



Supporting World Antimicrobial Resistance Awareness Week (WAAW) 2025
NEL – Resources and Actions for Primary Care

Campaign Dates: **Tuesday 18th to Monday 24th November 2025**

Theme: **ActNow: Protect Our Present, Secure Our Future**

What is Antimicrobial Resistance?

Antimicrobial Resistance (AMR) occurs when bacteria, viruses, fungi and parasites no longer respond to antimicrobial agents. As a result of drug resistance, antibiotics and other antimicrobial agents become ineffective and infections become difficult or impossible to treat, increasing the risk of disease spread, severe illness and death.

Why It Matters?

Antimicrobial resistance (AMR) poses a growing threat to public health, with UK data showing AMR is linked to twice as many deaths annually as breast cancer. Primary care plays a vital role in promoting antimicrobial stewardship, educating patients, and modelling best practice in prescribing.

The World AMR Awareness Week (WAAW)

The World AMR Awareness Week (WAAW) is a global campaign to raise awareness and increase understanding of AMR and to promote global action to tackle the emergence and spread of drug-resistant pathogens. The theme for WAAW 2025 is "**Act Now: Protect Our Present, Secure Our Future.**"

Resources Available

The resource toolkit for healthcare professionals is available to download [here](#)
Community pharmacy specific resources: [Resources for the community pharmacy setting:](#)
[TARGET Antibiotic checklist](#) | [RCGP Learning](#)

Themes for each day of WAAW 2025

Each theme is linked to at least one outcome in the [2024-29 National Action Plan \(NAP\)](#) for AMR.

- Day 1:** 'Prevention' theme (including infection prevention and control measures and vaccination).
- Day 2:** 'Antimicrobials in clinical practice' theme
- Day 3:** 'Optimising diagnostics' theme
- Day 4:** 'Tackling health inequalities' theme
- Day 5:** 'One Health and research' theme

Cross-cutting themes underpinning all 5 days have also been updated for 2025.

- **Children and young people**
- **Sustainability**
- **Research**

Children and young people

Post-COVID spike: Antibiotic prescribing for children under 10 rose from 27% pre-pandemic to 36% post-pandemic, despite an overall 3.2% drop in prescriptions across all age groups.

Microbiome disruption: Early exposure to antibiotics is increasingly linked to long-term health risks like asthma, allergies, and even developmental concerns.

North East London (NEL) consistently shows higher-than-average antibiotic prescribing rates in children, particularly in the under-5 age group.

UKHSA's national campaign for the public: Keep Antibiotics Working (Andi Biotic)

UKHSA has created a new campaign to help keep antibiotics working. Andi Biotic is on a mission to make people aware of the correct ways to use antibiotics so we can all help to tackle the threat of AMR. Research tells us that there is a high level of public awareness about the risks of AMR to the nation's health, yet most people do not know what they can personally do to combat it.

As a result, a campaign that aims to increase public awareness and understanding of the correct and incorrect antibiotic behaviours, using the below 3 messages:

- 1. Don't take antibiotics for colds and flu**
- 2. Don't save antibiotics for later**
- 3. Take antibiotics as directed by your healthcare professional**

Further information on the campaign can be found [here](#)

Community Pharmacies roles are in terms of AMSs

1. **Patient Education:** manage expectations around symptom duration.

- Empower patients to manage self-limiting infections (e.g., sore throats, coughs) without antibiotics when appropriate
- Promote self-care and safety netting The RCGP TARGET '[Treating Your Infection](#)' leaflets for common infections are available in 25 languages and in a pictorial format – consider sharing with your patients
- Use the “[Gut Friends](#)” and “[Super Bodies](#)” resources to support paediatric AMS conversations.

2. **Counselling:** Community pharmacies should ensure that when giving out antibiotics, patients receive appropriate counselling to support safe and effective use. Key counselling points include:

- Completing the full course as prescribed, even if symptoms improve early
- Checking for known allergies, particularly to penicillin or related antibiotics
- Advising on potential side effects and when to seek medical advice
- Highlighting interactions with other medicines or alcohol, if relevant
- Reinforcing the importance of not sharing antibiotics or using leftover medication

3. **Promote prevention:** hand hygiene and highlight work of community pharmacy in vaccination as key infection prevention strategies.

4. **Highlight the Pharmacy First services** - with a focus on the use of antibiotic sparing strategies)

5. **Join free, expert-led webinars** to deepen your understanding, learn more about best practice, and gain practical strategies to combat AMR in your work. Reserve your spot today and be part of the solution.

- **15th October 2025 18:30 – 19:30:** An RCGP webinar: [Managing paediatric respiratory tract infections - what is the evidence?](#) Register for this webinar [here](#)

- **17 November 2025 12:30pm – 1:30pm:** An NHSE webinar: **AMR in Focus: Empowering Health Professionals in the Fight Against AMR**. Register for this webinar [here](#)
- **19 November 2025 3:00pm – 4:00pm:** An NHSE webinar: **Seen and not heard- a gut feeling that antibiotic use and antimicrobial resistance in children is a secondary consideration**. Register for this webinar [here](#)
- **24 November 2025 12:30pm – 1:30pm:** An NHSE webinar: **Optimising the Blood Culture Pathway**. Register for this webinar [here](#)

6. Digital Engagement

Access [digital resources for healthcare workers](#) that can be used and shared during WAAW. These resources build on those produced in 2020 and 2021, including digital notes, images and social media polls.

- Add WAAW banners to your email footers and Pharmacy website.
- Display WAAW posters and screensavers in pharmacy settings to raise awareness.
- Share social media assets to raise awareness among patients and colleagues.

7. **Choose your [Antibiotic Guardian pledge](#)** and encourage colleagues, family members and friends to do the same. You may wish to share your pledge on social media platforms to encourage others to join you also.

Thank you for your continued commitment to safe, effective prescribing and public health. Your leadership in primary care is essential to tackling AMR.