



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization



World Organisation  
for Animal Health

# World AMR

# Awareness Week

Act Now: Protect Our Present, Secure Our Future

18–24 November 2025

Campaign guide



# What is WAAW?

World AMR Awareness Week (WAAW) is a global campaign held every year from **18 to 24 November** to raise awareness and encourage global action to address **antimicrobial resistance (AMR)**. With various events and activities organized worldwide, WAAW promotes a **One Health approach** to addressing AMR across human, animal, plant and environmental health.

## Get involved

Drug-resistant microorganisms, including bacteria, viruses, fungi and parasites, can spread between humans, animals, plants and the environment. They pose a global threat to animal and human health, food security, and economies. The misuse and overuse of antimicrobials, combined with factors like pollution and weak healthcare and animal health systems, make it easier for resistance to develop and spread.

Because AMR crosses sectors, borders and generations, we need coordinated action from everyone—governments, farmers, veterinarians and other animal health professionals, health workers, environment, waste and wastewater workers, researchers, policymakers, parliamentarians, food producers, and communities.

This year's theme underscores the urgent need for further bold, coordinated, and cross-sectoral action to address AMR.

This guide offers key information to help you join and participate in the campaign. It's a practical resource to support your efforts in raising awareness and taking action during WAAW.



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### Cover photos

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## 2025 Theme

### Act Now: Protect Our Present, Secure Our Future

This year's theme is a strong reminder that **AMR is already here – and it's affecting our health, our animals' health, food systems, and economies**, and it is closely linked to the **environment and pollution**. The message is clear: we need to act now, coordinated across all sectors, to address this threat before it gets worse.

Building on the momentum of the **2024 United Nations General Assembly High-level Meeting on AMR** and the adoption of the

**Political declaration**, the campaign calls on everyone, including governments, civil society, health-care providers, veterinarians and other animal health professionals, farmers, environmental actors and the public, to **turn political commitments into real action**.

Together, we can preserve the effectiveness of antimicrobials and build a healthier, more sustainable planet for the generations to come.



# How you can participate

Everyone is encouraged to take part in WAAW 2025 by organizing or joining activities that raise awareness and promote action on AMR. Whether you represent a government institution or agency, university, private company, NGO, or local community, there's something for everyone.

Here are some suggested ways to get involved:

- **Spread the word on social media** using #WAAW, #AMR and #AntimicrobialResistance, and campaign visuals and messages
- **Go Blue for AMR awareness** – Go Blue by wearing light blue to work, updating your social media with blue colours or frames, and lighting up local landmarks to raise awareness during WAAW
- **Showcase local actions** – share success stories, quotes or videos from your projects tackling AMR
- **Organize interactive events** like info booths, community fairs, exhibitions, speaker corners or classroom activities
- **Host dialogues or panels** with experts across the One Health spectrum to promote cross-sector awareness and solutions
- **Collaborate with public figures** to help amplify your messages and reach wider audiences
- **Engage youth** through competitions, school talks, or creative workshops or courses on AMR
- **Reach out to decision makers** such as ministers and parliamentarians to have a dialogue on key actions needed to address AMR
- **Add AMR to existing events** – use upcoming conferences, exhibitions or campaigns as a platform to promote One Health and action against AMR
- **Promote good practices** in your sector by featuring guidelines, training tools, or posters in visible locations, and by training personnel on best practices
- **Engage the media** by sharing key messages, writing op-eds, joining panels, and inviting journalists to cover your events.



# Communication materials & resources

All multilingual communication materials to promote World AMR Awareness Week will be available on the **Quadripartite Joint Secretariat for AMR website**. You are welcome to download and share these resources with partners and other stakeholders.

For sector-specific content, we recommend visiting the respective websites of the relevant organizations:

[FAO](#) | [UNEP](#) | [WHO](#) | [WOAH](#)



# Need support?



For questions or to share your WAAW activities:

- [Antimicrobial-Resistance@fao.org](mailto:Antimicrobial-Resistance@fao.org)
- [unep-info@un.org](mailto:unep-info@un.org)
- [waaw@who.int](mailto:waaw@who.int)
- [communication@woah.org](mailto:communication@woah.org)

**Let's work together to act now  
and protect the future.**



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## Join the conversation

#WAAW #AMR #AntimicrobialResistance