



ANTIMICROBIAL
RESISTANCE
SYMBOL

BUILDING A
ONE HEALTH
WORLD ♥

WHAT'S AMR?

Antimicrobials are life-saving medicines that revolutionized our society and economy. Diseases that were once fatal became routine illnesses, requiring little more than a brief treatment. Among these, **antibiotics** are widely used antimicrobials to treat bacterial infections in humans, animals, and plants.

These achievements are now at risk due to the excessive or inappropriate use of antimicrobials. This misuse leads to **Antimicrobial Resistance (AMR)**, which occurs when bacteria and other microorganisms no longer respond to these medicines, increasing the spread of infections that are harder or even impossible to treat.

A SYMBOL THAT UNITES US

AMR is one of the biggest health challenges of our time but few people know about it. That's why EU-JAMRAI organized a contest to find the **first global AMR Symbol**.

David Ljungberg's design stood out for its strong message and simple yet powerful shape:



*CAPSULES
set the theme*



*HEARTS tell us
we need to care*



*BAND-AIDS tell us
we need to fix it*

**WEAR IT PROUDLY
OR CRAFT IT YOURSELF**

MORE INFO, PROMO MATERIALS AND TEMPLATES HERE



AND RAISE AWARENESS ABOUT
#ANTIMICROBIALRESISTANCE #AMR!



➔ @EUJAMRAI