**Policy Makers**

**Antibiotics are a precious, non-renewable resource**
Be AWake. Overuse and misuse of antibiotics accelerates development of resistance, and reduces our ability to treat infections.

**Studies show that antibiotic stewardship saves lives and money**
Antimicrobial stewardship programmes support the implementation of national action plans and health systems strengthening.

**Antibiotic stewardship improves patient safety and quality of care**
Clean water, sanitation and hygiene in homes and hospitals should go hand in hand with appropriate antibiotic use to improve care.

**Prescribers**

**Combating Antimicrobial Resistance starts with us**
Antibiotics can be harmful, drive resistance and cause serious diarrhoea. Think twice before prescribing antibiotics.

**Antibiotics should only be prescribed for suspected or confirmed bacterial infections**
Antibiotics are only effective against bacterial infections and not viruses. Prescribe them only when truly needed.

**Do not waste antibiotics on flu, cold and acute bronchitis**
Any antibiotic that you prescribe will drive resistance. A common cold is best fought under a blanket without antibiotics.

**Use guidelines when prescribing antibiotics**
Be AWake, not all infections are caused by resistant superbugs, some bugs are sensitive to penicillin and amoxicillin. Prescribe according to guidelines.

**Public**

**Antibiotics are life-savers**
The more we use them, the less effective they become. We must handle antibiotics with care, to ensure they are effective when we truly need them.

**Take steps to prevent infections**
Good hand hygiene and keeping vaccinations up to date, can prevent infections and reduce the risk that you and your family will need antibiotics.

**Use antibiotics only when prescribed to you**
Always seek advice of a healthcare professional about taking antibiotics. Do not buy antibiotics over the counter, and only use antibiotics prescribed to you.

**Antibiotics can be harmful**
Antibiotics have side effects and can cause severe diarrhoea. Do not self-medicate or share left over antibiotics.