

# Responsible use of antibiotics: what's your role?



**Global health leaders** and decision-makers can increase incentives for new antibiotics and reward companies that develop them.

Join the global coalition combating antimicrobial resistance through a 'One Health' approach.

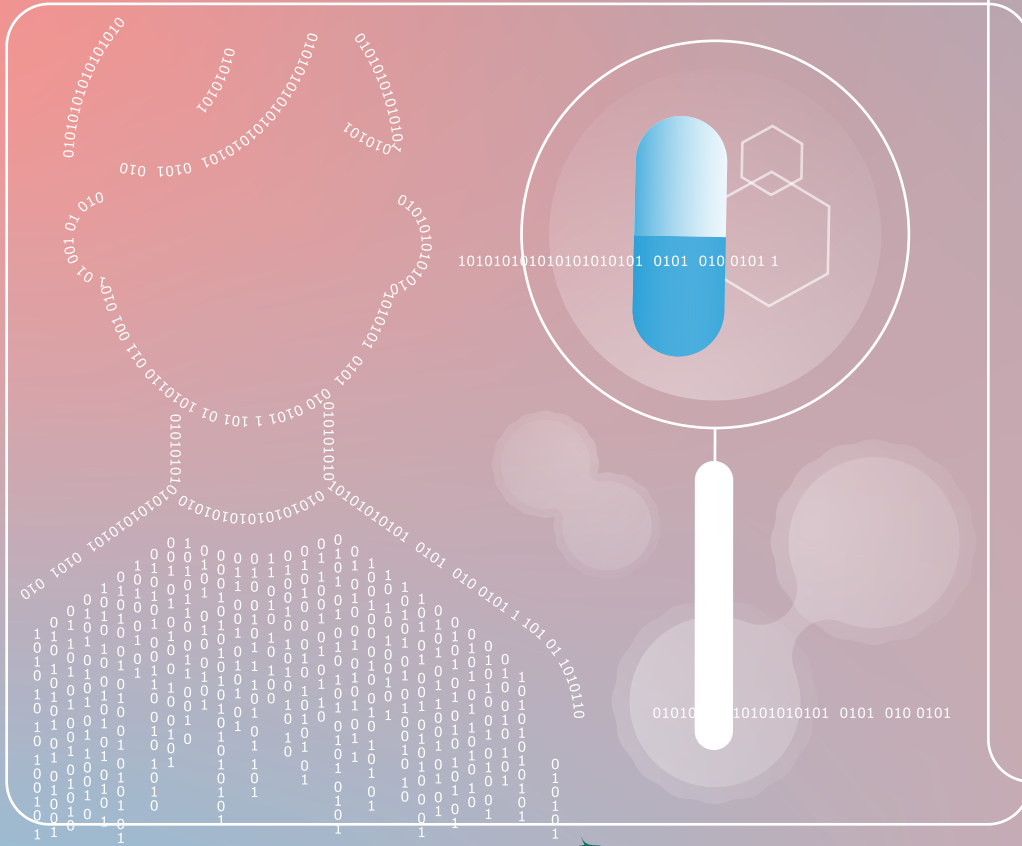
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**Global medicines regulators** have a role in combating antimicrobial resistance.

Join our efforts to work towards safe, effective, and innovative solutions to antimicrobial resistance.



# Responsible use of antibiotics: what's your role?



Continued **research** in all aspects of antimicrobial resistance is crucial for fighting super bugs.

Continuous monitoring of the effectiveness of existing antimicrobial agents and active surveillance of emerging antimicrobial resistance is a key task in this fight.

# Responsible use of antibiotics: what's your role?

People need to be aware of the risks of antimicrobial resistance.

As a **journalist**, you can join the fight by keeping antimicrobial resistance at the forefront of the news cycle to increase public attention to this global health threat.

