






W/c 6 November



WHO resources can be found here: <http://bit.ly/2y6808l>

| Tweet | Resource leveraged | Date / time (GVA time) |
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| <p>#AMRAlliance is now on twitter! Follow us to learn how the life sciences industry is at the forefront of the battle against #SuperBugs. #AMR</p> |  <p>Tag in image: @CMO_England @WHO @OIEAnimalHealth @EFPIA @b20 @AdvaMedDx @Wellcome_AMR @Dan_Seaton @LSHTM_AMR @CAREe_GU</p> | <p>6 November 2017 – 9:00</p> |
| <p>#AMRAlliance brings together R&D Pharma, Biotech, Generics & Diagnostics to curb #AntibioticResistance. Stay tuned for more news!</p> | <p>Did you know?</p> <p>Together with 100+ companies, we have committed to work to reduce the development of AMR</p> <p>WWW.AMRINDUSTRYALLIANCE.ORG</p>  <p>Tag in image: @JohnRex_NewAbx @IMI @b20 @WHO @FAONews @CMO_England @WorldBank @EAAD_EU @DrTedros</p> | <p>7 November 2017 10:00</p> |




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| <p>We're 100+ members from 20+ countries across the globe on a mission: #StopSuperbugs! Follow us to find out more. #IndustryOnAMR</p> | <p>WHO GIF: http://bit.ly/2xUt1Db</p>  <p>THE RISE OF #ANTIBIOTICRESISTANCE IS LEADING TO UNTREATABLE INFECTIONS WHICH CAN AFFECT ANYONE, OF ANY AGE IN ANY COUNTRY</p> <p>HANDLE ANTI-BIOTICS WITH CARE</p> <p>World Health Organization</p> | <p>7 November 2017 15:00</p> |
| <p>#AMRAlliance has 4 areas of commitment: Research & Science, Access, Appropriate Use, Environment. How are we delivering? Follow to find out!</p> | <p>Did you know?</p> <p>Up to 50% of prescribed antibiotics might not be necessary or not optimally effective as prescribed</p> <p>WWW.AMRINDUSTRYALLIANCE.ORG</p>  <p>@Wellcome_AMR @WellcomeTrust @CARB_X @BARDA @DNDi @CIDRAP_ASP @saveantibiotics @ECDC_EU @medwma @WHPA1</p> | <p>8 November 2017 11:00</p> |
| <p>#Superbugs to kill more people than cancer by 2050. What is #IndustryOnAMR doing to prevent #AntibioticResistance? XX tells us.</p> | <p>INSERT QUOTE CARD?</p> | <p>9 November 2017 9:45</p> |




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| <p>#Antimicrobialstewardship means reducing resistance & prolonging existing #antibiotics. @ThomasCueni, Chair, explains #AMRAlliance's work.</p> | <p>THOMAS CUENI QUOTE CARD</p> | <p>9 November 2017 12:30</p> |
| <p>#AMRAlliance</p> | <p>INSERT QUOTE CARD</p> | <p>9 November 2017 15:00</p> |
| <p>Appropriate use of #antibiotics is crucial. #AMRAlliance is committed to antibiotics only being used in patients who need them. @who</p> |  | <p>10 November 2017 10:00</p> |
| <p>How is #AMRAlliance delivering on @wef 2016 declaration to curb #AMR? Stay tuned for news on our #AntibioticResistance progress report.</p> | <p>http://bit.ly/2A45csX</p>  | <p>10 November 2017 16:00</p> |


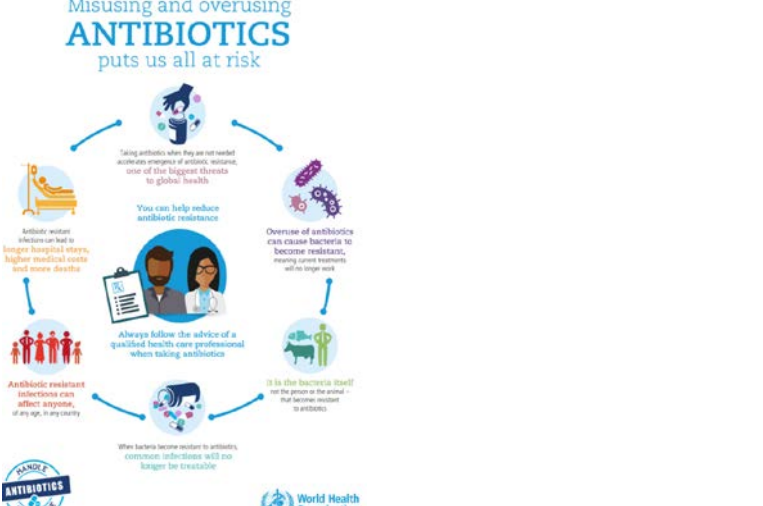

W/c 13 November


| Tweet | Resource leveraged | Date / time (GVA time) |
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| <p>#AMR knows no borders. It requires global coordination, collective action & national implementation of plans. #AMRAlliance</p> | <p>Did you know?</p> <p>Just 1 in 5 National Actions Plans commit to reducing antibiotic use, improving hygiene & preserving antibiotics of last resort</p> <p>WWW.AMRINDUSTRYALLIANCE.ORG #AMRAlliance #IndustryOnAMR</p> <p>@AtMIndex @damidefelice @CDDEP @FINDdx @LSHTM_AMR @CARE_GU @Ajack @DEVEX</p>  | <p>13 November</p> <p>09:00</p> |
| <p>What simple steps can you take to put a stop to #AntibioticResistance? #AMRAlliance</p> | <p>Everyone has a ROLE TO PLAY</p> <p>You can help prevent antibiotic resistance</p> <p>Preventing infection can reduce the use of antibiotics, and limit the spread of antibiotic resistance. Good basic hygiene is one of the most effective ways to reduce the risk of infection.</p> <p>You can reduce the risk of infection by:</p> <ul style="list-style-type: none"> ...washing your hands properly ...preparing food hygienically ...limiting close contact with others when you are sick ...practicing safer sex ...keeping your vaccinations up-to-date ...and, standing up for your right to safe water and sanitation <p>You can also reduce the spread of antibiotic resistance by:</p> <ul style="list-style-type: none"> ...not sharing antibiotics with others ...and, always following the advice of a qualified health care professional when taking antibiotics  | <p>13 November</p> <p>14:30</p> |

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| <p>Strong surveillance systems can help stop the spread of #SuperBugs across the globe. #AMRAlliance will tackle this.</p> |  | <p>13 November 16:00</p> |
| <p>10 million. That's how many lives each year could be lost by 2050 if we don't act against #AntibioticResistance. #IndustryOnAmr</p> | <p>So what can you do?</p> <p>Seeking advice from a qualified healthcare professional will help you and your family to make the right decision when it comes to antibiotics. Antibiotics are not always the answer.</p> <p>WWW.AMRINDUSTRYALLIANCE.ORG #AMRAlliance #IndustryOnAMR</p> <p>@JohnRex_NewAbx @IMI @b20 @WHO @FAONews @CMO_England @WorldBank @EAAD_EU @DrTedros</p>  | <p>14 November 10:00</p> |
| <p>Antibiotics don't treat all infections. Think twice & seek advice before taking #antibiotics. http://bit.ly/2hJzSJs #AntibioticResistance</p> | <p>Video http://bit.ly/2hJzSJs</p> | <p>14 November 11:15</p> |
| <p>When suffering from the flu, remember #antibiotics aren't the answer. #AntibioticResistance</p> |  | <p>14 November 13:00</p> |

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| <p>#DYK inappropriate use of medicines can worsen drug resistance. #AntibioticResistance</p> |  <p>Our time with ANTIBIOTICS is running out.</p> <p>Antibiotics are in danger of losing their effectiveness due to misuse and overuse, and in many cases they aren't even needed.</p> <p>Always seek the advice of a healthcare professional before taking antibiotics.</p>   <p>@Wellcome_AMR @WellcomeTrust @CARB_X @BARDA @DNDi @CIDRAP_ASP @saveantibiotics @ECDC_EU @medwma @WHPA1</p> | <p>14 November</p> <p>15:30</p> |
| <p>When #antibiotics are no longer effective, common health conditions will become impossible to treat. So, what can you do? #AntibioticResistance</p> | <p>So what can you do?</p> <p>Everyone has a role to play! Prevent infections to reduce the need for antibiotics in the first place. Wash your hands and keep your vaccinations up to date!</p> <p>WWW.AMRINDUSTRYALLIANCE.ORG #AMRAlliance #IndustryOnAMR</p>  | <p>15 November</p> <p>09:30</p> |

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| <p>51 #antibiotics were in the R&D pipeline in May 2017, @who. What can you do in your everyday life? http://bit.ly/2xVH23b #AntibioticGuardian</p> |  | <p>15 November 12:30</p> |
| <p>How much do you know about #SuperBugs & #Antibioticresistance? Test your knowledge with @who quiz! http://bit.ly/2hAZqB</p> | <p>Did you know?</p> <h2>Antibiotics do not treat viral infections, like colds and flu</h2> <p>WWW.AMRINDUSTRYALLIANCE.ORG #AMRAlliance #IndustryOnAMR</p> <p>@Wellcome_AMR @WellcomeTrust @CARB_X @BARDA @DNDi @CIDRAP_ASP @saveantibiotics @ECDC_EU @medwma @WHPA1</p>  | <p>15 November 15:30</p> |
| <p>Ensuring patients are informed about #AntibioticResistance requires action from all actors. #IndustryOnAMR</p> |  | <p>16 November 10:00</p> |

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| <p>Diagnostics, surveillance & education are crucial to #StopSuperbugs. Follow @AMRAlliance to learn how we're doing exactly that. #AntibioticResistance</p> | <p>Did you know?</p> <h2>Point-of-care devices help doctors make a fast and accurate diagnosis</h2> <p>WWW.AMRINDUSTRYALLIANCE.ORG #AMRAlliance #IndustryOnAMR </p> <p>@JohnRex_NewAbx @IMI @b20 @WHO @FAONews @CMO_England @WorldBank @EAAD_EU @DrTedros</p> | <p>16 November 13:00</p> |
| <p>What is #AntibioticResistance & what are the global health consequences? #AMRAlliance</p> | <p>Misusing and overusing ANTIBIOTICS puts us all at risk</p>  <p>The infographic illustrates the cycle of antibiotic resistance. It starts with 'Taking antibiotics when they are not needed... one of the biggest threats to global health'. This leads to 'Overuse of antibiotics can cause bacteria to become resistant, making current treatments with no target work'. This is linked to 'Antibiotic resistant infections can affect anyone, of any age, in any country'. A central message is 'Always follow the advice of a qualified health care professional when taking antibiotics'. Another point is 'Antibiotic resistant infections can lead to longer hospital stays, higher medical costs and more deaths'. A final note states 'When bacteria become resistant to antibiotics, common infections will no longer be treatable'. The infographic includes logos for 'SANDZ ANTIBIOTICS WITH CARE' and the 'World Health Organization'.</p> | <p>16 November 16:00</p> |
| <p>#AMRAlliance is committed to investing in R&D that meets global health needs with new innovative diagnostics & treatments. #StopSuperbugs</p> | <p>Did you know?</p> <h2>Diagnostics are critical in the fight against antimicrobial resistance (AMR)</h2> <p>WWW.AMRINDUSTRYALLIANCE.ORG #AMRAlliance #IndustryOnAMR </p> <p>@AtMIndex @damidefelice @CDDEP @FINDdx @LSHTM_AMR @CARE_GU @Ajack @DEVEX</p> | <p>17 November 10:15</p> |
| <p>Handwashing can prevent #AntibioticResistance. What else can you do to stop the spread of #SuperBugs? http://bit.ly/2hJzSJs</p> | <p>Video http://bit.ly/2hJzSJs</p> | <p>17 November 12:00</p> |

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| <p>480,000 cases of multidrug-resistant #tuberculosis was reported by @who in 2014. #AMRAlliance will share the surveillance data we generate.</p> |  | | <p>17 November 14:30</p> |
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