



# DON'T USE ANTIBIOTICS TO TREAT A COLD OR FLU.

Take antibiotics exactly as prescribed by your doctor and don't share them with others.



# USE ANTIBIOTICS RESPONSIBLY TO PROTECT THE VULNERABLE:

- pregnant people,
- newborn babies,
- the elderly,
- cancer patients.

# TALK TO YOUR CHILDREN ABOUT ANTIMICROBIAL RESISTANCE.

Their future  
depends on  
the successful  
fight against  
superbugs.



**VETERINARIANS,  
USE THE EU  
CHECKLIST**

before  
prescribing  
antibiotics  
to animals  
in your care.



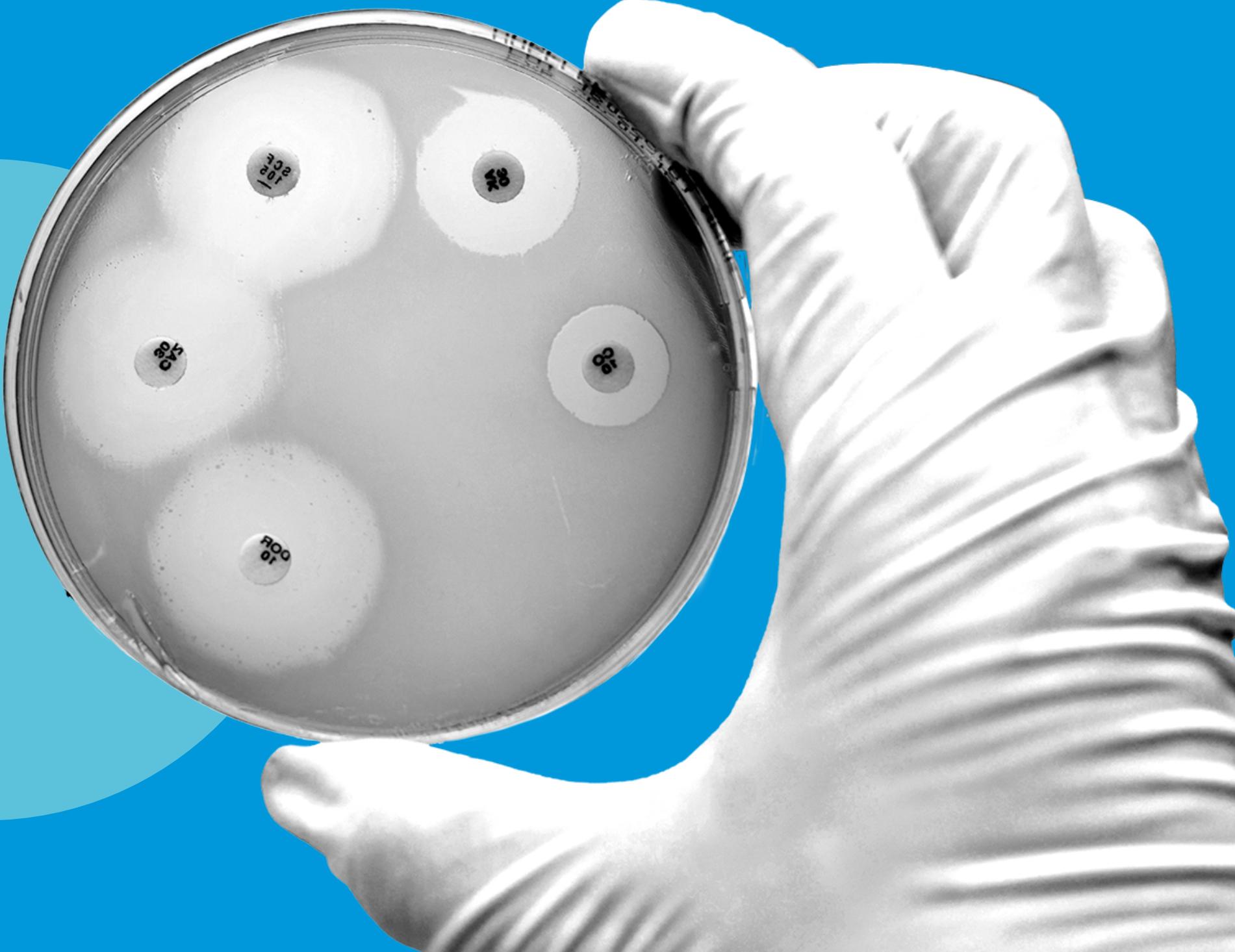
**EMA**  
EUROPEAN MEDICINES AGENCY

# FARMERS, DON'T USE ANTIBIOTICS TO PREVENT INFECTIONS IN FOOD-PRODUCING ANIMALS.



Follow  
the new EU  
veterinary  
regulation.

# SUPERBUGS ARE HERE!



We need new antibiotics  
to fight them. Pharmaceutical  
companies should boost  
development now!

IN THE LAST 10 YEARS,  
ANTIBIOTICS CONSUMPTION IN  
THE EU HAS DECLINED STEADILY.



This helps to fight  
AMR! Let's strengthen  
our efforts!