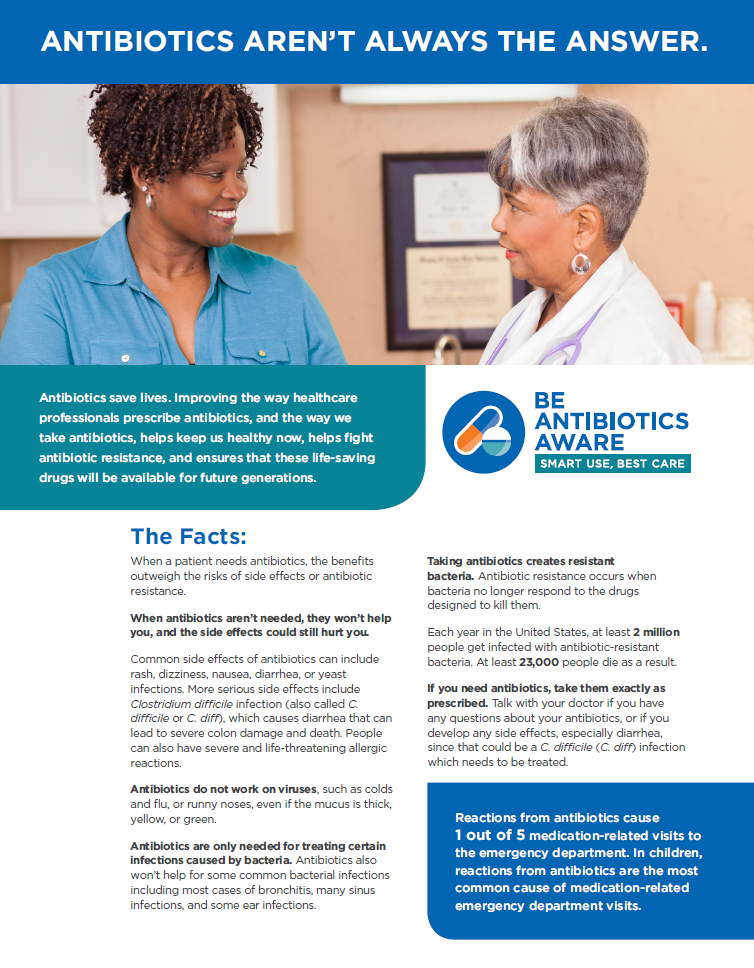
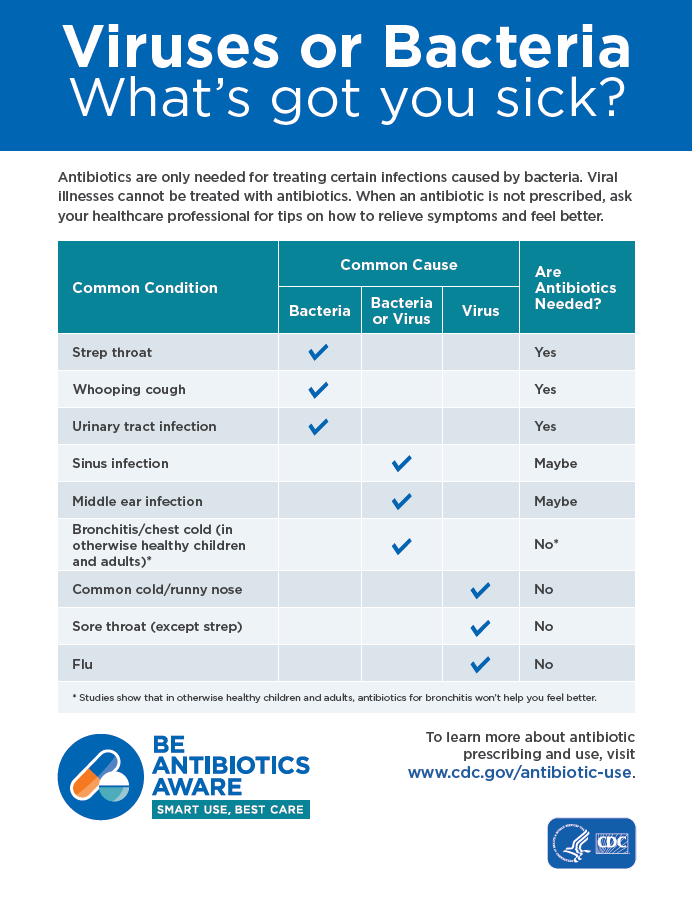
**Consumer Educational Materials**

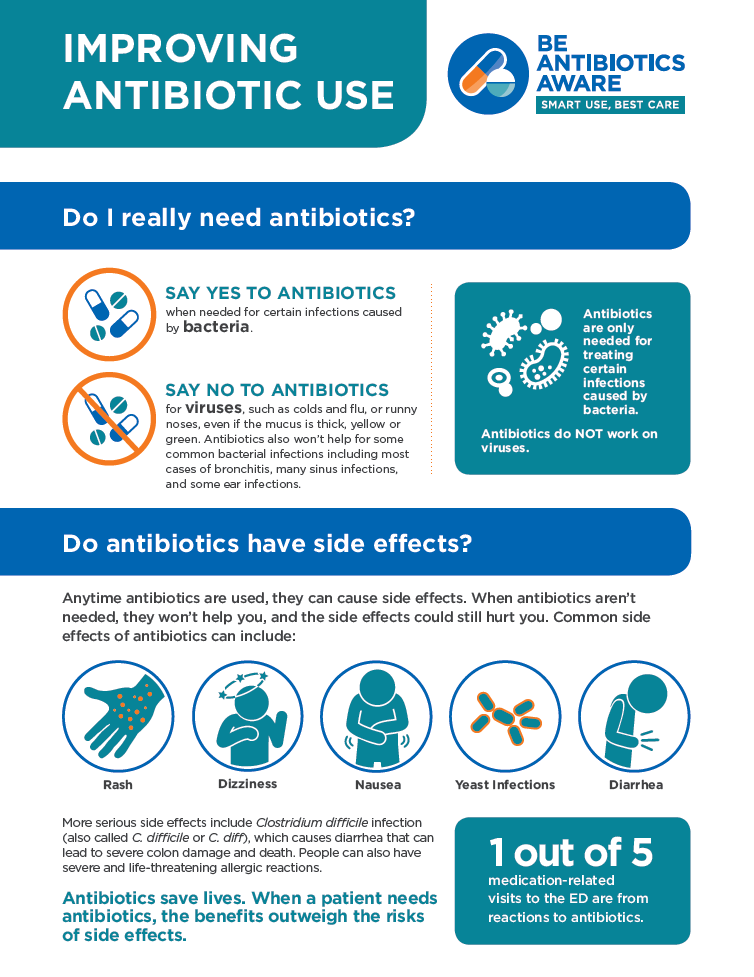
1. Antibiotics Aren’t Always the Answer

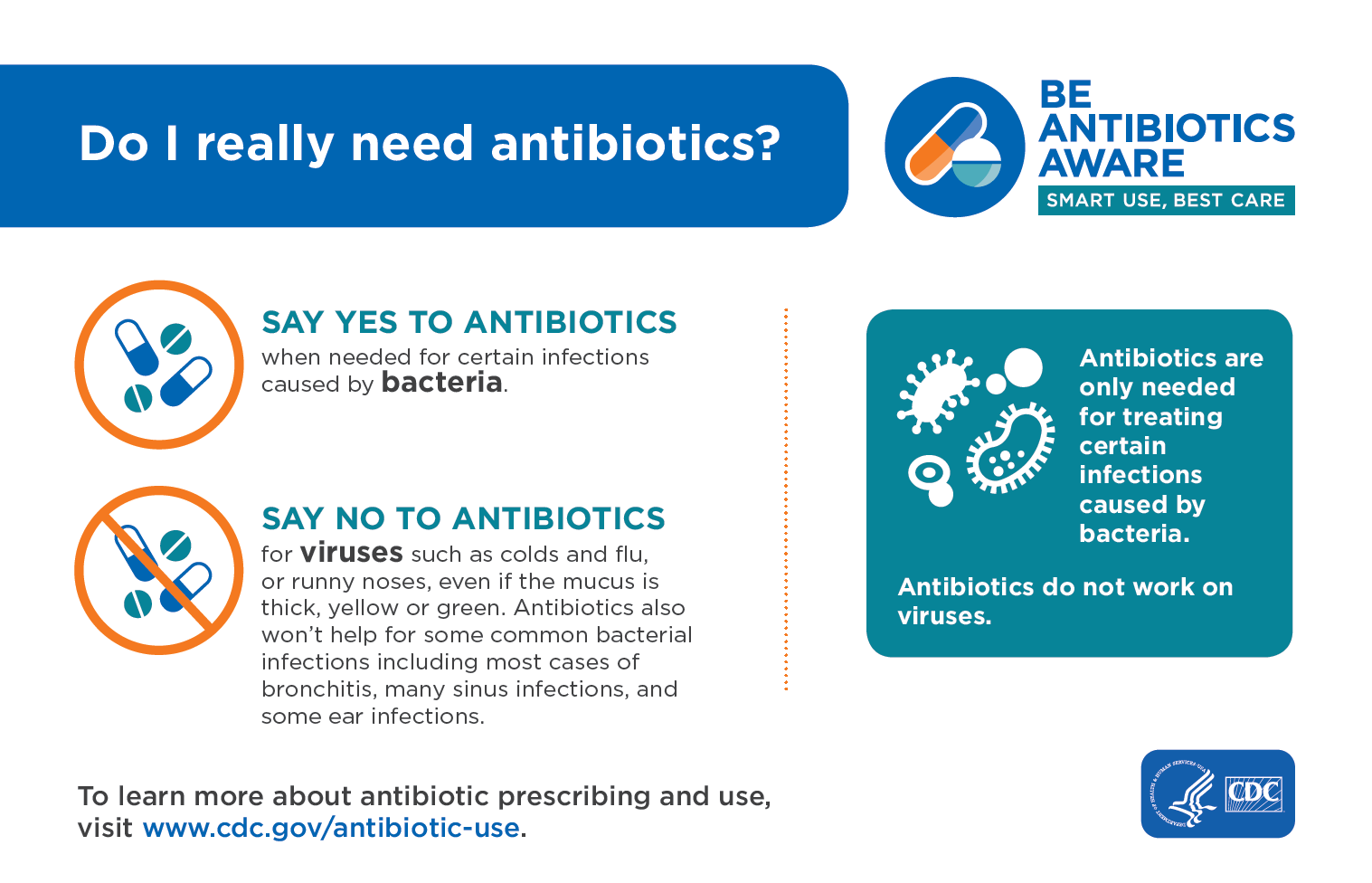


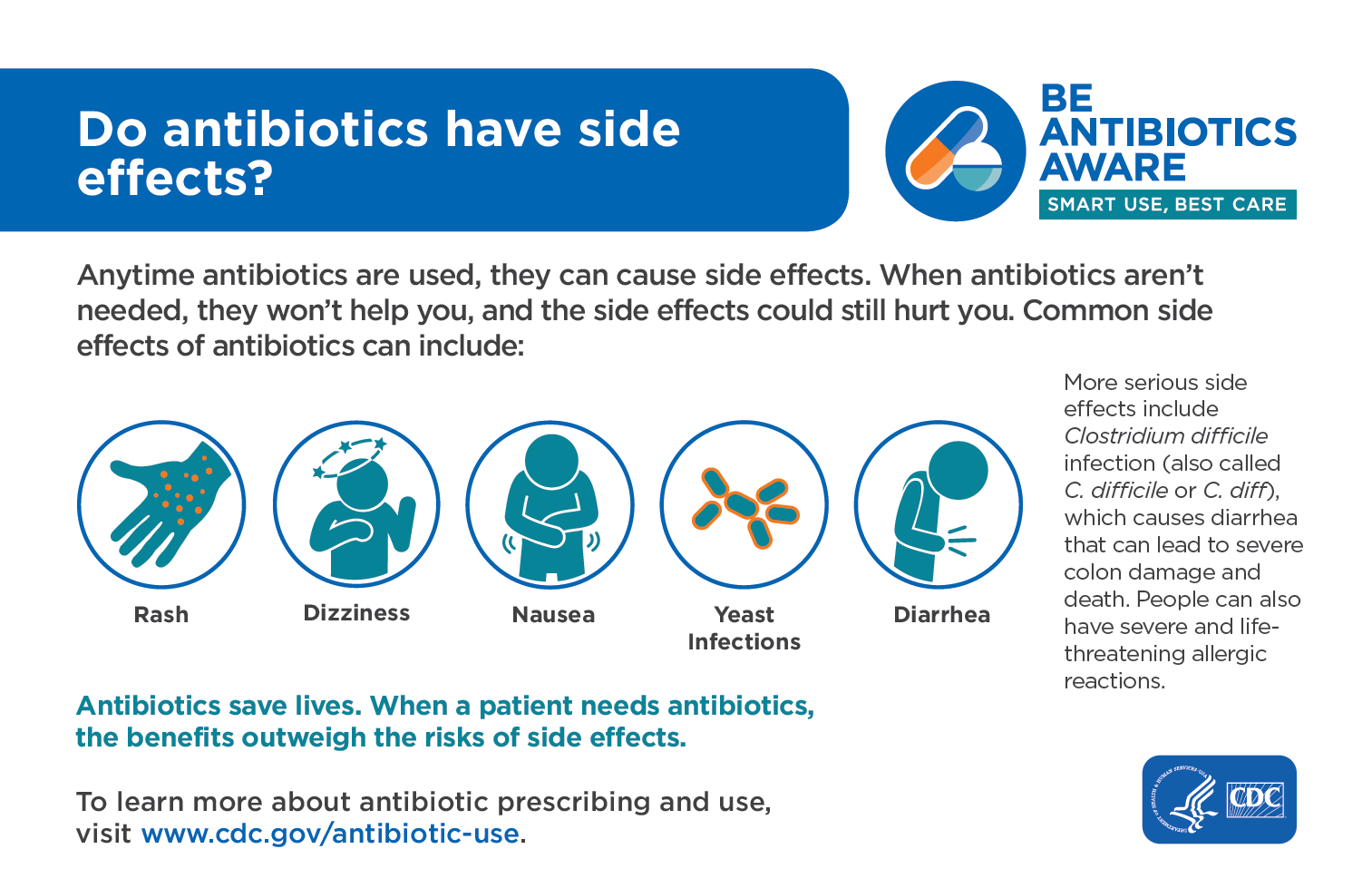
1. Chart

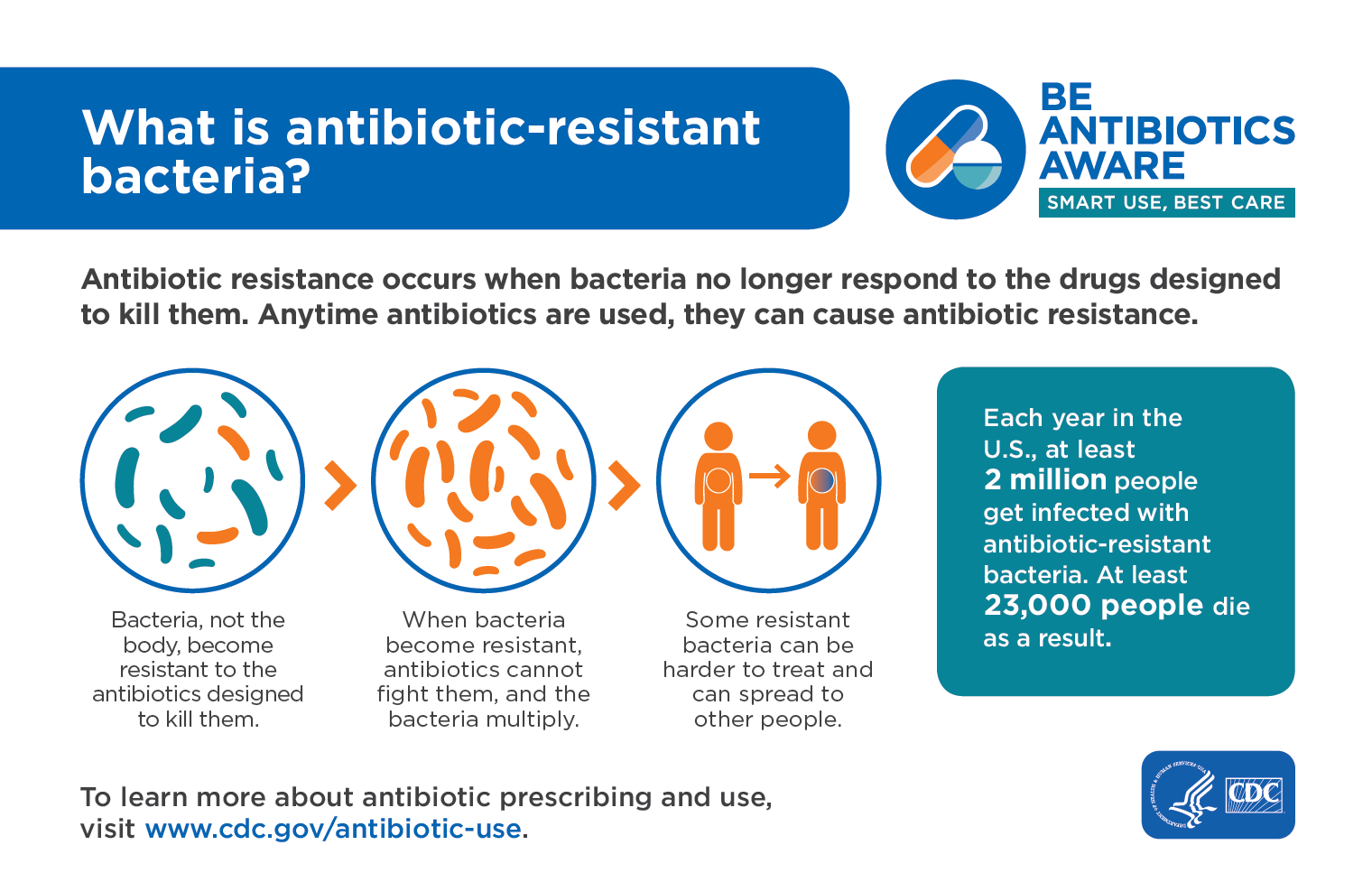


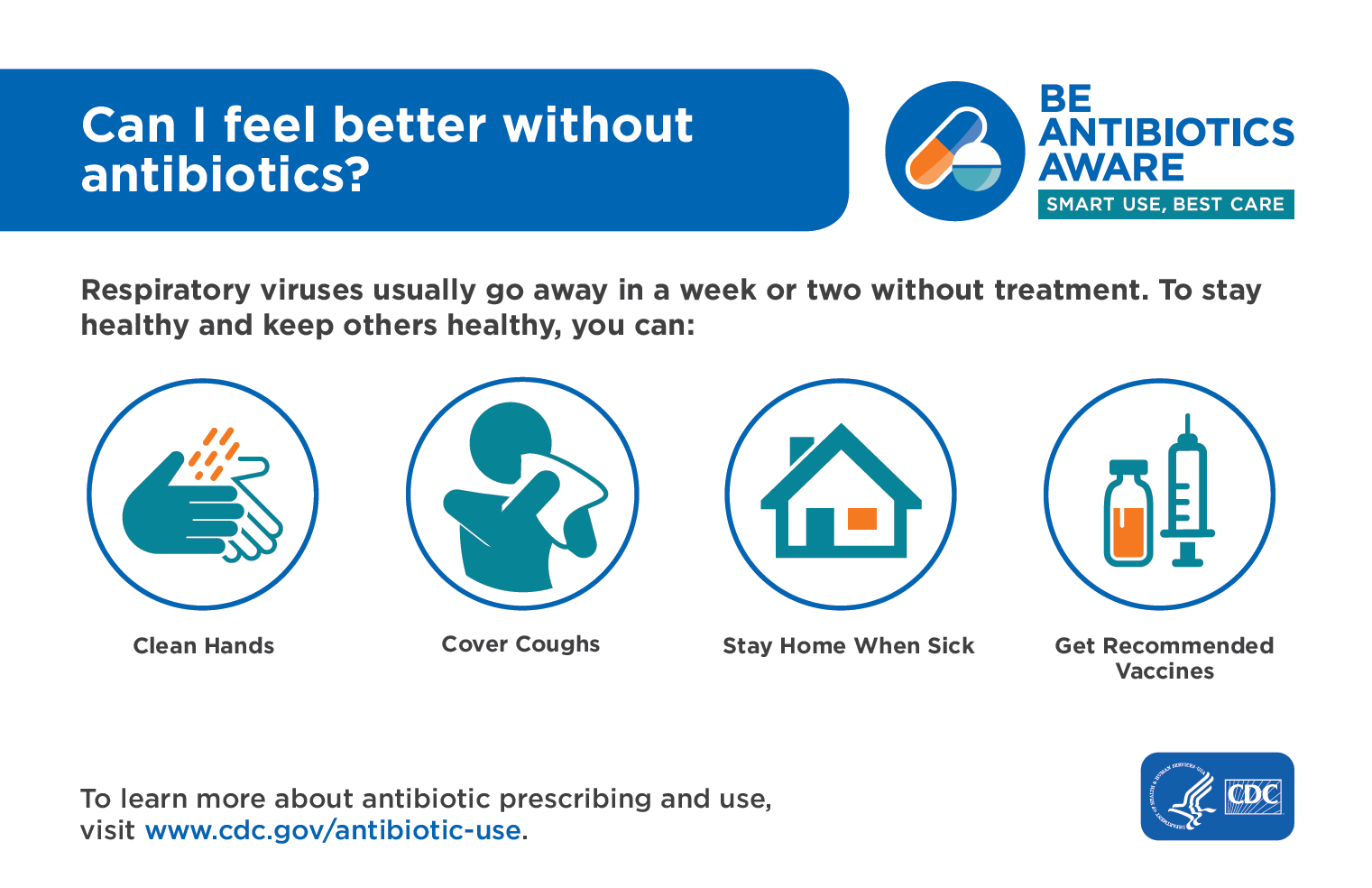
1. Infographics











1. Observance

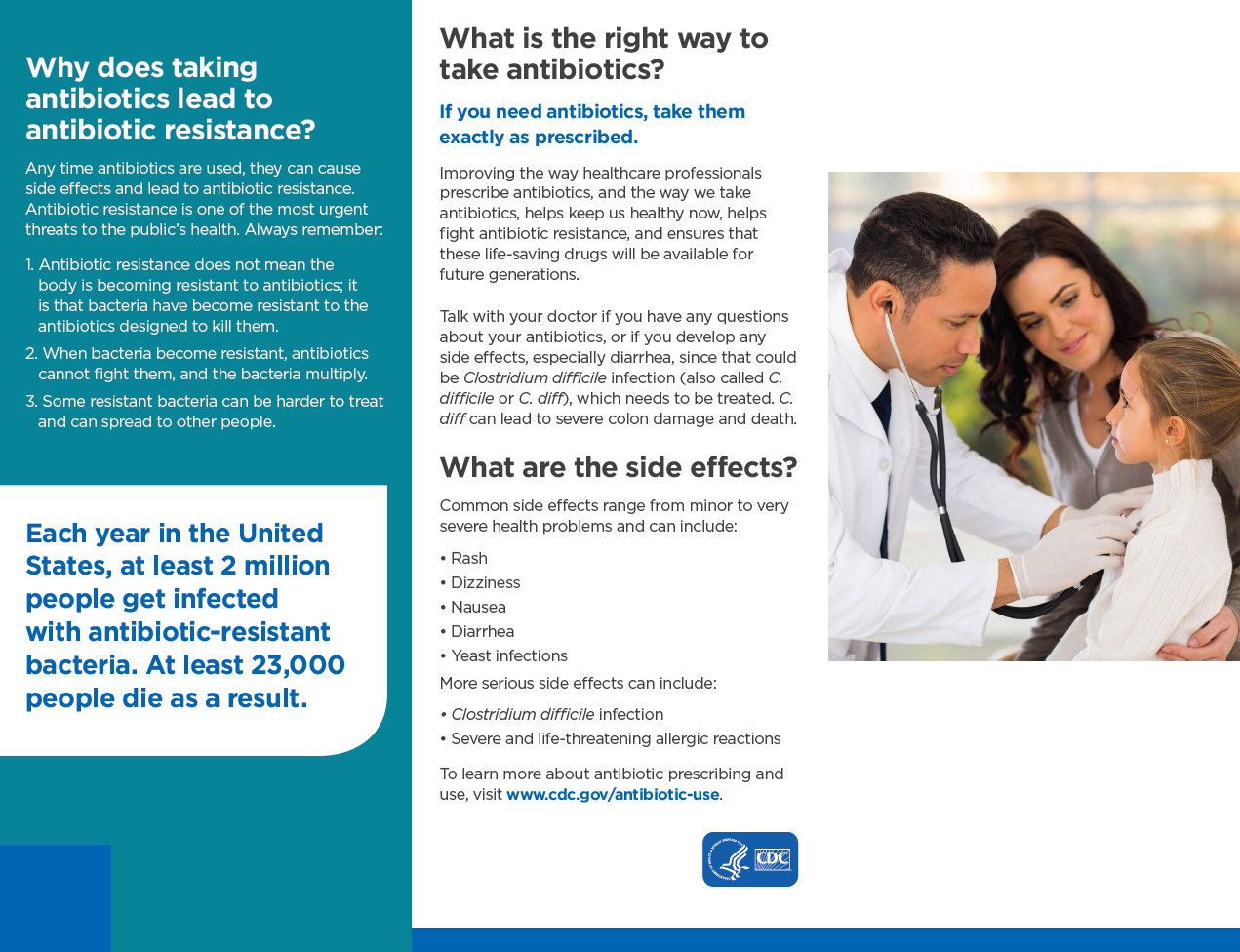


1. Print PSA: Right Tool



1. Tri-Fold

(Front)



(Back)



1. Facebook Ads for Consumers



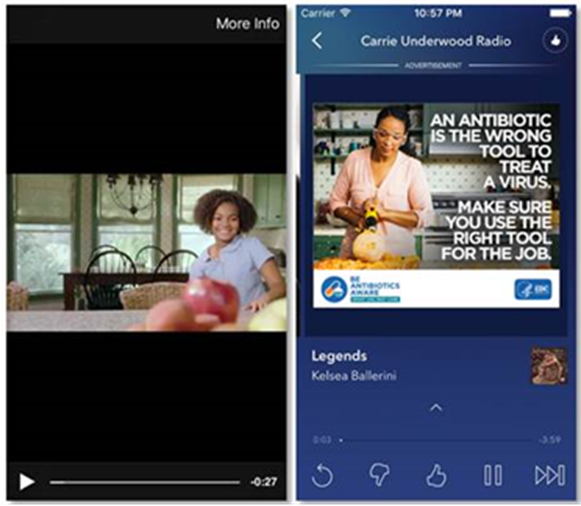


Facebook Ads for Consumers (cont’d.)



1. Online Radio Ad





1. Links to Animated Videos and PSAs

* Antibiotics Aren’t Always The Answer: <https://www.youtube.com/watch?v=XM0EYKfUxkc>
* :30 The Right Tool PSA: <https://www.youtube.com/watch?v=dETK7Jc-XWA>
* :15 The Right Tool PSA: <https://www.youtube.com/watch?v=6RfW-TJ-GmM>