



# HOW HEALTHCARE PROFESSIONALS BECOME ADVOCATES FOR GREENER HEALTHCARE

# AGENDA

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



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

# COMMUNICATIONS TOOLKIT FOR HEALTHCARE PROFESSIONALS



# KEY FACTS AND FIGURES ON AMR IN FOOD PRODUCTION

## USE OF ANTIMICROBIALS IN FOOD PRODUCTION - KEY FACTS AND FIGURES

### IMPACT OF AMR ON HUMAN HEALTH

AMR CAUSED **1.27 MILLION** DEATHS GLOBALLY IN 2019<sup>1</sup>

INFECTIONS WITH BACTERIA RESISTANT TO LAST-LINE ANTIMICROBIALS CAUSE NEARLY 40% OF THE HEALTH BURDEN OF AMR IN THE EU/EEA.<sup>2</sup>

IN EUROPE ALONE, AMR CAUSES **35,000 DEATHS** ANNUALLY.<sup>3</sup>

UNLESS FURTHER ACTION IS TAKEN, THE GLOBAL AMR DEATH TOLL COULD BE **10 TIMES HIGHER** BY 2050

MORE THAN THE EXPECTED NUMBER OF DEATHS FROM CANCER AND DIABETES COMBINED.<sup>4</sup>

1. The Lancet. (2019) Global burden of bacterial antimicrobial resistance in 2017: a systematic analysis.

2. ECDC. (2018) Antibiotic resistance – An increasing threat to human health.

3. ECDC. (2017) Assessing the health burden of infections with antibiotic-resistant bacteria in the EU/EEA, 2016-2017.

4. AMR Review. (2014) Antimicrobial resistance: Tackling a crisis for the health and wealth of nations.

5. Tsebo et al. (2019) Global trends in antimicrobial use in food animals from 2017 to 2019.

6. Van Boeckel et al. (2015) Global trends in antimicrobial use in food animals.

7. EMA. (2019) Sales of veterinary antimicrobial agents in 31 European countries in 2017.

8. Germanwatch. (2020) Chicken meat tested for resistance to critically important antimicrobials for human medicine.

### AMR IN FOOD PRODUCTION

#### GLOBALLY

AN ESTIMATED **73%** OF ANTIMICROBIALS SOLD GLOBALLY ARE CONSUMED BY ANIMALS.<sup>5</sup>

ANTIMICROBIAL USE IN LIVESTOCK IS SET TO RISE BY **67%** BETWEEN 2010 AND 2030.<sup>6</sup>

#### IN EUROPE

IN 2021, **5,219.6 TONNES** OF ANTIMICROBIALS WERE SOLD FOR VETERINARY USE.<sup>7</sup>

HIGHEST PRIORITY CRITICALLY IMPORTANT ANTIMICROBIALS (HPCIA) FOR HUMAN USE ACCOUNTED FOR **13.9%** OF ANTIMICROBIAL SALES FOR VETERINARY USE.<sup>8</sup>

SIMPLE RESISTANCE OR MULTI-RESISTANCE TO VARIOUS ANTIBIOTICS WAS FOUND IN MORE THAN HALF OF CHICKEN MEAT SAMPLES FROM THREE LEADING EU POULTRY COMPANIES.<sup>9</sup>

## USE OF ANTIMICROBIALS IN FOOD PRODUCTION - KEY FACTS AND FIGURES

### POSITIVE BENEFITS OF REDUCED ANTIBIOTIC USE

REDUCING ANTIBIOTIC USE IN FARM ANIMALS DECREASES THE PREVALENCE OF:

ANTIBIOTIC-RESISTANT BACTERIA IN ANIMALS BY **15%**

MULTIDRUG-RESISTANT BACTERIA IN ANIMALS BY **24-32%**<sup>9</sup>

### CASE STUDY: COLISTIN IN PIG PRODUCTION

THE USE OF COLISTIN AS A LAST-LINE ANTIMICROBIAL IN EUROPEAN HOSPITALS INCREASED BY **67% BETWEEN 2011-2020** DUE TO THE INCREASE OF RESISTANT BACTERIA TO OTHER ANTIBIOTICS.<sup>10</sup>

COLISTIN IS USED IN FOOD PRODUCTION TO TREAT POST-WEANING BARBERS IN PIGLETS. IN 2021, THE EUROPEAN FOOD PRODUCTION SECTOR USED A TOTAL OF **136 TONNES OF COLISTIN.**<sup>11</sup>

PIGLETS BRED WITH A LONGER WEANING PERIOD (**35 DAYS**)

NEED BETWEEN **20 & 30 TIMES** LESS ANTIBIOTICS

THAN PIGLETS THAT ARE WEANED EARLY (**22-25 DAYS**)

9. Tang et al. (2017) Restricting the use of antibiotics in food-producing animals and its associations with antibiotic resistance in food-producing animals and human beings.

10. OECD. (2022) Antimicrobial Resistance in the EU/EEA: A One Health Response.

11. Spalund et al. (2016) Quantitative and qualitative antimicrobial usage patterns in farrow-to-finish pig herds in Belgium, France, Germany and Sweden.

# 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?**



Get in touch! 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!**

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## CONTACT

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A person wearing a white lab coat and a hairnet is adjusting a face mask. The image is overlaid with a blue tint. The text is centered in white.

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