shortlisted.
 - Applications that explained visually the crafting steps had more points.
 - If there were similar submissions, the most complete application was shortlisted.

Dissemination strategy to promote the contest

Promotional materials

To get the word out and promote the contest, we designed a series of materials. All of them were public and hosted on EU-JAMRAI website (<https://eu-jamrai.eu/symbol-contest/>). They were translated into **sixteen languages**, besides English, with the support of EU-JAMRAI partners.



Poster



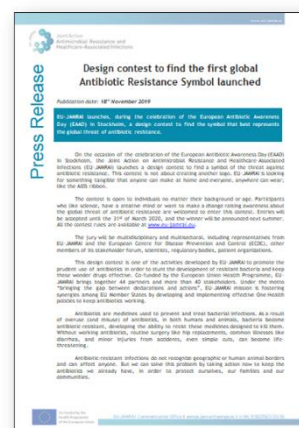
Social media postcard



GIF



Video



Press Release

Contest promotion

Period

The Antibiotic Resistance Symbol Contest was launched the 19th of November during the celebration of the European Antibiotic Awareness Day (EAAD) in Stockholm, and the deadline for submissions was the 31st of March 2020.

Channels

Website

In addition to the contest website in English with all the information about the contest, 16 additional pages were created to host the promotional materials in the following languages: Croatian, Czech, Danish, French, German, Greek, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Slovenian, Spanish and Swedish.

Distribution list

The EU-JAMRAI communication team created a distribution list identifying art-design schools and biosanitary universities in 22 European countries.

Information about the contest was sent by email to all these schools and universities and, in addition, posts labelling them were published on social media in the different languages.

Social media

The communication team published different posts throughout the period of contest participation. Some of the EU-JAMRAI partners supported the dissemination in their countries, including the link to the contest on their websites and disseminating it on social networks.

Social Media Promotions

The company hired

Smile Ads was hired to plan and implement the social media strategy campaigns.

Smile Ads is an agency of strategic marketing born in 2015, with professionals in the field of online marketing and focused on results-driven marketing: SEM and Social Ads. Its working method guarantees a high ROI (Return on Investment) in the campaigns, thus getting the most out of the budget.

The countries and the schedule

The campaign ran for almost a month in all the countries that are part of EU-JAMRAI: Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Holland, Italy, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden.

The paid social media promotions started the 8th of March 2020 and ended the 31st of March 2020.

The investment

The total amount invested in the campaigns was 2.980,56 €. The breakdown by platform and type of campaign can be seen in the following table.

Table 1: Investment by platform and results

Platform	Impressions	People Reached	Interactions	Cost (€)
Facebook	1.214.484	481.731	34.059	1.519,89
Instagram	456.642	213.368	11.426	962,83
Twitter	276.813	-	7.360	497,85
	1.947.939	695.099	52.845	2.980,56

Definitions of the concepts

Impressions: this is the total number of times that the posts have been shown in users' timelines. A single post might be shown more than once in a single user's timeline, i.e.: the video has been shown three times to the same user until this person has clicked on it and watched the video. This term is useful to the person who is running the campaign, because it allows him/her to control if he/she is annoying users due to the post appearing too many times in their timelines.

People Reached: this is the actual number of people reached, as it only counts one time per user, not all the times that the user has seen the posts (as in the case of 'impressions').

Playbacks: this is the number of times the video has been watched. The audience might have seen the post, but they may not have clicked on the play button. Playbacks count the people that have actually watched the videos.

Engagement: this is the number of comments, likes, shares, etc. It is the number of interactions between the public and the posts.

Segmentation

The announcements on the three platforms had remarkable impact thanks to detailed audience segmentations.

The segmentations that provided better results for *Facebook* and *Instagram* were:

- Plastic Arts + Drawing + English language
- Health students + English Language
- Design students + English Language
- Health professionals + English Language
- Design professionals + English Language
- People interested in the design sector
- Design students (all official languages in the 20 countries except the English language). That is, for example, in Denmark the ads appeared to all students in the sector who had their configuration in Danish, and so the same for the other countries, each country in its official language.
- Health students and professionals (all official languages in the 20 countries except English).

The segmentations that provided better results for *Twitter* were:

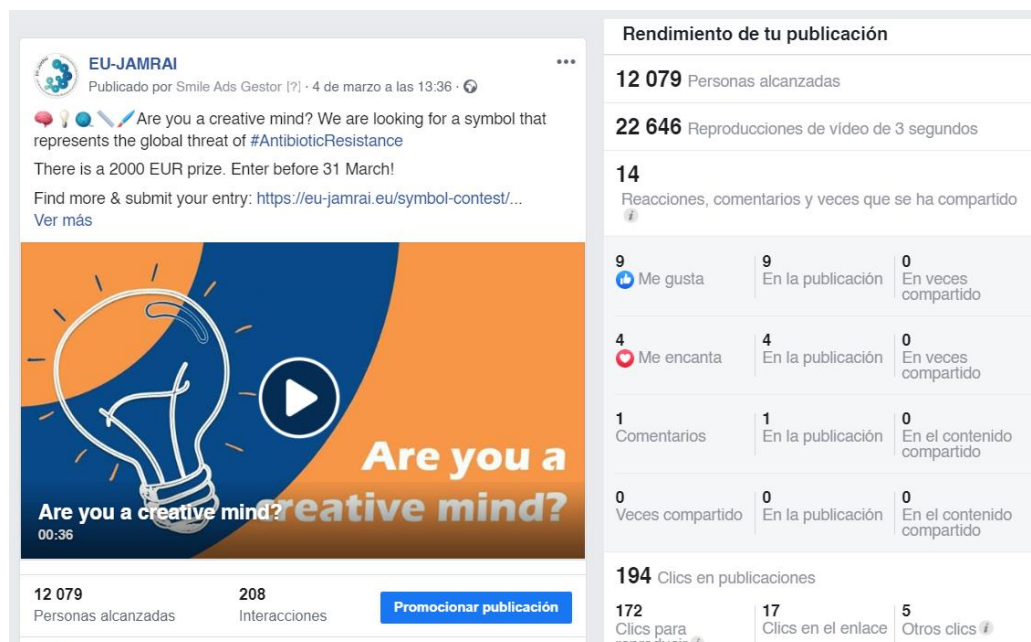
- People interested in art and design + Countries + English
- Key words related to art and design + Countries + English

Publications

On Facebook (image)



On Facebook (video)



On Instagram



On Twitter (Ad 1)



On Twitter (Ad 2)



On Twitter (Ad 3)



Stakeholders' support

The support of EU-JAMRAI stakeholders promoting the contest was essential to ensure its success and the high number of participants. The European Centre for Disease Prevention and Control (ECDC) was our greatest supporter:

- Reviewing and contributing to the design of the contest rules and the promotional materials.
- Announcing the contest during the 2019 EAAD celebration in Stockholm.
- Promoting the contest on the ECDC website, via social media and through its communication channels.
- Being part of the contest Jury.

ECDC

Promotion in Social Media



Promotion in Website



Design contest for global Antibiotic Resistance Symbol

The Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI) launches a design contest to find a symbol of the threat against antibiotic resistance. This contest is not about creating another logo, but finding something tangible that anyone can make at home and everyone, anywhere can wear; like the AIDS ribbon. The contest is open to individuals no matter their background or age.

Submit your entries by 31 March 2020

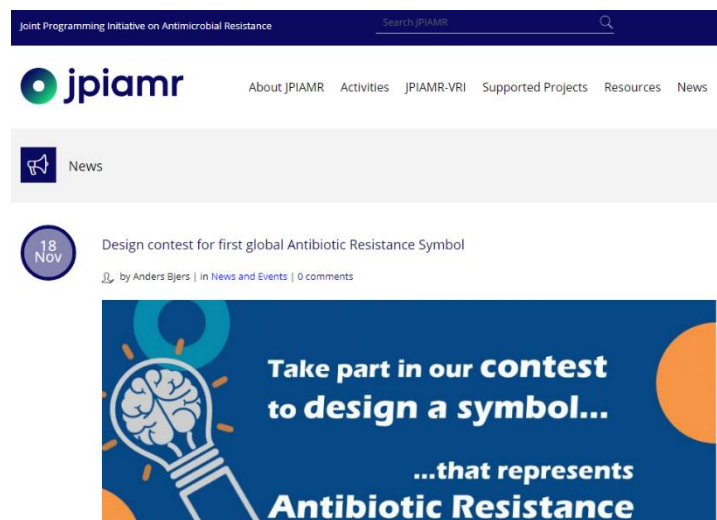
[Go to the contest website](https://eu-jamrai.eu/symbol-contest/)

JPIAMR

Promotion in Social Media



Promotion in Website



Promotion in Social Media



EU-JAMRAI has launched a [design contest to find the first global Antibiotic Resistance Symbol](#). This contest is not about creating another logo. They are looking for something tangible that anyone can make at home and everyone, anywhere, can wear like the AIDS ribbon.

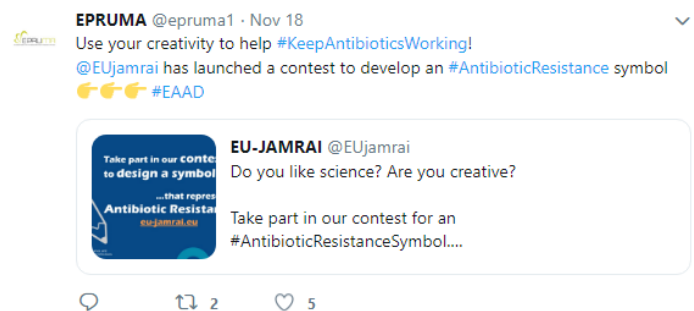
FAO

Promotion in Social Media



EPRUMA

Promotion in Social Media



FEMS

Promotion in Social Media



PFIZER

Promotion in Social Media



[twitter.com/EUjamrai/statu...](https://twitter.com/EUjamrai/status...)



EWMA

Promotion in Social Media



EAHP

Promotion in Social Media



Promotion in Website

eahp.eu/news/EU-monitor/eu-monitor-benefit-early-bird-fee—register-now-eahp's-2020-congress

ShareFile Login Online Photo Editor... Smallpdf.com - Una... Participant Portal Home - JAMRAI Colores HTML Events - JAMRAI

EU JAMRAI design contest – share your ideas



Take part in our contest to design a symbol... that represents Antibiotic Resistance
eu-jamrai.eu

The Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU JAMRAI) used the celebration of this year's EAAD to launch a design contest to find a symbol that can be associated with the fight against AMR. The contest aims at raising awareness. It encourages everyone to take action through giving visibility to the rising public health problem of AMR.

Participants who like science, have a creative mind or want to make a change raising awareness about the global threat of antibiotic resistance are welcomed to enter this contest. Entries will be accepted until the 31st of March 2020, and the winner will be announced next summer. Entries will be judged by a multidisciplinary and multisectoral jury, including representatives from EU-JAMRAI and ECDC, other members of its stakeholder forum, scientists, regulatory bodies and patient organisations.

Further information and the contest rules, can be accessed [HERE](#)

Tripartite alliance WHO, FAO, OIE

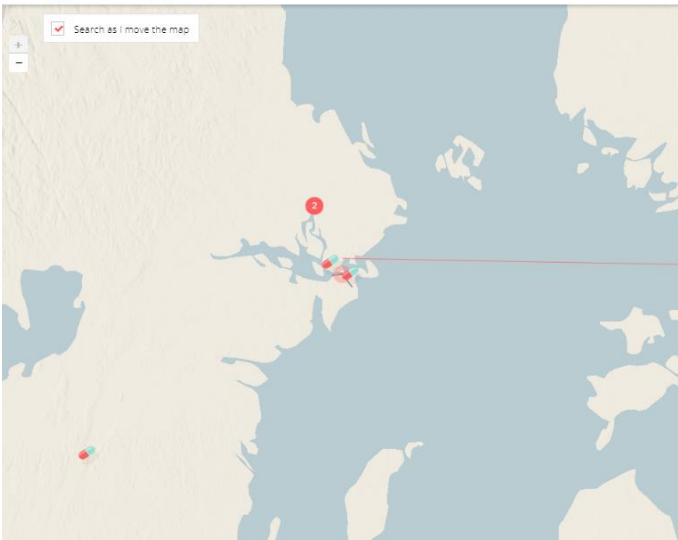
Promotion in Website

WHO WAAW - Home


apps.who.int/world-antibiotic-awareness-week/activities/en#/grid-content

95 Countries 547 Activities

Search for activities being planned near you: COUNTRY SUBMIT YOUR ACTIVITY



Search as I move the map



Antibiotic Resistance Symbol Contest Launch

EU-JAMRAI | SWEDEN

18 November 2019

Stockholm, Stockholms län

Contact: info@eu-jamrai.eu Event open to public

Do you like science? Are you a creative mind? Be a change maker and take part in our design contest to find the FIRST GLOBAL ANTIBIOTIC RESISTANCE SYMBOL! We are not talking about creating another logo. We are looking for something tangible. Something anyone can make at home and everyone, anywhere can wear, like the AIDS ribbon. Individuals from all around the globe can send their applications through our website until the 31st of

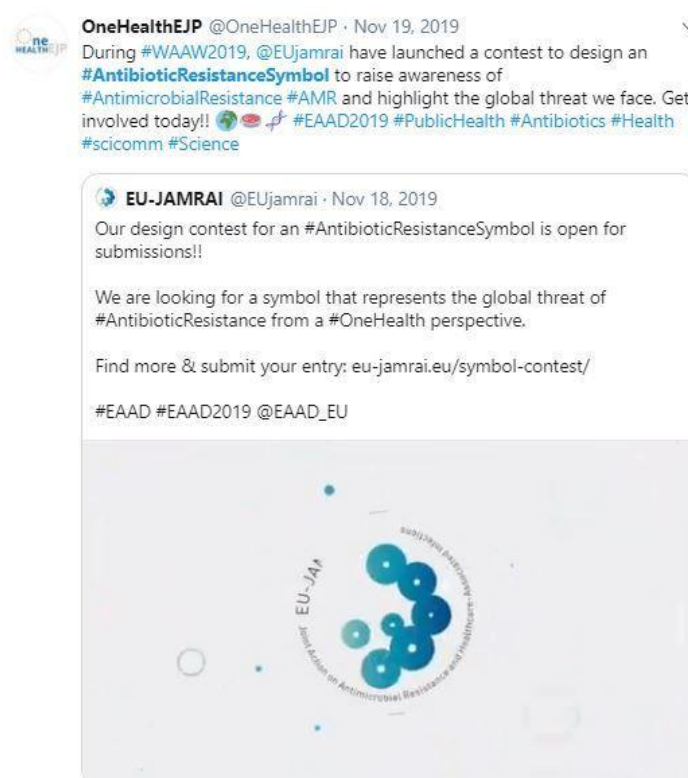
e-Bug

Promotion in Social Media



OneHealthEJP

Promotion in Social Media

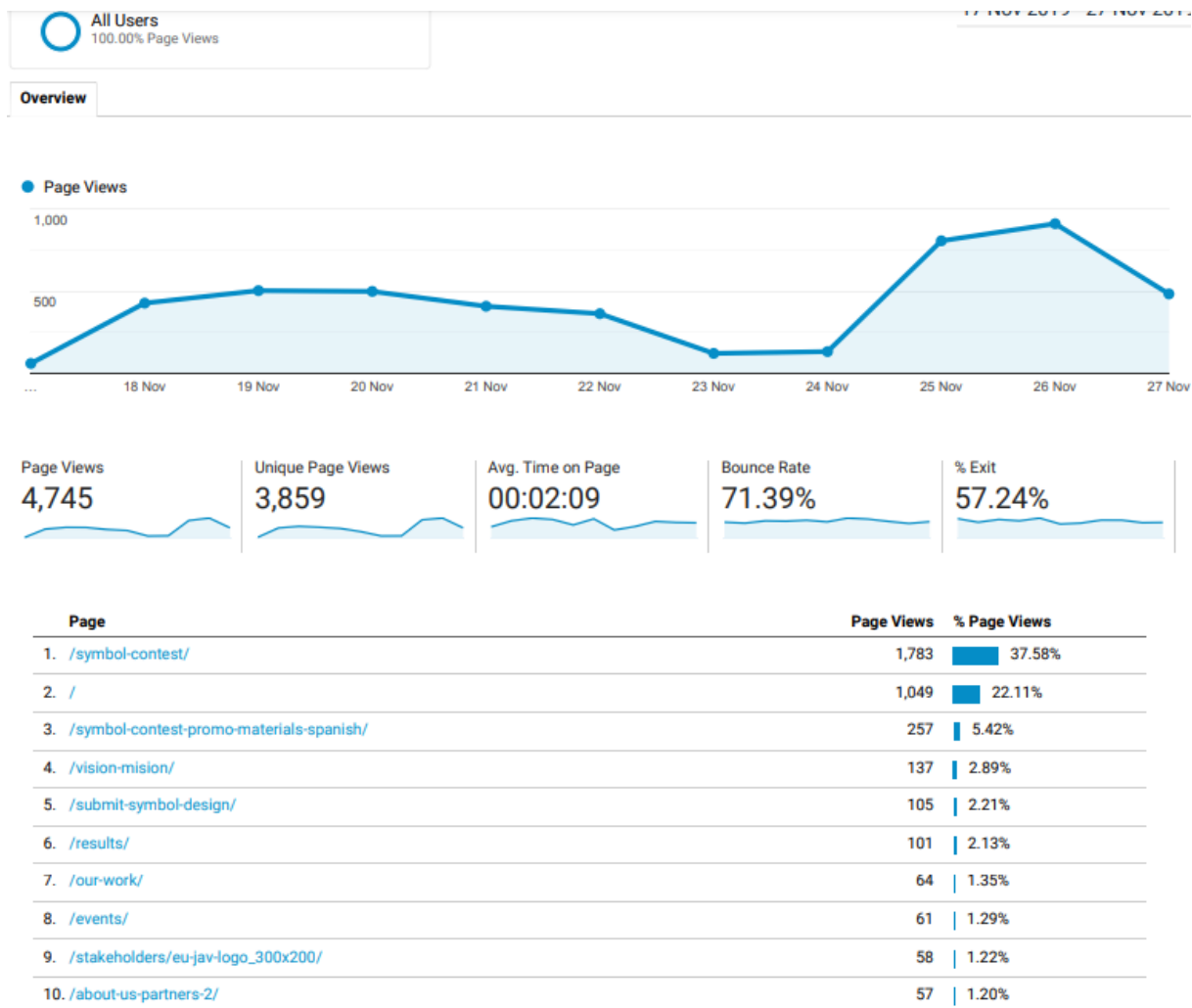


Traffic to the Website

Anytime the contest has been announced on the EU-JAMRAI social media channels, there has been a relevant increase in the project's website visits.

First week: the launch

From the launch date and during the following two weeks, the website got 1.783 visits. Almost 45% of this total was due to the Symbol Contest page and related pages.

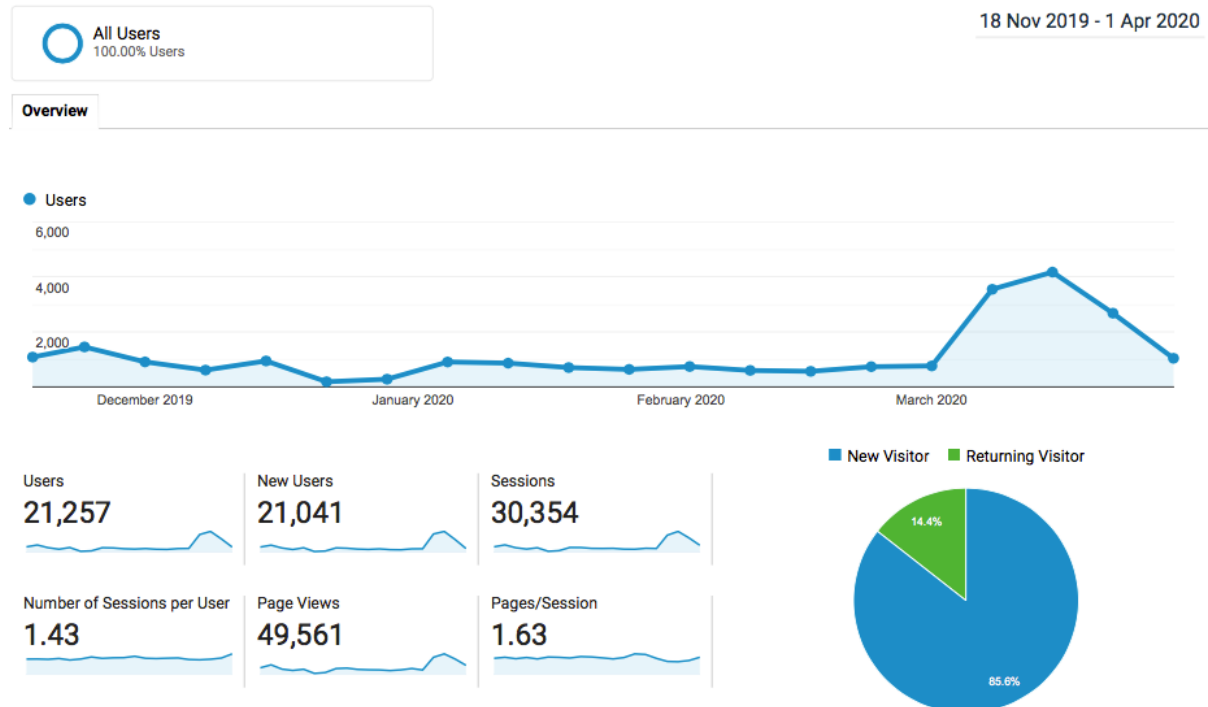


Global impact on website traffic

During the entire period that the contest was active, the website obtained more than 21,000 visits from new users, observing a notable increase during the month in which social media promotions were conducted. Specifically, half of the visits (11,000) took place during the month of March.

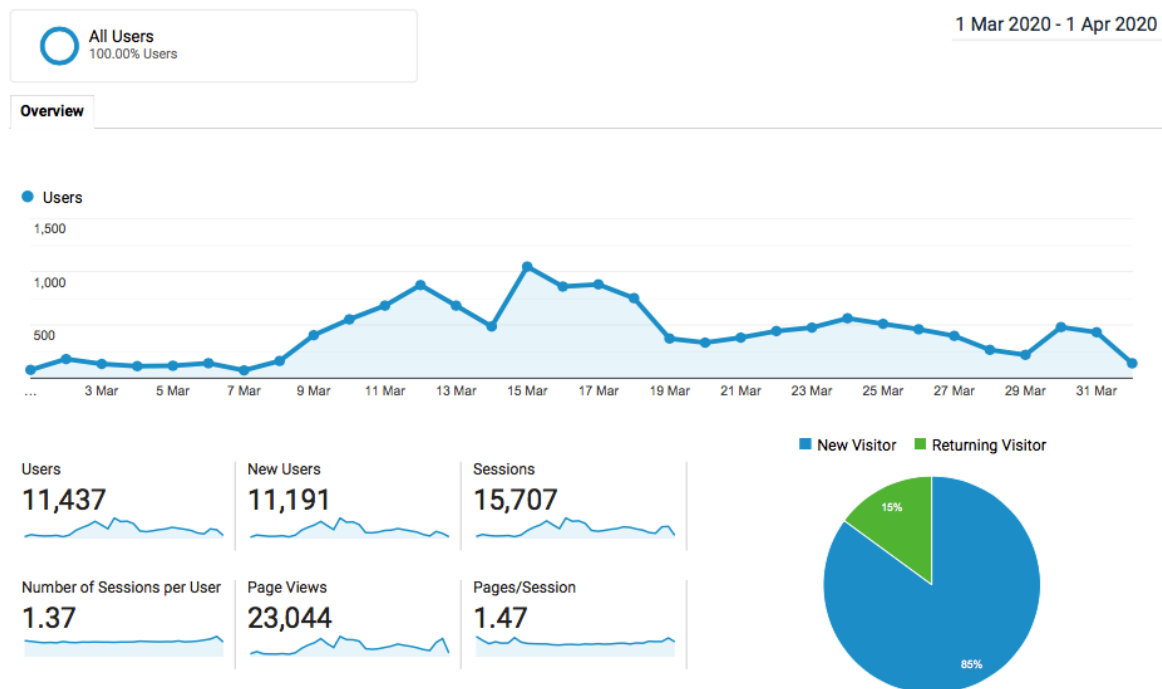
Figure 2. Impact on website visits (from November 2019 till March 2020)

Audience Overview













Looking in more depth at what happened during the month of March, the number of visits to the web was doubled as a result of the social media promotions that were being carried out. During this month, the project was unveiled to a new audience of nearly 10,000 people, since 85% of these visits were from new users.

Audience Overview



Through google analytics we can know that more than 60% of this traffic was produced thanks to the interest created by the contest.

Page		Page Views	% Page Views
1. /symbol-contest/		11,812	<div style="width: 51.26%;"></div> 51.26%
2. /submit-symbol-design/		1,745	<div style="width: 7.57%;"></div> 7.57%
3. /		1,658	<div style="width: 7.19%;"></div> 7.19%
4. /vision-mision/		733	<div style="width: 3.18%;"></div> 3.18%
5. /results/		186	<div style="width: 0.81%;"></div> 0.81%
6. /symbol-contest-greek/		162	<div style="width: 0.70%;"></div> 0.70%
7. /symbol-contest-romanian/		159	<div style="width: 0.69%;"></div> 0.69%
8. /symbol-contest-polish/		135	<div style="width: 0.59%;"></div> 0.59%
9. /our-work/		120	<div style="width: 0.52%;"></div> 0.52%
10. /contact-us/		117	<div style="width: 0.51%;"></div> 0.51%

Lessons learnt from the contest

- The success of a contest relies on a thorough and detailed dissemination strategy that should include target audiences' identification and effective promotional materials.
- As in other activities, targeting your communication efforts to the main audience of the contest ensures better participation results.
- If your target audiences are social networks users (as in the case of this contest), the cost benefit of carrying out paid social media promotions is highly recommended.
- In this type of contest, it is necessary to include in the bases all the necessary information in terms of legal issues, data protection and intellectual property of the entries received.
- The promotional materials of the contest must condense the information related to what you want to achieve in a small information pieces or images. The rest of the information can be included in a dedicated web page to the contest.
- After having done several online promotions, we concluded that ads used in social media promotions should be very specific and that the less text the photo has, the better interaction results you get.

- Although we do not regret having translated the promotional materials to be more inclusive, the results of the social media promotions have demonstrated that the target audiences were English speakers.
- Giving a prize (even if it is a small amount of money) encourages people to participate.
- To avoid controversy, it is crucial to effectively communicate the objective of the contest. In our case, we received a couple of comments saying that we should have hired and payed a professional designer to create a symbol instead of launching a contest. The debate did not follow up because we succeed to effectively communicate that our objective went beyond finding a symbol. We wanted to use the contest as a vehicle to raise awareness on the global health threat of antibiotic resistance; we wanted to engage all sectors of society and make them feel part of the solution.

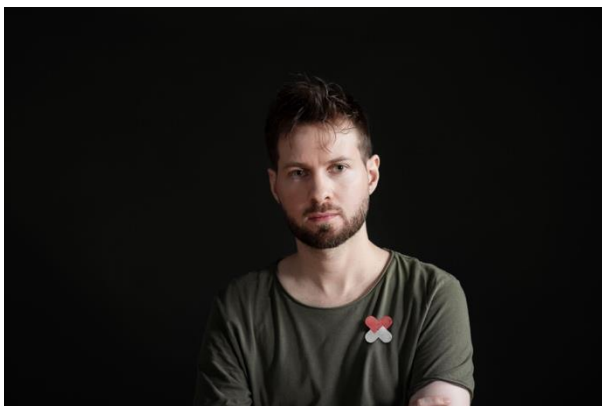


The winning Antibiotic Resistance Symbol

The winning symbol consists of two iconic red and white capsules in the shape of a cross, easily recognisable as medicines, which are formed by assembling a red and a white heart.



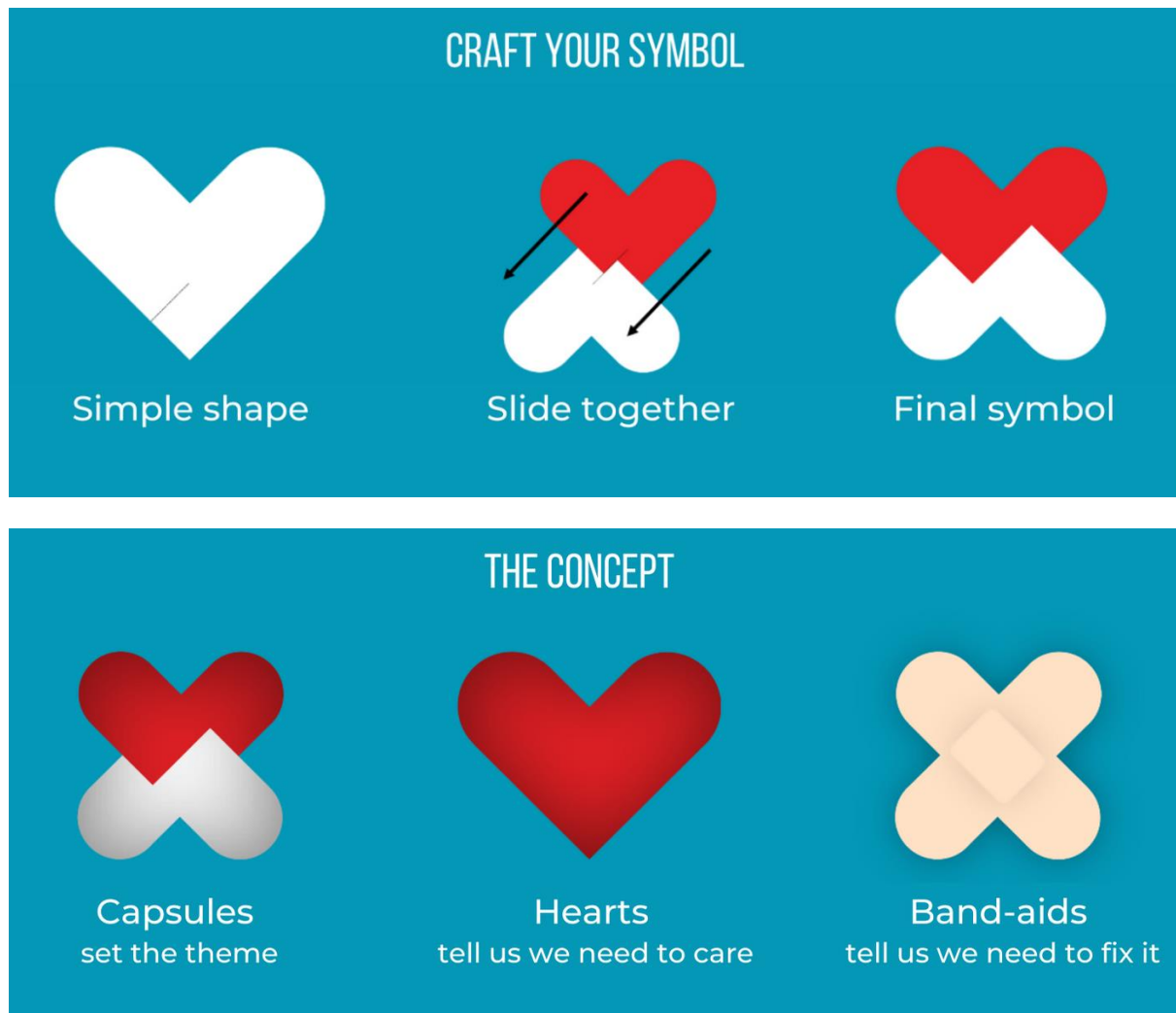
The Jury particularly scored this application on four points: "Conveying the message of antibiotic resistance"; "Easily understandable universal concept"; "Aesthetic and positive"; and "Inspirational".



This work is a creation by David Ljungberg, a Product Designer and Art Director working in the fields of medtech, energy, and circular economy.

With multiple awards for his work in advertising, Ljungberg now specializes in user-focused design that bridges the communication gap between science and the general public.

According to Ljungberg: "Rather than being scientific, I wanted the symbol to represent something that the general public can relate to. The different elements convey a strong message to rally behind, while keeping a very simplistic yet powerful shape."



Dissemination Strategy

The global Antibiotic Resistance Symbol was launched on the occasion of the 2021 European Antibiotic Awareness Day (EAAD) (18h November), and the World Antimicrobial Awareness Week (WAAW) (18-24 November). We kept the promotion in different channels along the project, until its end in February 2021.

Promotional materials

In order to promote the winning symbol, we made several materials (from graphic designs to brochures and press releases) and disseminated them through different channels.



Channels

Website

We developed a dedicated page hosted on the EU-JAMRAI website: <https://eu-jamrai.eu/antibiotic-resistance-symbol>


We uploaded all the information about the symbol, a promo video and a media kit with useful materials: templates to encourage people to craft their own symbols; a brochure; the press release; postcards for social media; symbol's pictures; and even a frame to personalise users' profile picture in different social media channels.

The promo video can also be watched on the EU-JAMRAI's YouTube channel: <https://youtu.be/6FYXQQKx8ak>

Distribution list and newsletter

We sent emails to our partners and stakeholders to announce them the winning symbol and request their collaboration to make it as popular as possible. Additionally, we dedicated a specific e-newsletter to this topic.

We are pleased to present the first global




ANTIBIOTIC RESISTANCE SYMBOL

[▶ Watch the video](#)

Discover the first global #AntibioticResistanceSymbol, chosen by the jury among the 600 applications received for the design contest organized by EU-JAMRAI. Its creator is David Ljungberg, a Swedish Product Designer and Art Director. Congrats, David!

This is the symbol that we were looking for! Something tangible, that anyone, anywhere, could make at home and wear with pride.


The concept



CAPSULES set the theme
HEARTS tell us we need to care
BAND-AIDS tell us we need to fix it

"Although the issue itself is on a microbe level, the symbol itself has to represent something that the general public can relate to. Rather than being scientific showing microbes/phages it has to convey care, medicine and movement. Which is why the symbol is comprised of the iconic shape of a medicine capsule, the shape of a heart, and the shape of a bandaid (can also be read as an X or a cross). The heart tells us we need to care, the capsule sets the theme, and the bandaid tells us we need to fix it. Together they convey a strong message to rally behind, while keeping a very simplistic yet powerful shape". David Ljungberg.

How to craft it and wear it




Simple shape **Slide together** **Final symbol**

Any material can be used (paper, fabric, epoxy, etc.) and then:


1. Cut out a white heart and a red heart
2. Cut a small slit in the side of both shapes
3. Flip one of the shapes around and slide them together
4. Put a safety pin and wear it

About the winner



David Ljungberg is a Swedish Product Designer and Art Director working in the fields of medtech, energy and circular economy. With multiple awards for his work in advertising he now specializes in user-centered design that bridges the communication gap between science and the general public.

Be a change maker



RAFT your own symbol
WEAR IT proudly
and RAISE AWARENESS about antibiotic resistance

Mail

Although the goal was that everyone hand-made their own symbol, we also needed that representatives of key institutions joined the symbol campaign, to obtain a wider impact. Consequently, we decided to order some crafted copies to send by



post, together with a postcard signed by the EU-JAMRAI's coordinator, Prof. Marie-Cécile Ploy, introducing the winning symbol, its meaning and instructions to craft it.



The EU-JAMRAI Communication team sent out some copies to high-level representatives from the European Commission, WHO, FAO, ECDC, OECD, EFSA, EMA, OIE, EJP One Health, ESCMID, and JPI AMR.

Additionally, we put some copies in the mail for the EU-JAMRAI work packages' leaders, partners and stakeholders, as well as some influencers who could help us to spread the word.

Altogether, around 500 copies were dispatched by post.

Social media

The launch was supported by a digital campaign on the EU-JAMRAI's social networks under the theme **“Be a change maker: craft your own symbol, wear it with pride and raise awareness about antibiotic resistance”**. The aim was to reach out the whole society and to convey the message that anyone can contribute to preserving the effectiveness of antibiotics.

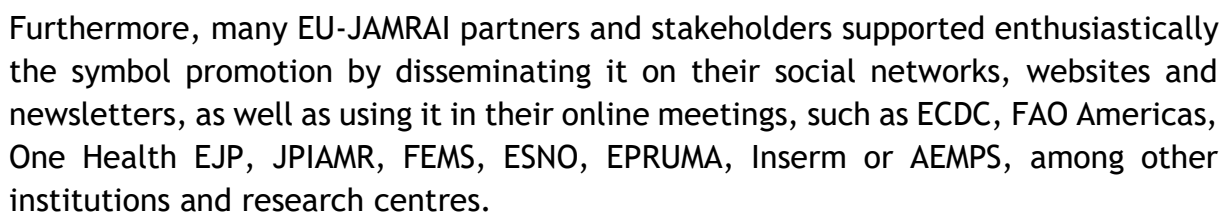
EU-JAMRAI encouraged citizens to make their symbol and share their pictures and videos on Twitter, Facebook and Instagram, mentioning @EUjamrai, with the hashtags #AntibioticResistanceSymbol, #AMR and #KeepAntibioticsWorking.

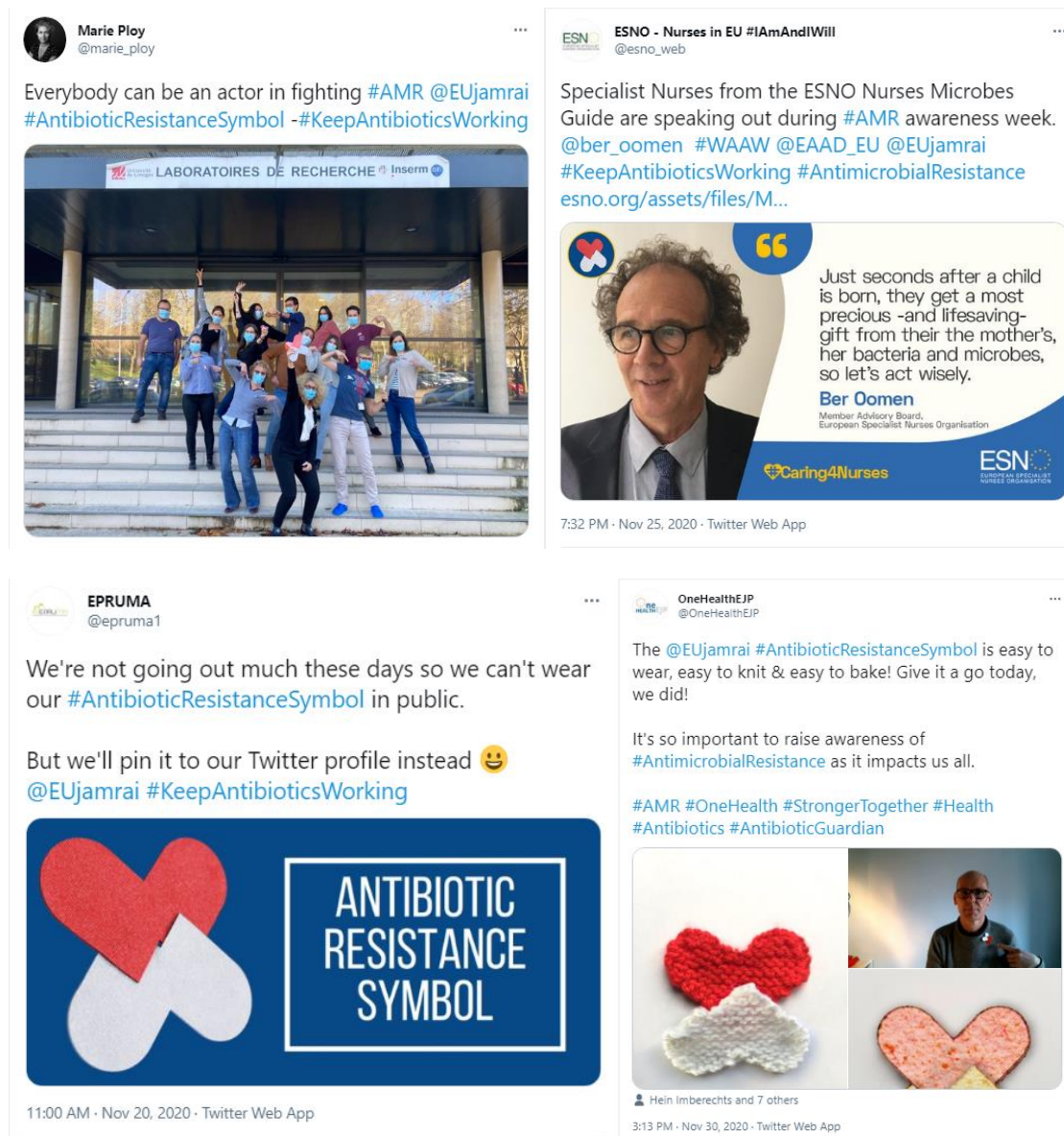
The sum of the offline and online campaigns was remarkably fruitful, together with the support of the EU-JAMRAI team to reach relevant members of governments and institutions, such as the French and Spanish Health Ministers, Olivier Véran and Salvador Illa; the British Minister at the Foreign, Commonwealth & Development



Office, Wendy Morton; the Regional Adviser Control of Antimicrobial Resistance WHO Europe, Danilo Lo Fo Wong; OECD Secretary-General, Angel Gurría; EFSA Executive Director, Bernhard Url; or Tiemo Wölken, member of the European Parliament, among others.







See a compilation of some of these expressions of support on this Twitter Moment:

<https://twitter.com/i/events/1336978807778140162>

Social Media promotions

Along with the organic social strategy, we implemented a paid social campaign to obtain a wider outreach. Smile Ads was hired again to follow a coherent line with the contest promotion. The campaign ran from 10th November to mid-December 2020.



The countries and the schedule

The campaign ran for almost a month in all the countries that are part of EU-JAMRAI: Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Holland, Italy, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden.

The investment

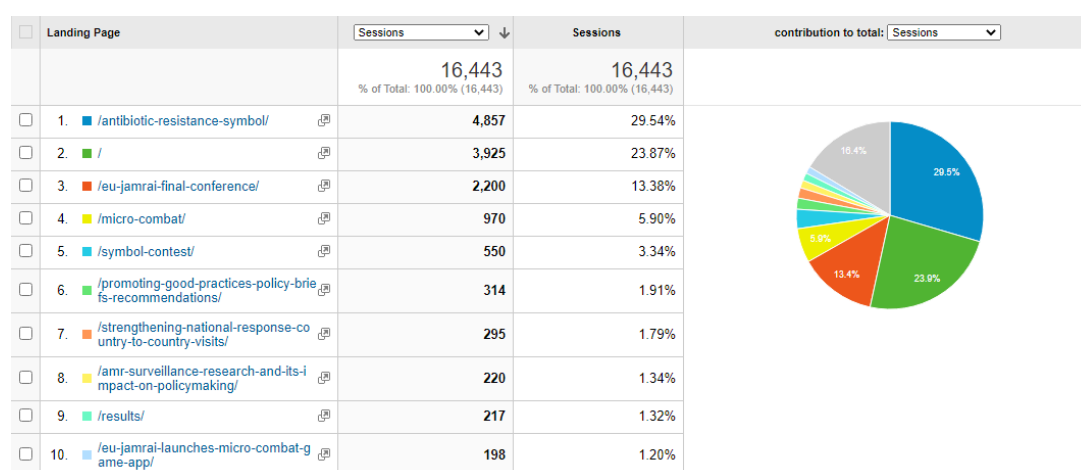
The total amount invested in the campaigns was 4.786 €. The breakdown by platform and type of campaign can be seen in the following table.

Table 2: Investment by platform and results

Platform	Impressions	People Reached	Interactions	Cost (€)
Facebook	1,900.704	1,096.270	33.302	2.824,24
Instagram	257.872	187.293	24.641	577,47
Twitter	991.182	493.159	20.736	1.384,41
	3,149.758	1,776.772	78.679	4.786,12

Impact on traffic to the website

From its launch in November 2020 until March 2021 first week, the Antibiotic Resistance Symbol landing page was the most visited within the EU-JAMRAI website, with 4,857 sessions (29,5% of total).





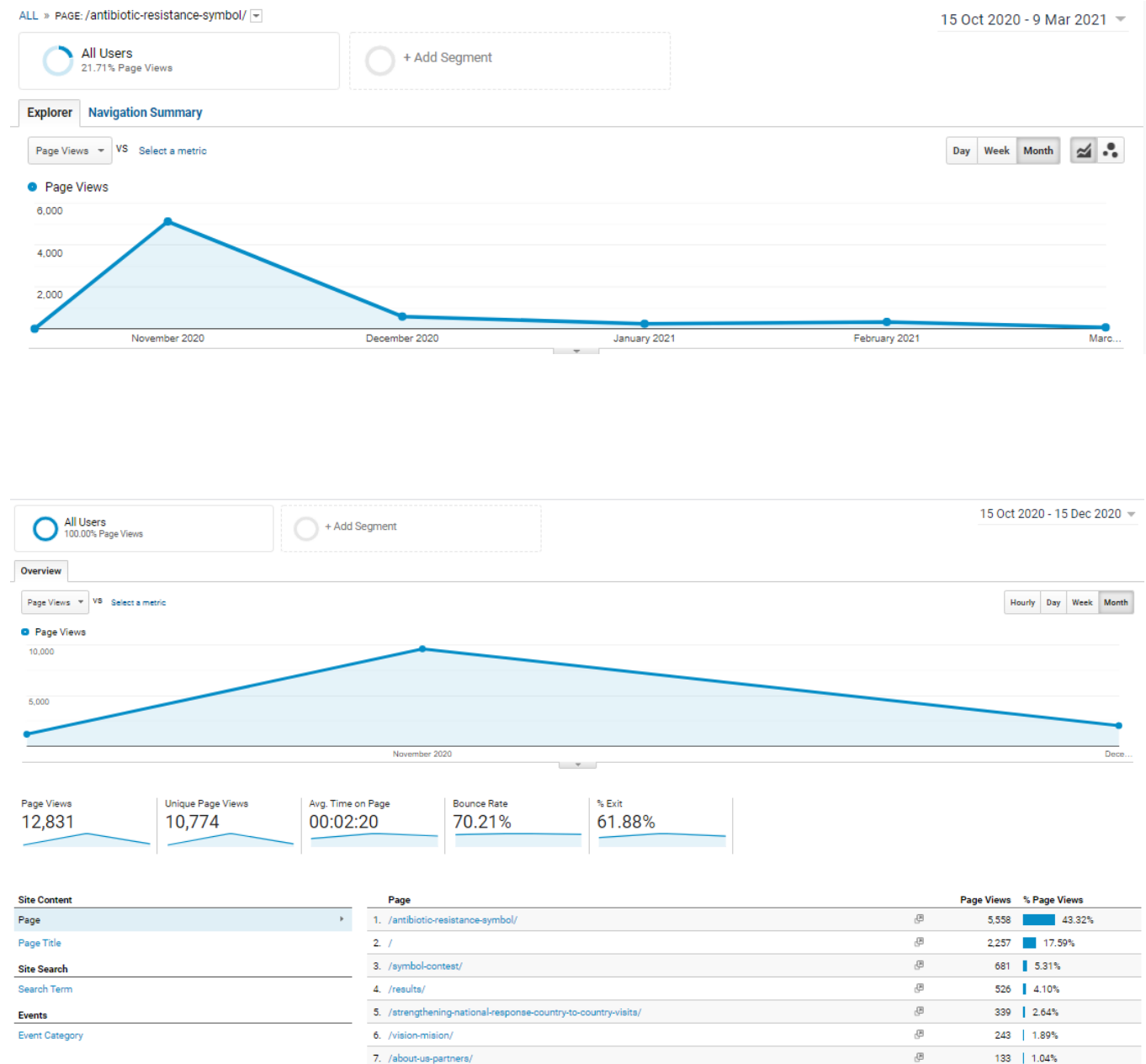
This landing page was also the one which attracted more new users in this period (32.81% of the total number) and took the second place in page views (22.23% of the total).

Landing Page	Sessions	New Users	contribution to total: New Users
	16,443 % of Total: 100.00% (16,443)	11,882 % of Total: 100.02% (11,880)	
1. /antibiotic-resistance-symbol/	4,857	32.81%	
2. /	3,925	24.06%	
3. /eu-jamrai-final-conference/	2,200	12.05%	
4. /micro-combat/	970	6.14%	
5. /symbol-contest/	550	3.74%	
6. /promoting-good-practices-policy-briefs-recommendations/	314	1.62%	
7. /strengthening-national-response-country-to-country-visits/	295	1.51%	
8. /amr-surveillance-research-and-its-impact-on-policy-making/	220	1.23%	
9. /results/	217	0.61%	
10. /eu-jamrai-launches-micro-combat-game-app/	198	1.34%	

Landing Page	Sessions	Page Views	contribution to total: Page Views
	16,443 % of Total: 100.00% (16,443)	27,370 % of Total: 100.00% (27,370)	
1. /antibiotic-resistance-symbol/	4,857	22.23%	
2. /	3,925	32.28%	
3. /eu-jamrai-final-conference/	2,200	10.60%	
4. /micro-combat/	970	4.33%	
5. /symbol-contest/	550	4.14%	
6. /promoting-good-practices-policy-briefs-recommendations/	314	1.51%	
7. /strengthening-national-response-country-to-country-visits/	295	2.27%	
8. /amr-surveillance-research-and-its-impact-on-policy-making/	220	1.33%	
9. /results/	217	2.54%	
10. /eu-jamrai-launches-micro-combat-game-app/	198	1.02%	

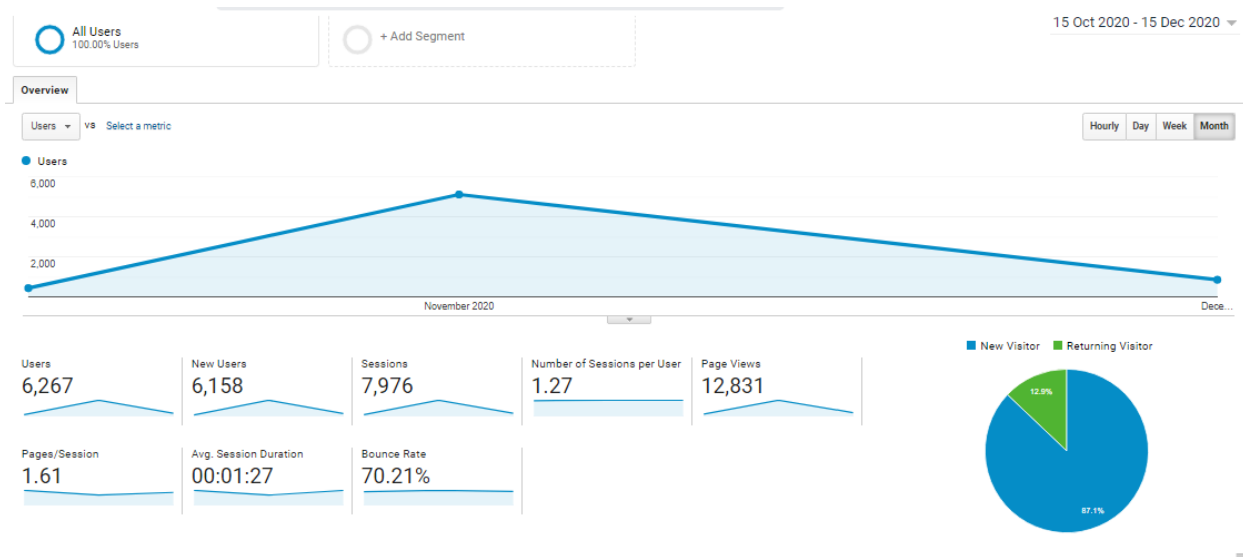


As shown in the Google Analytics graphs below, page views number rocketed in November, coinciding with the launch of the Social Media paid campaign (from 10th November to mid-December 2020). In this specific period, the Antibiotic Resistant Symbol attracted the 43.32% out of the total page views.





Regarding new users, the EU-JAMRAI website gained 6,158 new visitors (87,1% out of the total number). These data prove the effectiveness of this promotions to drive traffic to the general website and make the work of EU-JAMRAI visible.



Press release and media campaign

The digital strategy was reinforced with a media campaign. Press releases in English, French and Spanish were sent to specialised and general media. Among the obtained impacts, we would remark the TV and radio appearances, because of their capacity to reach people and conveying the Antibiotic Resistance Symbol message:

- Interview to Marie-Cécile Ploy, EU-JAMRAI's coordinator - France 3 Nouvelle Aquitaine.
- Interviews to María Jesús Lamas, AEMPS' Director - RNE (Spanish national radio station), Cuatro (TV channel), El País (the most widely-read general information newspaper in Spain).
- Also in Spain, the Antibiotic Resistance Symbol was introduced in prime time TV by Dr. Fernando Simón, Director of the Coordination Centre for Health Alerts and Emergencies of the Spanish Ministry of Health, and by Boticaria García, a Pharmacist and a Nutritionist, as well as a popular influencer in the fields of Science, Health and Nutrition.



Especial COVID Planeta Calleja Temporada 7 Programa 52





Awards and events



EU-JAMRAI and The Spanish Medicines Agency (AEMPS) were commended in the Public Engagement category of the Antibiotic Guardian Awards 2020 with the Antibiotic Resistance Symbol design contest. They were organised by Public Health England. More information:

<https://antibioticguardian.com/antibiotic-guardian-awards-2020-winners-and-commended/>



EU-JAMRAI team members presented the Antibiotic Resistance Symbol in several high level events celebrated during 2020 World Antibiotic Awareness Week. The most noteworthy would be:

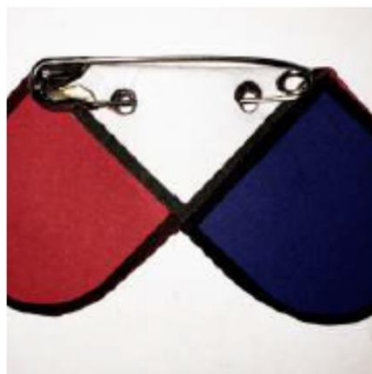
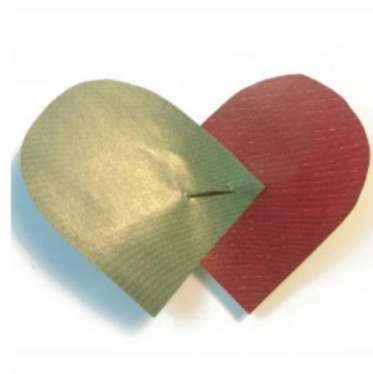
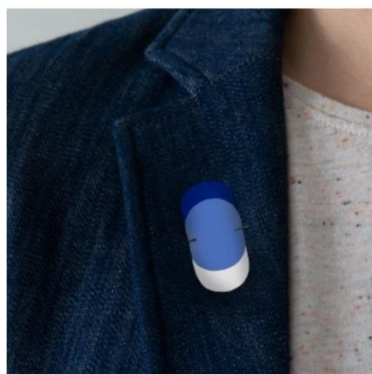
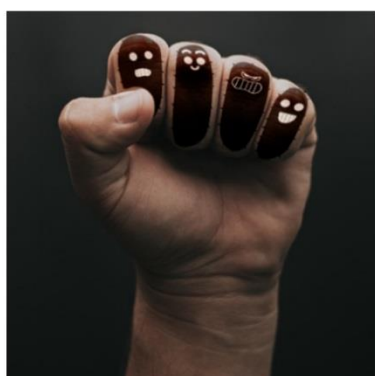
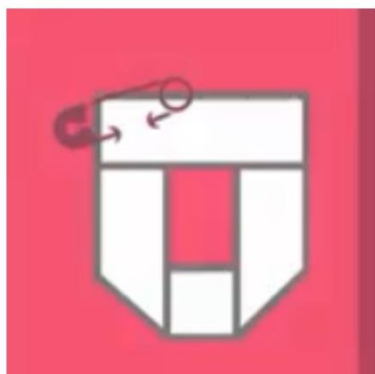
- The 6th Global Health Security Agenda (GHS) Ministerial AMR Side event entitled “Raising AMR Awareness in the Context of COVID-19”.
- The celebration of the XIV European Patients' Rights Day 2020 entitled “ONE health approach, MULTIPLE answers: Citizens' engagement & stakeholders' actions to tackle antimicrobial resistance and sustain EU progress”
- InfoPoint “Stemming the tide of Antimicrobial Resistance. Investing in a One Health approach” organised by the Tripartite (FAO, OIE and WHO) in partnership with the European Commission

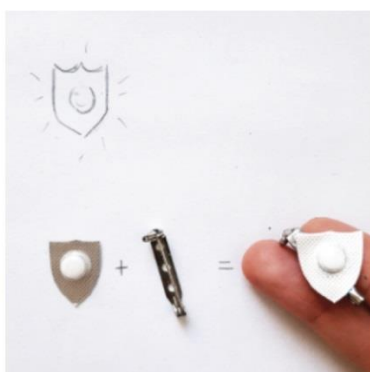
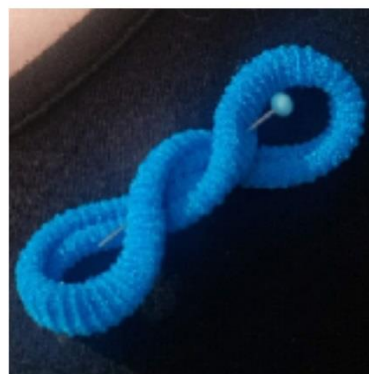
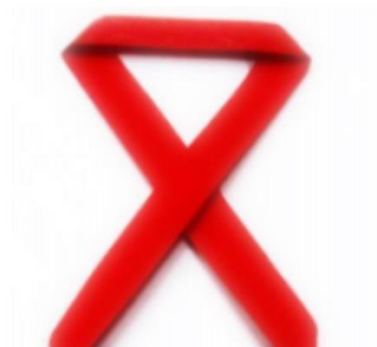
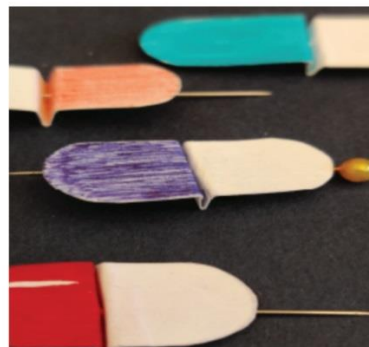
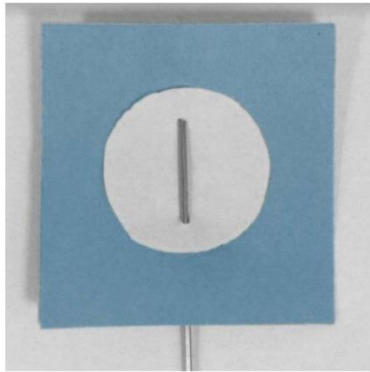
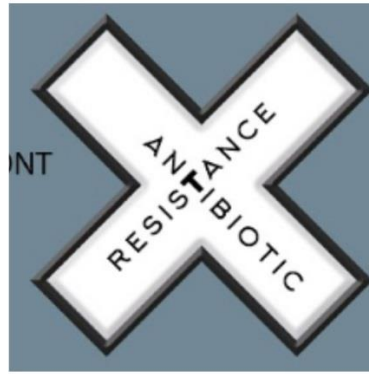


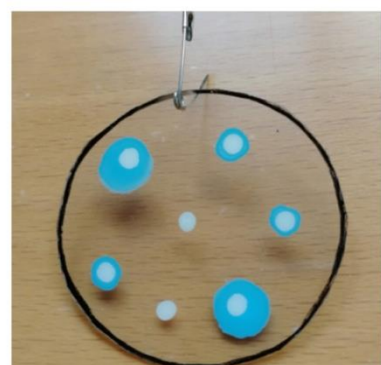
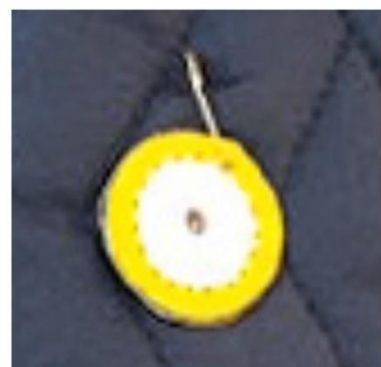
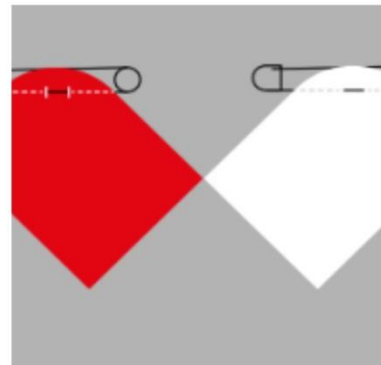
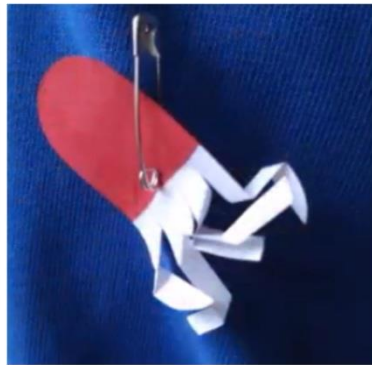
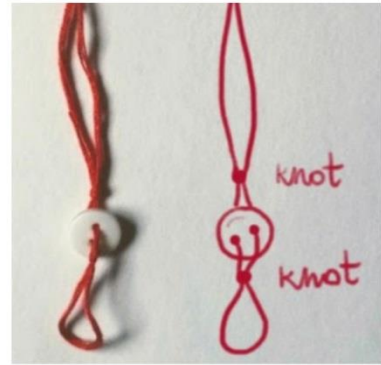
Lessons learnt from the campaign

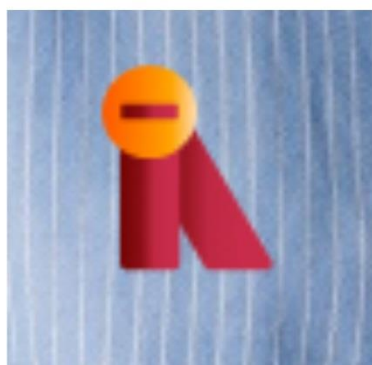
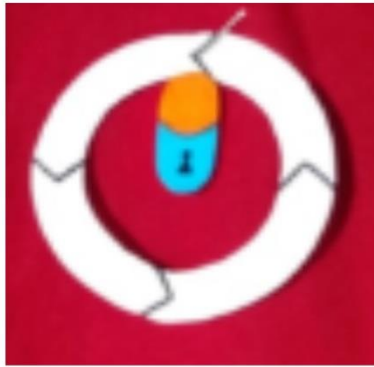
- Developing instructions and templates to make the crafting process as easy as possible was crucial.
- Having engaged our stakeholders from the beginning (many of them were part of the jury) made them feel part of the initiative and gave us access to their networks at the time of promoting the winning symbol.
- Paid social media campaigns are a great ally to boost engagement.
- Inspire with real examples works: showing influencers and personalities wearing the symbol encouraged the audience to follow the example.
- Presenting initiatives to recognized prizes and conferences is a good strategy to boost visibility and get recognition. The Antibiotic Guardian Awards, for example, are a great opportunity to get know by key organizations in the field of AMR.
- Adjusting the strategy to reach different audiences is key. Reaching the younger generations was among our objectives, and in this case, for example, it was proposed to motivate schools to make symbols with their students.

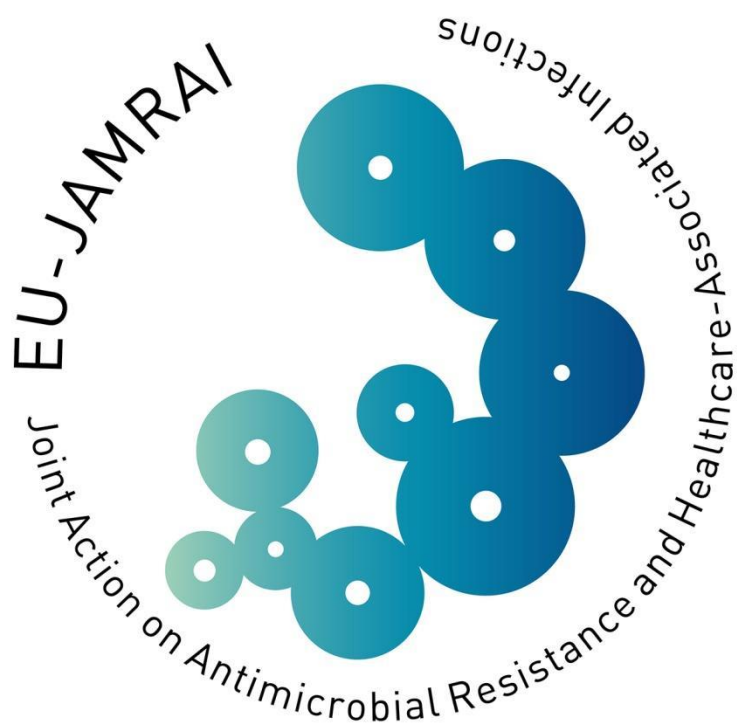
Appendix I: The 55 Finalists











** This document arises from the Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (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.*



Co-Funded by the
Health Programme
of the European Union