

HOW HEALTHCARE PROFESSIONALS BECOME ADVOCATES FOR GREENER HEALTHCARE



AGENDA

15:00 - 15:15	AMR and food production Erik Ruiz, Safer Pharma Project Officer - HCWH Europe
15:15 - 15:35	How healthcare professionals can advocate for sustainable antimicrobial use in food production Anamarija Tomicic, Safer Pharma Communications Officer
15:35 - 15:50	Mastering media interviews to promote climate and health Helena Uhl, Climate-smart Healthcare Communications Officer
15:50 - 16:00	Q&A Session





HOW HEALTHCARE PROFESSIONALS CAN ADVOCATE THE SUSTAINABLE USE OF ANTIMICROBIALS IN FOOD PRODUCTION



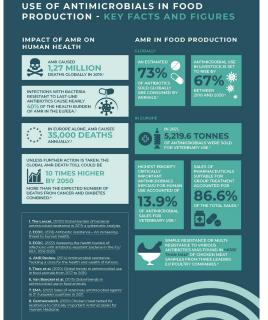
COMMUNICATIONS TOOLKIT FOR HEALTHCARE PROFESSIONALS

TOOLKIT HOW HEALTHCARE PROFESSIONALS CAN ADVOCATE FOR THE RESPONSIBLE USE OF ANTIBIOTICS IN FOOD PRODUCTION

Without Harn



KEY FACTS AND FIGURES ON AMR IN FOOD PRODUCTION



USE OF ANTIMICROBIALS IN FOOD PRODUCTION - KEY FACTS AND FIGURES POSITIVE BENEFITS OF REDUCED ANTIBIOTIC USE ANTIBIOTIC-RESISTANT MULTIDRUG-RESISTANT BACTERIA IN BACTERIA IN ANIMALS BY ANIMALS BY 24-32% 15% CASE STUDY: COLISTIN IN PIG PRODUCTION E THE USE OF COLISTIN AS A LAST-LINE ANTIBIOTIC IN EUROPEAN HOSPITALS INCREASED BY 67% BETWEEN 2011-2020 136 TONNES OF COLISTIN. C 20 & 30 (22-25 DAYS)" TIMES (35 DAYS LESS ANTIBIOTICS



HOW TO BECOME AN ADVOCATE FOR GREENER HEALTHCARE

ONLINE

- Build an impactful social media presence
- Write engaging articles and blogs

OFFLINE

- Take on public speaking and interview opportunities
- Engage with your hospital leadership
- Engage with local, national and European policymakers



SOCIAL MEDIA

How to build an impactful social media presence?

- Ensure your profile establishes credibility
- Engage with key organisations and leaders
- Post about your experience with AMR and the effect on your patients





OP-EDS AND BLOGS

How to write an engaging and informative piece?

- Make it clear and simple
- Catch the reader's attention
- Use everyday language
- Support your position with facts and examples
- Include a call to action

FEELING INSPIRED?



<u>Get in touch!</u> We can help pitch your work to media outlets or publish it as part of HCWH Europe's blog post series.



ENGAGE WITH THE LEADERSHIP AT YOUR HOSPITAL

Key steps to start a conversation in your hospital:

- Find allies who share your interest
- Define your goals and how you can reach them
- Meet the right people in the community leadership
- Build momentum and raise awareness





PUBLIC SPEAKING/MEDIA OPPORTUNITIES

- Prepare and research the issue
- Know your audience and tailor your messages accordingly
- Focus on the big idea
- Support your ideas with facts and figures
- Use vivid images, examples, and personal experience





CONTACT POLICYMAKERS

How to engage with policymakers?

- Take part in policy consultations to give your opinion on upcoming policies
- Contact policymakers directly
- Support petitions and open letters

YOU CAN START ADVOCATING FOR GREENER HEALTHCARE RIGHT NOW

- Join networks of healthcare professionals to engage in campaigns and receive news about key policy changes:
 - Nurses Climate Challenge
 - Doctors for Greener Healthcare



THANK YOU!





NO HARM

CONTACT

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We want to hear from you! Please fill out the event survey

