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World antimicrobial Resistance awareness week Celebration 18th -24th November 2024

World antimicrobial resistance week (AMR) awareness week (WAAW) 2024 was held from November 18- 24, 2024. The theme for the week was **“Educate .Advocate. Act now”**. The week’s goals was to raise awareness about AMR, Encourage action to tackle AMR, Advocate for commitments to address about AMR, and take concrete actions to address AMR.

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.

The World AMR Awareness Week (WAAW) is a global campaign to raise awareness and understanding of AMR and promote best practices among One Health stakeholders to reduce the emergence and spread of drug-resistant infections. WAAW is celebrated from 18-24 November every year.

The theme for the World AMR Awareness Week (WAAW) 2024 is **“Educate. Advocate. Act now.”** This theme was chosen based on feedback from an online survey among stakeholders from the human, animal, plant, and environmental health sectors, which collected nearly 200 responses globally.



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ACTIVITIES UNDERTAKEN BY COLLEGE OF PHARMACY, PHASE III INTEGRAL UNIVERSITY

Slogan Writing Competition

Theme: Fighting Antimicrobial Resistance Takes All of All Us

The competition aimed to raise awareness about antimicrobial resistance (AMR) and encourage creative expressions on the importance of responsible antibiotic use.

Students and professionals from various backgrounds participated, showcasing innovative and impactful slogans to promote AMR awareness.

Street play (Nukkad natak)

Theme: Human health and Antimicrobial Resistance

The street play aimed to raise public awareness about antimicrobial resistance (AMR) by using engaging, relatable performances to communicate the dangers of improper antibiotic use.

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The play was performed in public spaces, attracting a diverse audience, including locals, students, and health professionals, to ensure the message reached a broad demographic.

Essay Writing Competition

Theme: Animal health and antimicrobial resistance

The competition focused on the critical link between animal health and antimicrobial resistance (AMR), emphasizing the need for responsible use of antibiotics in veterinary care to prevent the development and spread of resistant pathogens, which pose a threat to both animal and human health.

Poster presentation

Theme: Antimicrobial Resistance in agriculture and the environment



The poster presentation aimed to highlight the growing issue of antimicrobial resistance (AMR) in agricultural practices and its environmental impact, stressing the need for sustainable solutions.



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Seminar

Theme: One health approach to antimicrobial resistance



The seminar focused on the "One Health" approach, emphasizing the interconnectedness of human, animal, and environmental health in addressing antimicrobial resistance (AMR).

The session proposed practical solutions, such as promoting responsible antibiotic use, enhancing surveillance systems, and fostering cross-sectoral partnerships to reduce AMR risks.

Online quiz competition

Theme: continuing the fight against antimicrobial resistance

The competition fostered greater awareness and commitment to continuing the fight against AMR, with top scorers receiving recognition for their knowledge and contributions to AMR awareness.

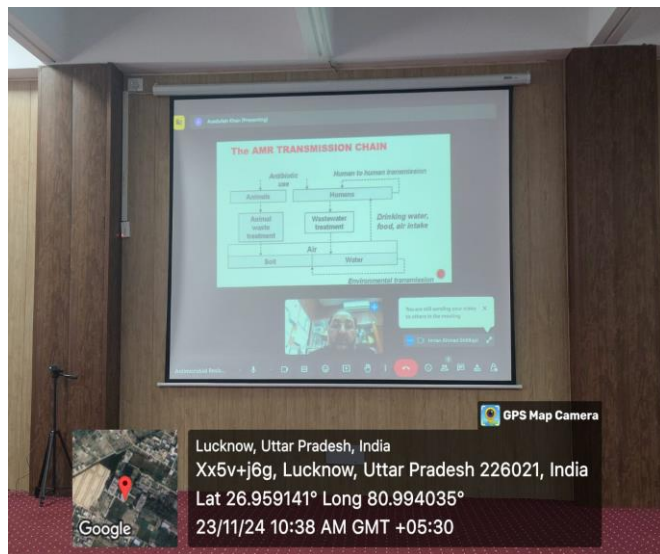


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Event Photographs-



Conclusion/Outcome:

The outcomes of Antimicrobial Week were highly positive, with a significant increase in awareness about antimicrobial resistance (AMR) among diverse audiences. The



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various activities, including competitions, a seminar, and public presentations, saw active participation, reflecting strong public interest in addressing AMR.

These events facilitated valuable knowledge sharing, particularly about the importance of responsible antibiotic use and the need for a One Health approach. Overall, the week inspired a renewed commitment to action, with participants demonstrating a clear intention to adopt better antimicrobial practices and advocate for sustainable solutions to combat AMR.

A handwritten signature in black ink, appearing to read 'Arif'.

Dr. Muhammad Arif
Principal
College of Pharmacy
Integral University Phase-III