

Antimicrobial Resistance Campaign Creative Concept Executions

Antimicrobial Resistance
Coordination and Strategy Unit

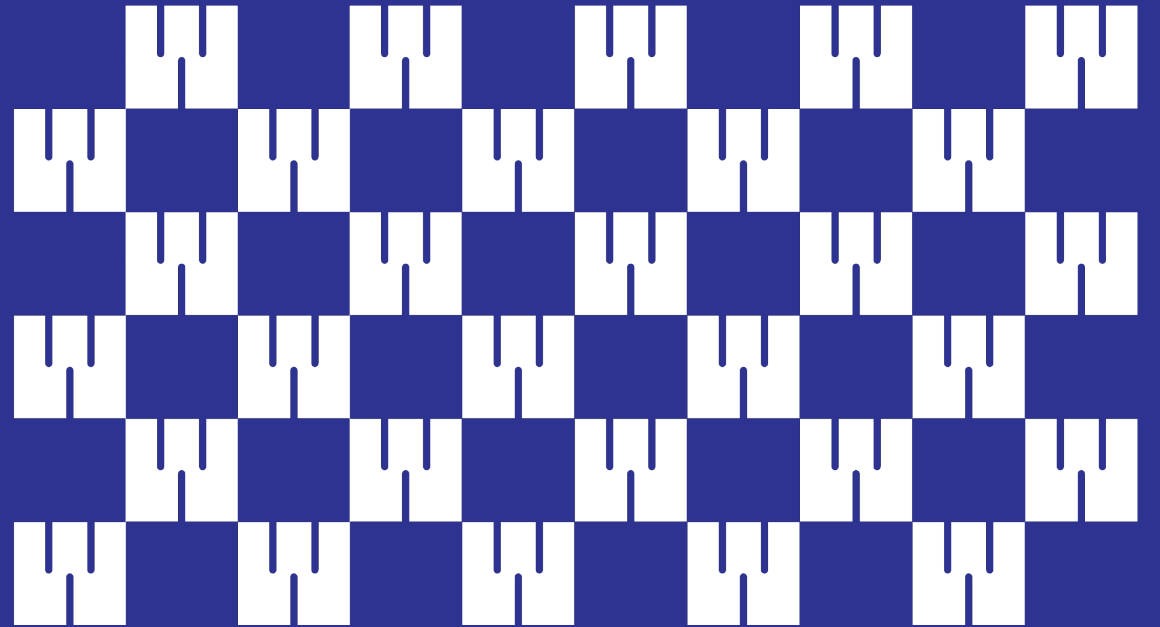
June 3, 2024



Campaign Activities Overview

SEPT 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024
Strategic Foundation Secondary Research, Logic Model, and Strategic Development										Campaign Planning Strategic Communication Plan	
						Formative Research Planning, Implementation, and Reporting					
						Concept Development					
									Concept Approvals OMB and Clearance		
										Concept Testing Implementation and Reporting	

Strategic Approach



STRATEGIC OVERVIEW:

Educate with Relevance, Urgency + Self Efficacy

Our secondary research revealed consumers have:

- **Low Understanding:** Most consumers **often overestimate their familiarity** with antimicrobial resistance concepts (self-assessments are often misaligned with demonstrated knowledge).
- **Little Personal Connection:** A **lack of personal experience** with antimicrobial resistance and exposure to information on antimicrobial-resistant threats may contribute to consumer **underestimation of the potential impact** on their daily lives.
- **Openness to Act when Educated:** Evidence suggests that **consumers are motivated to act after learning about the threat** of antimicrobial resistance. It is also clear that people are more likely to engage with antimicrobial resistance content when it is framed in the context of personal risk.
- **Need for Self-Efficacy:** To avoid the negativity of disaster fatigue, the threat of antimicrobial resistance must be presented as addressable, and not overwhelmingly hopeless.

STRATEGIC DIG SITES

We explored three avenues in to tackle these challenges:

The Antimicrobial Resistance Race:

Empower people to stay vigilant in our common defense against the spread of antimicrobial resistance.
Appeal to a sense of duty to slow its spread.

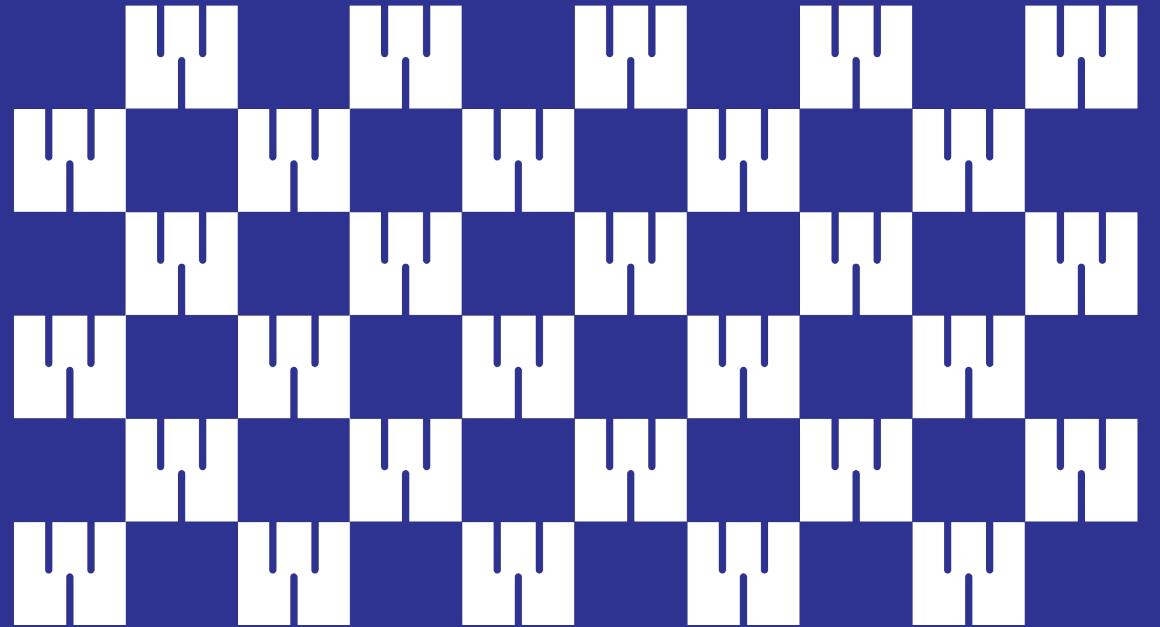
The Personal Appeal:

Go beyond the statistics and hypotheticals to show the personal toll of antimicrobial resistance.
Leverage emotion to encourage preventive actions to undermine antimicrobial resistance.

The Call to Action:

Help connect the dots to show how antimicrobial resistance can spread in their community.
Give examples of easy preventive steps that can limit the impact of antimicrobial resistance.

Creative Concepts



DIG SITE 1

The Antimicrobial Resistance Race

Empower people to stay vigilant in our
common defense against the spread of antimicrobial resistance.
Appeal to a sense of duty to slow its spread.

Outsmart

OUTSMART

TRUTH

The battle against antimicrobial resistance is fast-paced and ongoing.

INSIGHT

To keep the threat at bay, we must outsmart drug-resistant germs at every turn.

IDEA

With reconnaissance imagery and tactical language, we'll show antimicrobial resistance as a threat worthy of our most clever strategies to track and outpace it.





GERMS GET STRONGER

WE GET SMARTER

HELP STAY AHEAD OF SUPERGERMS.

Bacteria and fungi are constantly adapting to defeat the drugs designed to kill them. To ensure antibiotics and antifungal treatments continue to work, we must outsmart these drug-resistant germs.

Know the actions you can take to fight antimicrobial resistance. Talk to a healthcare provider or visit cdc.gov/Outsmart-AR

OUTSMART

ANTIMICROBIAL RESISTANCE





CDC

Sponsored ·



Antimicrobial-resistant germs are becoming more dangerous and more common, but we can fight back. Learn how to take action.

**GERMS ADAPT****WE FIGHT
BACK****OUTSMART**

ANTIMICROBIAL RESISTANCE



Know the actions to fight
antimicrobial resistance

[Learn more](#)

ANTIMICROBIAL RESISTANCE GROWS

WE SPREAD THE WORD

HELP STAY AHEAD OF SUPERGERMS.

As a healthcare professional, you are key to slowing antimicrobial resistance. Talk to your patients about preventing antimicrobial-resistant infections and create protocols at your practice to support and track appropriate antimicrobial use.

Get tools to help slow the spread at
cdc.gov/Outsmart-AR

OUTSMART

ANTIMICROBIAL RESISTANCE



Fight the Superbugs

Fight the Superbugs

TRUTH

If you can name an enemy, then you can fight it.

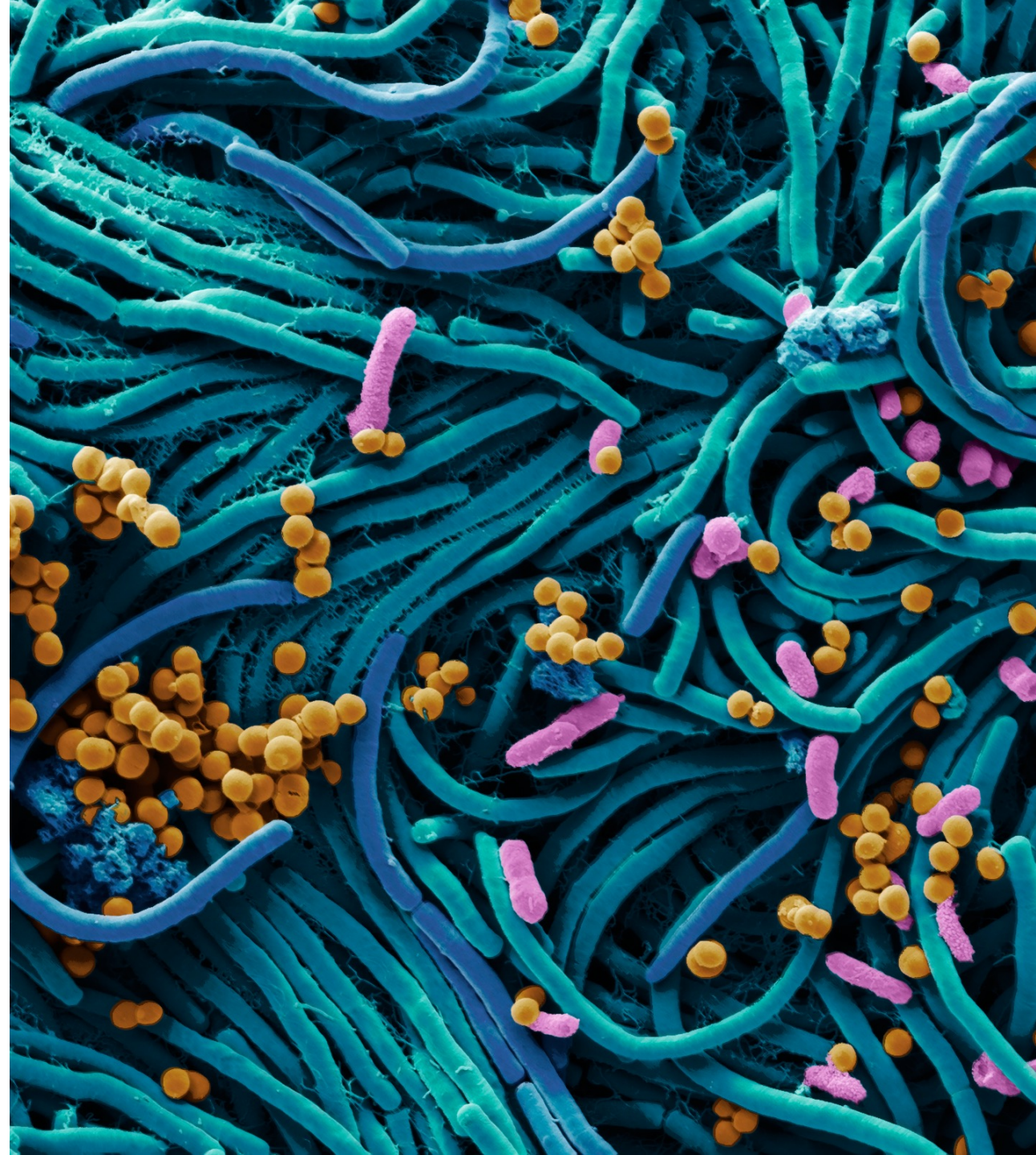
Antimicrobial resistance is an urgent global public health threat, but many people don't even know what it is.

INSIGHT

People have short attention spans, and a multitude of domestic and global concerns compete for attention.

IDEA

Taking cues from movie posters— we'll use bold headlines and cinematic visuals to capture attention, create urgency, and introduce the world to the superbugs that we need to fight.



JOIN THE FIGHT AGAINST

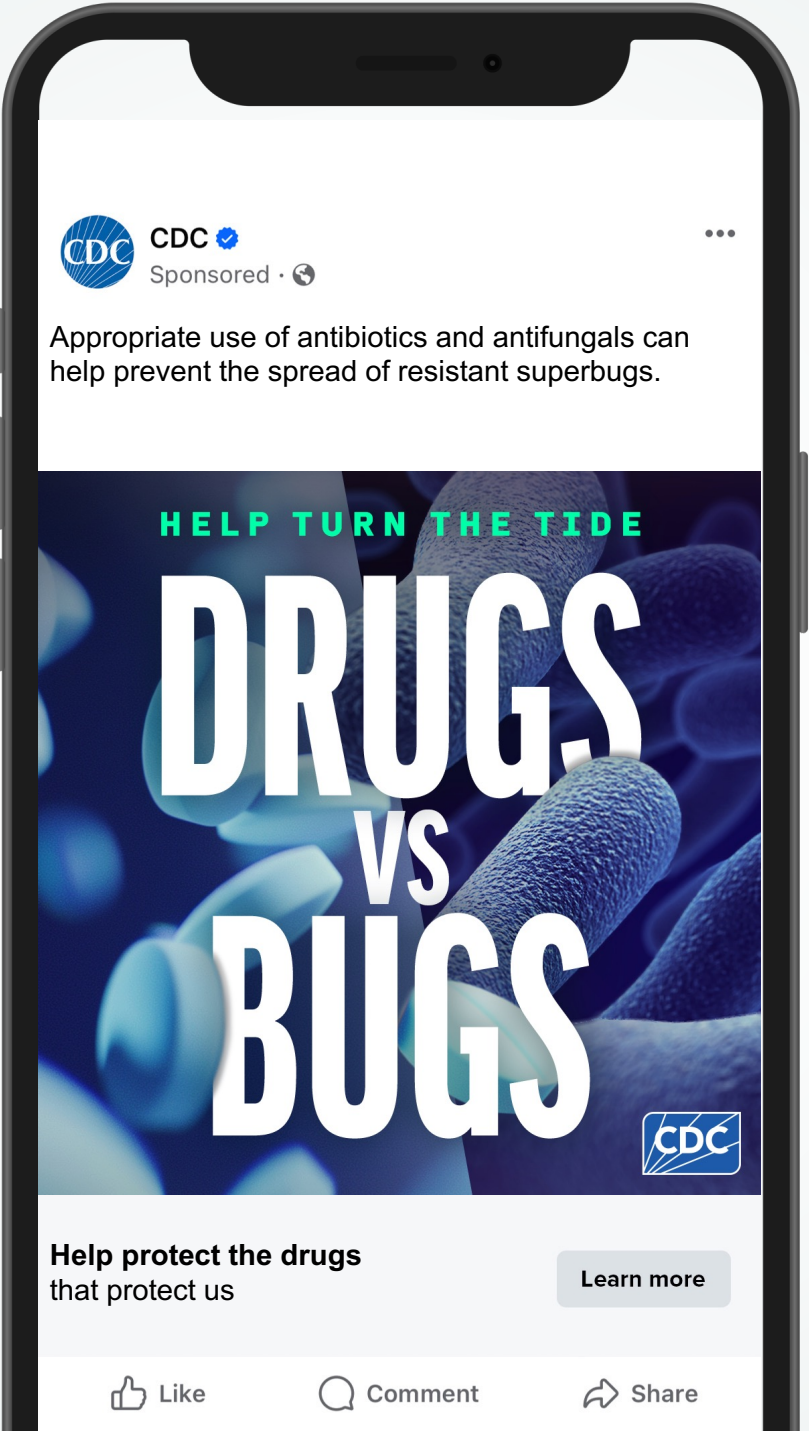
SUPERBUGS

Superbugs become resistant to drugs and can
wreak havoc on people and healthcare systems.

Together, we can fight back and stay safe.

Know the actions you can take to fight superbug infections.
Talk to a healthcare provider or visit [CDC.GOV/FIGHT-AR](https://www.cdc.gov/fight-ar)





CDC

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Appropriate use of antibiotics and antifungals can help prevent the spread of resistant superbugs.

HELP TURN THE TIDE

DRUGS
VS
BUGS



Help protect the drugs
that protect us

Learn more



Like



Comment



Share

HELP TURN THE TIDE

DRUGS VS BUGS

Antimicrobial-resistant pathogens are becoming more common,
but appropriate use of antimicrobial drugs and everyday
preventive actions can help us fight back.

Find tools for talking to patients about
preventing infections at [CDC.GOV/FIGHT-AR](https://www.cdc.gov/fight-ar)



DIG SITE 2

The Personal Appeal

Go beyond the statistics and hypotheticals to show the personal toll of antimicrobial resistance.

Leverage emotion to encourage preventive actions to undermine antimicrobial resistance.

Imagine the Change

Imagine the Change

TRUTH

Cold, hard stats don't show the human toll of antimicrobial resistance that can lead to drug-resistant infections.

INSIGHT

On an equally impersonal topic, climate change experts have found terms – relatable to the general public – to express the impact of actions taken (or not taken) today on the future.

IDEA

Let's take a page from the playbook of another hard to explain and relate-to topic, climate change, and use a child's imagination game to paint stark but poignant examples of how what we do today could shape tomorrow. All with a call to action that inspires viewers to be a part of the solution.





IMAGINE THAT ONE DAY:

YOU JUST HAVE TO LIVE WITH THAT URINARY TRACT INFECTION.

Drug-resistant germs are spreading and causing more than 2.8 million infections in the U.S. every year. You can help slow the spread and keep antibiotics and antifungals as strong as they can be with everyday preventive actions. One day, these actions could mean the difference between successful treatment or having a UTI, earache, or yeast infection for the rest of your life.

Imagine being a part of the solution to antimicrobial resistance. Talk to a healthcare professional or find out what you can do at [cdc.gov/ARsolutions](https://www.cdc.gov/ARsolutions)



CDC 
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Drug-resistant germs are spreading and causing more than 2.8 million infections in the U.S. every year. Left unchecked, this could make the treatments designed to stop them useless.



**IMAGINE THAT ONE DAY:
NOTHING YOU FILL
THIS PILL WITH COULD
GET RID OF YOUR UTI**

cdc.gov/ARsolutions
**Imagine being a part
of the solution**

Learn more

 Like  Comment  Share



**IMAGINE THAT ONE DAY:
NOTHING IN THIS TUBE
COULD END YOUR
ATHLETE'S FOOT**



**IMAGINE THAT ONE DAY:
NOTHING IN A HOSPITAL'S
ARSENAL COULD CURE
YOUR SEPSIS**



**DRUG-RESISTANT
GERMS ARE OUT THERE.**

Talk to a healthcare provider
about what you can do.



IMAGINE THAT ONE DAY:

**NOTHING THAT FILLS
THIS PILL COULD
SAVE YOUR PATIENT
FROM A ONCE
TREATABLE INFECTION.**

Antimicrobial resistance is spreading and causing more than 2.8 million infections in the U.S. every year. If antibiotics and antifungals lose their effectiveness at the same rate they are today, you will one day lose critical options to treat patient infections. And someday, you could run out of treatments altogether.

Imagine being a part of the solution through patient education and appropriate prescribing.
Learn how at cdc.gov/ARsolutions



DIG SITE 3

The Call to Action

Help connect the dots to show how antimicrobial resistance can spread in their community.
Give examples of easy preventive steps that can limit the impact of antimicrobial resistance.

Let's Learn From the Germ

Let's Learn From the Germ

TRUTH

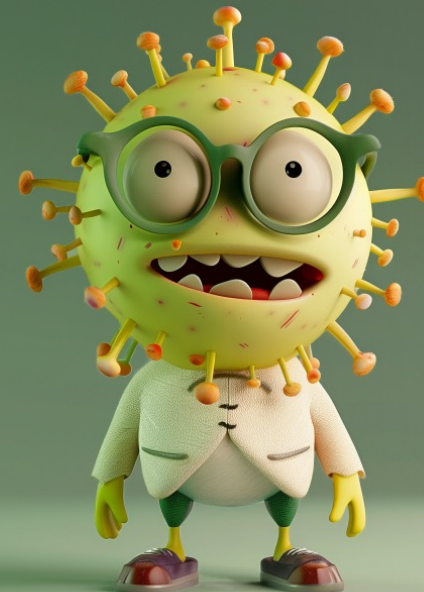
Germs, bacteria, fungi and “bugs” are smart, they’ve evolved to be resistant to the treatments designed to kill them. (So they can kill us.)

INSIGHT

We could learn a thing or two about adapting *our* behaviors from them. They can be our teachers.

IDEA

Introducing Professor SmartBug, a disgustingly cute little PhD of evolving behaviors. His doctorate is in fighting back, and he teaches us all his tactics for survival so we can survive him.



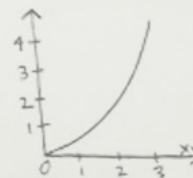


Take it from
Professor SmartBug —
germs like me are
spreading^{exponentially}.

$$3^{x+2} = 9^{2x-3} \quad e^x = 7$$
$$2^{x^2} \cdot 2^{3x} = 16$$
$$4^{2x} - 20(4^x) + 64 = 0$$



$$f(x) = 2^x$$



Smartbugs are getting better at adapting to and combatting the drugs designed to stop them — it's called antimicrobial resistance. It's time to get smart about preventing the spread of smartbugs to give antibiotics and antifungals a fighting chance against infections.

Get more lessons and know the actions you can take. Talk to a healthcare provider or learn from the germ at [cdc.gov/smartbugs](https://www.cdc.gov/smartbugs)

Pop Quiz: How do you slow
the spread of smartbugs?

- (A) Proper food handling
- (B) Appropriate antibiotic
and antifungal use
- (C) Handwashing
- (D) Safe sex practices
- (E) All of the above



Do you know everything there is to know about antimicrobial resistance? Professor SmartBug does. Today's class: how to slow the spread of germs that can outsmart the treatments designed to kill them.

(E) All of the above

That's right!

*Everyday actions today
can slow the spread of
smartbugs tomorrow.*

A+



cdc.gov/smartbugs
Learn what actions
Can fight smartbugs

Learn more



Like



Comment



Share



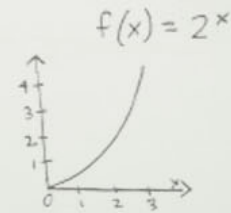
Learn how everyday
actions can help
outsmart germs.





Grand Rounds with Professor SmartBug:
If we do nothing about antimicrobial
resistance today, then someday
antibiotics and antifungals will do
nothing against infections.

2,868,700 infections 35,000+ deaths



This lesson is for the 10 million healthcare professionals* out there – your actions can help stop the spread of drug-resistant germs. You can educate patients on how to prevent infections in the first place and promote appropriate antibiotic and antifungal use in your clinic.

Get more lessons from the germ at cdc.gov/smartbugs



*According to 2021 U.S. Census data: There were 9.8 million workers employed as health care technicians and practitioners, including physicians, surgeons, and registered nurses.



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OUTSMART
ANTIMICROBIAL RESISTANCE



OUTSMART



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IMAGINE THE CHANGE



Take it from Professor SmartBug — germs like me are spreading exponentially.

$3^{x+2} = 9^{x+1} \quad 2^{x+3} = 8^{x+1}$
 $4^{x+2} = 2^{2(x+2)} = 2^{2x+4}$
 $f(x) = 2^x$

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LET'S LEARN FROM THE GERM



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SUPERBUGS

Superbugs become resistant to drugs and can wreak havoc on people and healthcare systems. Together, we can fight back and stay safe.

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FIGHT THE SUPERBUGS