

# World Antimicrobial Awareness Week



**PUBLICATION DATE:** Thursday, November 18

**GET INVOLVED BY:** Thursday, October 7

**PRINT/DIGITAL AD MATERIAL DUE:** Thursday, November 11

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

As critical tools for fighting diseases in humans, animals and plants, antimicrobials include antibiotic, antiviral, antifungal and antiprotozoal medicines. Multiple factors, such as unnecessary use or misuse of antimicrobials, have contributed to a rise in resistant microbes, making infections much harder to treat. This special feature will raise awareness about the fact that antimicrobial resistance (AMR) has become one of today's most urgent health threats as well as highlight the measures that can counteract this trend.

**Proposed topic highlights:**

**IMPACT** - AMR ranks among the top 10 global public health threats, according to the World Health Organization. What are the implications for global health outcomes?

**RESEARCH** - Research findings providing insights into AMR implications and potential treatment options.

**STRATEGIES** - Strategies for weighing risks and benefits and for reducing infection rates in hospitals, long-term care homes and communities.

**BEST PRACTICES** - We highlight resources for best practices for the general public, health workers and policy makers to avoid the further emergence and spread of drug-resistant infections.

**GET INVOLVED TODAY. CONTACT:**

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**ONLINE:** National Edition  
**7.5 MILLION MONTHLY UVs**

Source: Comscore Media Metrix Multi-Platform,  
Jul-Sep 2020 (Q3) Average

**PRINT:** National Edition  
**923,000 WEEKDAY PRINT READERS**

Source: Vividata Fall 2020, National, A14+

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