



**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.**



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# USE ANTIBIOTICS RESPONSIBLY TO PROTECT THE VULNERABLE:

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



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# TALK TO YOUR CHILDREN ABOUT ANTIMICROBIAL RESISTANCE.

Their future  
depends on  
the successful  
fight against  
superbugs.



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# VETERINARIANS, USE THE EU CHECKLIST

before  
prescribing  
antibiotics  
to animals  
in your care.



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

**Follow  
the new EU  
veterinary  
regulation.**

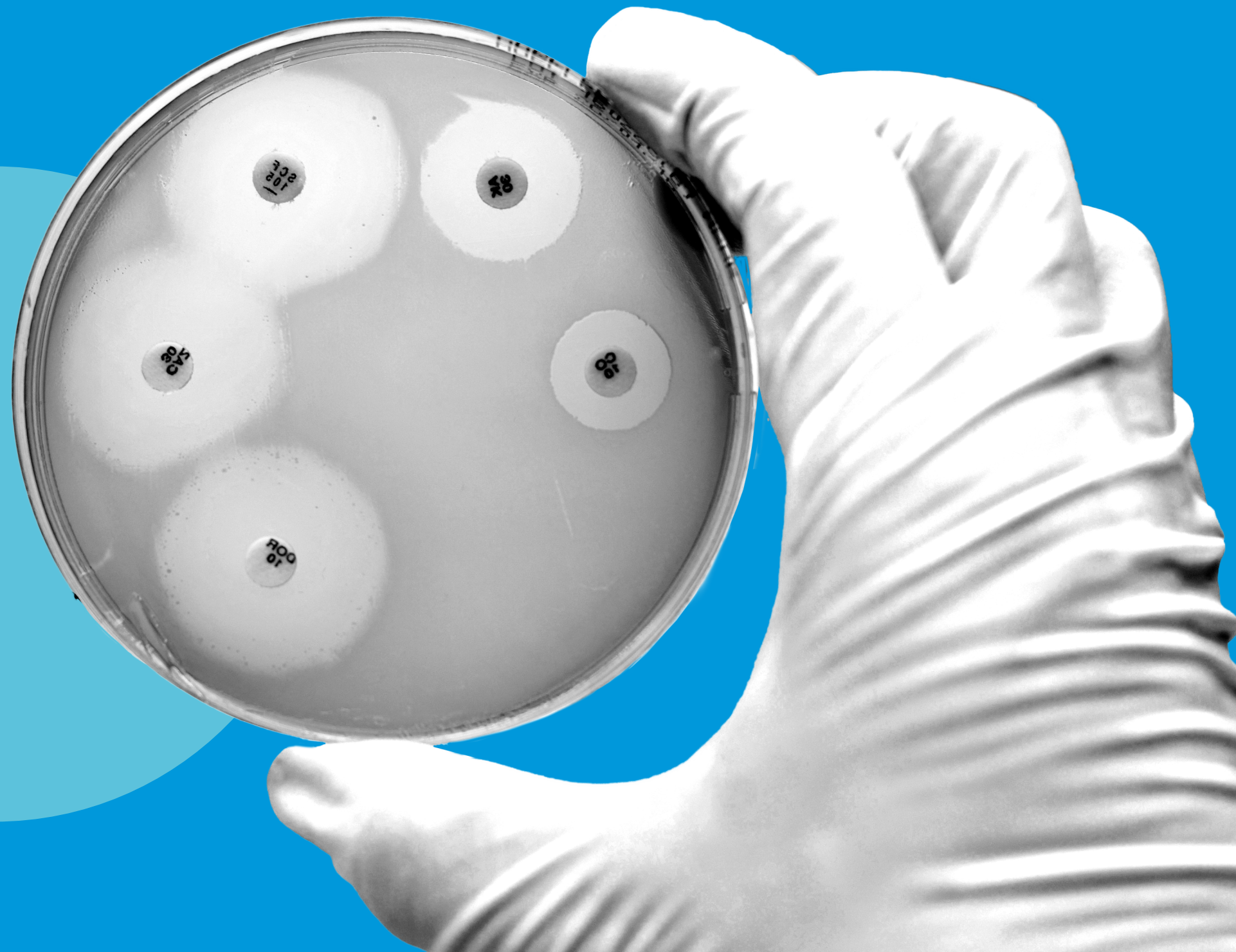


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# SUPERBUGS ARE HERE!



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



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



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



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