



## **EUROPEAN ANTIBIOTIC AWARENESS DAY**

### **Campaign Communication Materials 18 November 2008**

#### **Table of Contents**

<b>1</b>	<b><i>Introduction</i></b>	<b>2</b>
1.1	<b>Contents</b>	<b>2</b>
1.2	<b>How to use the materials</b>	<b>2</b>
<b>2</b>	<b><i>European Antibiotic Awareness Day Materials</i></b>	<b>3</b>
2.1	<b>Overall strategy and objective of the European Antibiotic Awareness Day</b>	<b>3</b>
2.2	<b>Key messages</b>	<b>4</b>
2.3	<b>Types of Materials</b>	<b>5</b>
2.4	<b>Developing and adapting materials</b>	<b>9</b>
2.5	<b>Instructions for use of design materials</b>	<b>10</b>
2.6	<b>Technical information about the use of the design materials</b>	<b>11</b>
<b>3</b>	<b><i>Key contacts</i></b>	<b>11</b>



## **1 Introduction**

---

### **1.1 Contents**

Welcome to the ECDC Campaign Communication Materials for the European Antibiotic Awareness Day, which have been prepared by Burson-Marsteller Brussels. The aim of these materials is to assist European health authorities in awareness-raising activities on the occasion of the European Antibiotic Awareness Day – 18 November 2008.

The ECDC Campaign Communication Materials are aimed at facilitating the development of coordinated campaign materials in EU member states on European Antibiotic Awareness Day. They include key messages and slogans, logos and visuals as well as suggested materials for use by health authorities in member states.

The materials include:

- European Antibiotic Awareness Day logo – translated in all EU languages, as well as Norwegian and Icelandic.
- 3 key visuals (in English language only) illustrating the key messages of the European Antibiotic Awareness Day campaign in 2008
- Mock-ups of a letterhead, postcard, advertisement and poster aiming to illustrate possible uses of these visuals.

These files have been saved on this a transfer protocol (FTP) server in design file formats compatible with Adobe Illustrator and Adobe Photoshop. This guidance document contains also technical instructions and details on how to access the server and instructions on the use of the design files. They will be also made available on the European Antibiotic Awareness Day website <http://antibiotic.ecdc.europa.eu/>.

### **1.2 How to use the materials**

The ECDC Campaign Communication Materials for the European Antibiotic Awareness Day aim to support the activity carried out by European national health authorities so as to achieve a comprehensive and consistent communications campaign across Europe with regard to the rational use of antibiotics.

These materials have been developed with a view of capturing the basic messages that should be directed towards the general public on this occasion, with a view to resonating in particular with parents and carers of young children, due to the fact that antibiotic consumption in young children is generally high. The key messages and visuals have been tested in seven EU countries in focus groups consisting of parents and carers of young children with no medical training.

The materials can be used in a number of communication tools aimed at the general public:

- Posters



- Advertisements in newspapers
- Letters
- Postcards

It should be kept in mind that a key multiplier of these messages are school doctors/nurses and general practitioners, who can disseminate the information and help educating the general public about the proper use of antibiotics and the importance of keeping them effective.

## **2 European Antibiotic Awareness Day Materials**

---

### **2.1 Overall strategy and objective of the European Antibiotic Awareness Day**

The overall objective of the European Antibiotic Awareness Day is to support national activities aimed at raising awareness concerning the proper use of antibiotics so as to maintain the efficacy of antibiotics and avoid the emergence of resistant bacteria.

To this aim, ECDC has decided to produce basic campaign communication materials that communicators in EU Member States can use in devising and implementing national campaigns. At the same time, a dedicated website will be launched in July 2008. These materials aim to provide a visual identity to the campaigns across the EU member states and make the messages more recognisable and consistent, thus memorable to the target audience. The choice of supporting visuals responds to the need of making the messages accessible to parents and young people, who represent the main target for the 2008 campaign.

The national AMR focal points and health communicators in each member state are free to use these tools as they see fit, keeping in mind the general objective and rationale behind ECDC's strategy on European Antibiotic Awareness Day. When designing and implementing national campaigns, key considerations include, but are not limited to, the following:

- Timing (such as existing awareness campaigns)
- Price (both budget and costs)
- Products (types of materials used in the communications e.g. letters, posters, advertisements or gimmicks to attract attention)
- Distribution (how, when and where to circulate the messages/materials)
- Additional channels (incorporating advertising, public relations, promotions and media advocacy)
- Potential allies/partnerships (such as health and other relevant associations, parents, schools and medical associations)

## 2.2 Key messages

The overall aim of the campaign is to educate about the need to help keep antibiotics working – and how to do this. On this basis, the key messages have been devised to relate to the general public. The key messages include:

### - **Keeping antibiotics effective is everybody's responsibility**

- Antibiotics are losing their effectiveness at a pace that was unforeseen even five years ago. This is because antibiotic use causes bacteria to become resistant to antibiotic treatments.
- If we continue to consume antibiotics at the current rate, Europe may face a return to the pre-antibiotic era where a common bacterial infection could be a death sentence. So when you do need antibiotics in the future they may no longer work.
- Do not use antibiotics for the wrong reasons or incorrectly.
- Always follow your doctor's advice on when and how to use antibiotics in a responsible way so that they can stay effective also in the future.

These messages highlight the need to maintain antibiotics effective by reducing the risk of resistant bacteria. They stress that antibiotics are losing their effectiveness at a pace that was unforeseen even five years ago and that, if current trends continue, antibiotics may no longer be effective in the future. The target audience is encouraged to use antibiotics only when and as prescribed by the doctor and to follow the advice of a healthcare professional on when and how to use antibiotics in a responsible way so that they can stay effective also in the future.

### - **Cold? Flu? Get well without antibiotics!**

- Antibiotics are effective only against bacterial infections - they cannot help you recover from infections caused by viruses such as common colds or influenza (flu).
- Antibiotics do not prevent viruses from spreading to other persons.
- Taking antibiotics for the wrong reasons, such as against colds or flu, has no benefit for you.
- Taking antibiotics causes bacteria to become resistant to antibiotic treatments, kills your helpful bacteria and often results in side-effects such as diarrhoea.
- Always seek your doctor's advice before taking antibiotics!



These messages highlight that antibiotics are not effective against the common cold or the flu, and do not prevent viruses from spreading to other persons. They also underline that antibiotics are not only ineffective in these conditions, but their use also contributes to the emergence and development of resistant bacteria and undermines their effectiveness in the future, can kill helpful bacteria and often results in side-effects such as diarrhoea. Finally the messages encourage the target audience to seek doctor's advice before taking antibiotics.

- **Take antibiotics responsibly!**

- Antibiotic use causes bacteria to become resistant to antibiotic treatments, therefore it is important not to take antibiotics for the wrong reasons or incorrectly.
- Take antibiotics only when prescribed by a doctor and follow the doctor's advice on how to take the antibiotics so that they can stay effective also in the future.
- Do not keep left-over antibiotic treatments. If you have received more doses than you were prescribed ask your pharmacist about how to dispose of the remaining medicines.

These messages highlight the importance of only taking antibiotics as prescribed and correctly. They raise awareness about the need for seeking the advice of a healthcare professional and only taking antibiotics when and how they are prescribed by a professional. Responsible use of antibiotics also raises the issue of consulting a pharmacist about how to dispose of left-over medicines in case patients have received more doses than prescribed.

### 2.3 Types of Materials

The materials available include:

- European Antibiotic Awareness Day LOGO
- VISUAL depicting a blue scarf, with a message "Cold? Flu? Take care not antibiotics"
- VISUAL visuals depicting a sitting hedgehog, with a message "Cold? Flu? Take care not antibiotics" (slightly smiling version).
- VISUAL visuals depicting a sitting hedgehog, with a message "Cold? Flu? Take care not antibiotics" (straight faced version).
- VISUAL depicting a hedgehog kicking antibiotics, with a message "Cold? Flu? Get well without antibiotics" (slightly smiling version).
- VISUAL depicting a hedgehog kicking antibiotics, with a message "Cold? Flu? Get well without antibiotics" (straight faced version).

The materials provide a number of visual aids for communicating the key messages related to European Antibiotic Awareness Day. The multiple materials are designed to ensure consistency and



A European Health Initiative



wide reach of the messages to the target audiences, as well as facilitate the informal dissemination of the messages (e.g. posters printed in GPs offices, word-of-mouth).

### *Logo*

The European Antibiotic Awareness day logo was designed to be used in all materials related to European Antibiotic Awareness Day and provide a consistent visual identity to all communications materials developed on this occasion. It consists of the name of the Day accompanied by a stethoscope and a pill.



The choice of visual aid – a pill and a stethoscope – reflects the key focus of the Day on taking antibiotics responsibly and at the same time links this with the need to refer to health professionals in order to get a prescription and advice on how to take them.

### *Visuals*

Three visuals have been developed to help illustrate the key messages of the campaign, directed towards the general public. The visuals can be used in the same campaigns or separately.

### Scarf

The use of a scarf as a supporting visual, in a shape suggesting one of the commonly known disease awareness ribbons (e.g. red ribbon against HIV/AIDS), is designed to symbolise a wider campaign and the idea of bringing everyone together around a cause. Many awareness campaigns use coloured ribbons and in this sense, the use of a blue scarf for the European Antibiotic Awareness Day serves a similar purpose, while also symbolising the idea of taking care of oneself through minor illness.



The blue scarf features in all the other visuals and thus has the potential to become a recurrent theme throughout the European Antibiotic Awareness Day campaign in the coming years, providing a simple and recognisable element of continuity to the communications on preventing antibiotic resistance. The scarf can have the advantage of being able to be depicted and /or produced in many formats.

### Hedgehog visuals

The hedgehog has been chosen as the campaign mascot because this animal suggests protection as well as vulnerability. Two different versions of each of the two hedgehogs were drawn – the first in which the hedgehog is slightly smiling despite looking obviously ill, and the second in which the hedgehog has a straight face. The two versions were developed in order to respond to different perceptions across the member states, as well as to provide a choice between happier messages and more serious ones.

The kicking hedgehogs. The hedgehog in this visual looks ill; however, he is actively rejecting antibiotics. The hedgehog also wears a blue scarf, which is an element of consistency throughout the campaign, suggesting the idea of taking care of himself through his illness.



The sitting hedgehogs. In these visuals, the hedgehog's posture suggests taking care of himself in the recommended way: drinking liquids, keeping warm and resting. Also, the idea of taking responsibility is suggested by the slogan "Take care, not antibiotics" which can be used in the context of recommending doctor's advice. At the same time, this hedgehog is also wearing a scarf, providing yet another element of consistency with the other visuals.



### *Mock-ups*

In order to provide ideas on how to design and use the visuals in communications materials they have been included in a few mock-ups (please see folder entitled 'mock-ups'). The mock-ups depict a poster, postcard, press advertisement and a letter.



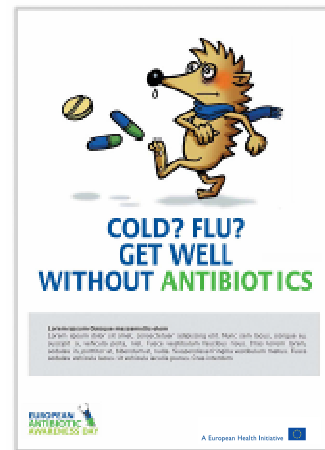
A European Health Initiative



- **Letterhead.** The logo and visuals can for example be used as a letter template for all communications related to the campaign in order to maintain a visual identity of the campaign materials.



- **Poster.** The visuals developed for the European Antibiotic Awareness Day can be used as stand-alone communications materials and a mock-up poster is provided to illustrate this option. In this material, the slogan / visual is accompanied by only a short explanatory text and features the European Antibiotic Awareness Day logo.



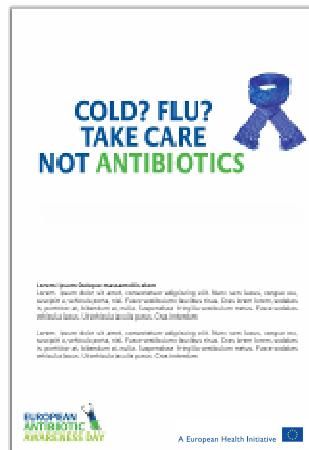




A European Health Initiative



- **Advertisement.** This is another option for mass communications. Again, due to the possibility of using the visuals as stand-alone materials, they could be depicted in newspaper advertisements or on the Internet.



- **Postcard.** The use of postcards is an increasingly used communications option in public information campaigns. Postcards convey a simple message and are easy to keep and use by the recipients.



## 2.4 Developing and adapting materials

To ensure maximum outreach and resonance with the target audience, each member state may choose to adapt the materials. In delivering the key messages, the materials have been drafted in a format designed to facilitate adaptation, duplication and dissemination and limiting the costs of production.



A European Health Initiative



## 2.5 Instructions for use of design materials

### Logo

The European Antibiotic Awareness Day logo is translated in all European Union languages as well as in Norwegian and Icelandic. It is provided in high resolution design format for easy adaptation to the type of materials needed, as well as in all languages. The text and the visual should always be used together.



Moreover, the European Antibiotic Awareness Day logo should always be accompanied by the text "A European Health Initiative" together with the EU flag. This visual translated in EU languages, Icelandic and Norwegian is also available in design format on the FTP server to allow for easy adaptation. This sentence can be placed at a convenient place in the communications materials.



### Visuals

The visuals can be used with or without the suggested text. The text can also easily be changed (see Section 2.6 below).

The visual containing a scarf can, for example, accompany materials related to the key message "Keeping antibiotics effective is everybody's responsibility".



The visuals containing the kicking hedgehog could, for instance, accompany materials illustrating the message "Cold? Flu? Get well without antibiotics".



Finally, the visuals containing the sitting hedgehog relate to the message "Take antibiotics responsibly" and could accompany the related messages.



The visuals should always be accompanied by the logo (European Antibiotic Awareness Day and the pill/stethoscope as well as the text "A European Health Initiative" and the EU flag.



## 2.6 Technical information about the use of the design materials

The documents available are professional design files that can be easily translated and adapted for multiple uses. The documents are available in Adobe Indesign and Illustrator format (\*.eps) for professional use.

The materials are free from copyright and can be adapted according to language, cultural differences and campaign focus. This website contains the necessary tools and files in order to facilitate their adaptation and use according to the individual purposes of each national campaign.

The graphics used in the materials in this toolkit are all in a resolution of 300 dpi, CMYK colours. The files are provided in PDF format for easy reproduction, as well as in Adobe Indesign and Illustrator format. The text used in all visuals was vectorised, therefore it is not necessary to install any particular fonts in order to adapt and use the logo and visuals. Should any edits be made to the text of slogans, such as translations, please note that the font used is Praxis EF.

The colours of the text used in the template materials are as follows:

- *Dark blue* (present in the first line of the logo / first two lines of slogans / "A European Health Initiative")

C: 97; M: 73; Y: 7; K: 0

- *Dark green* (present in second line of logo / last line of slogans)

C: 71; M: 0; Y: 100; K: 0

- *Light green* (present in last line of logo)

C: 44; M: 0; Y: 100; K: 0

## 3 Key contacts

### **Sarah Earnshaw**

Information Officer

European Centre for Disease Prevention  
and Control

171 83 Stockholm, Sweden

Tel: +46 8 5860 16 24

Email: [sarah.earnshaw@ecdc.europa.eu](mailto:sarah.earnshaw@ecdc.europa.eu)