

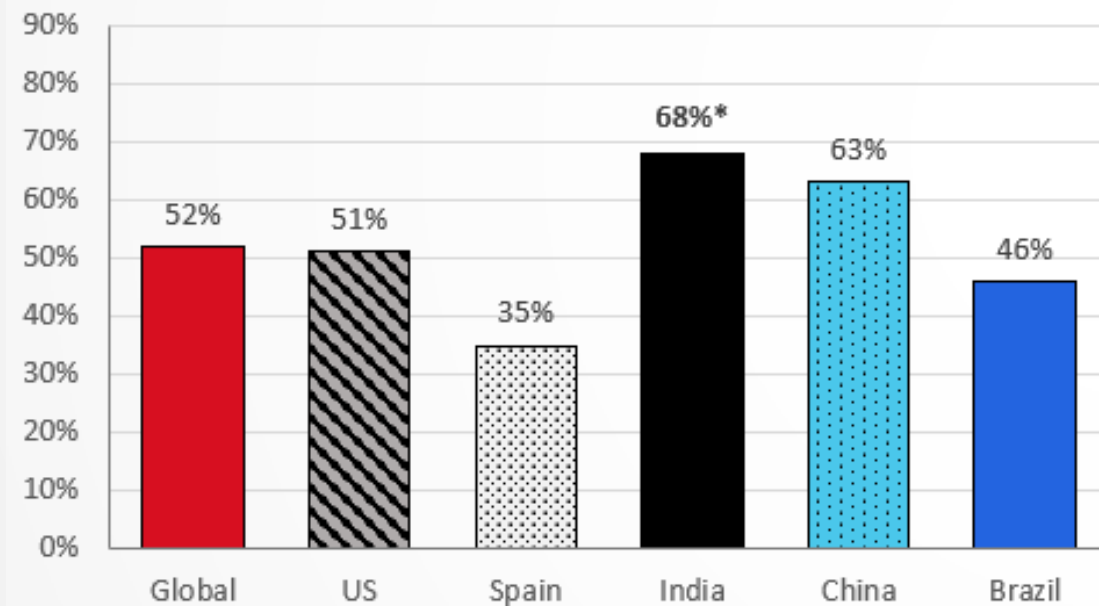
Antimicrobial Resistance (AMR): A 2021 Sepsis Alliance Global Public Awareness Survey and Public Education Campaign



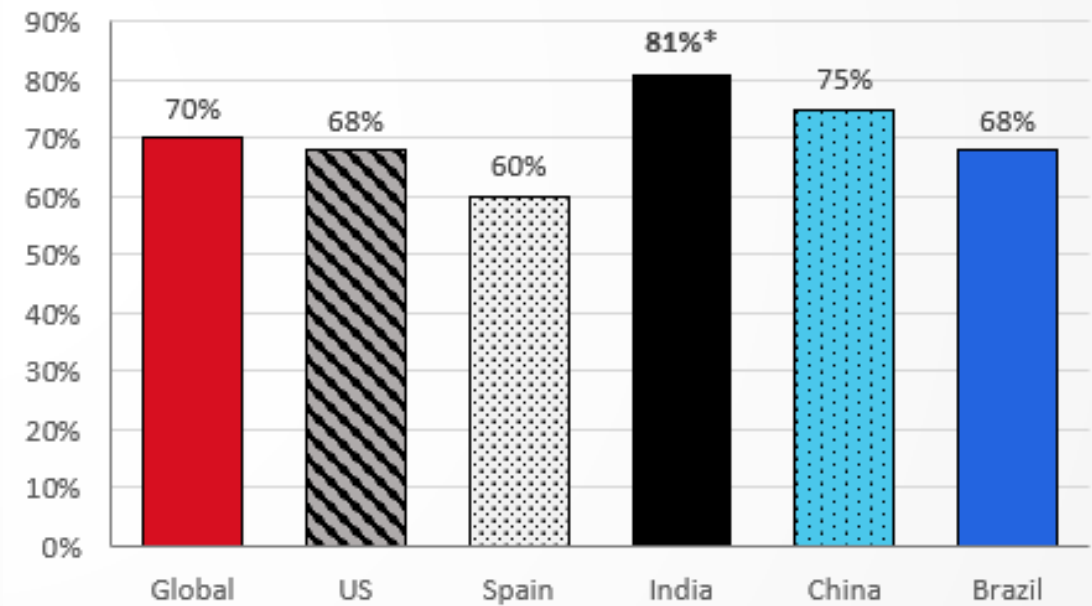
Antimicrobial resistance (AMR) is a global crisis, yet only half of adults (52%) are even aware of the term

- More adults are aware of the term **antibiotic resistance**.

Antimicrobial resistance awareness



Antibiotic resistance awareness



*significant difference from other countries

Q1 How aware are you, if at all, of the following terms?

Base: Total sample (N=6330), US (n=2007), Spain (n=1103), India (n=1055), China (n=1063), Brazil (n=1102)

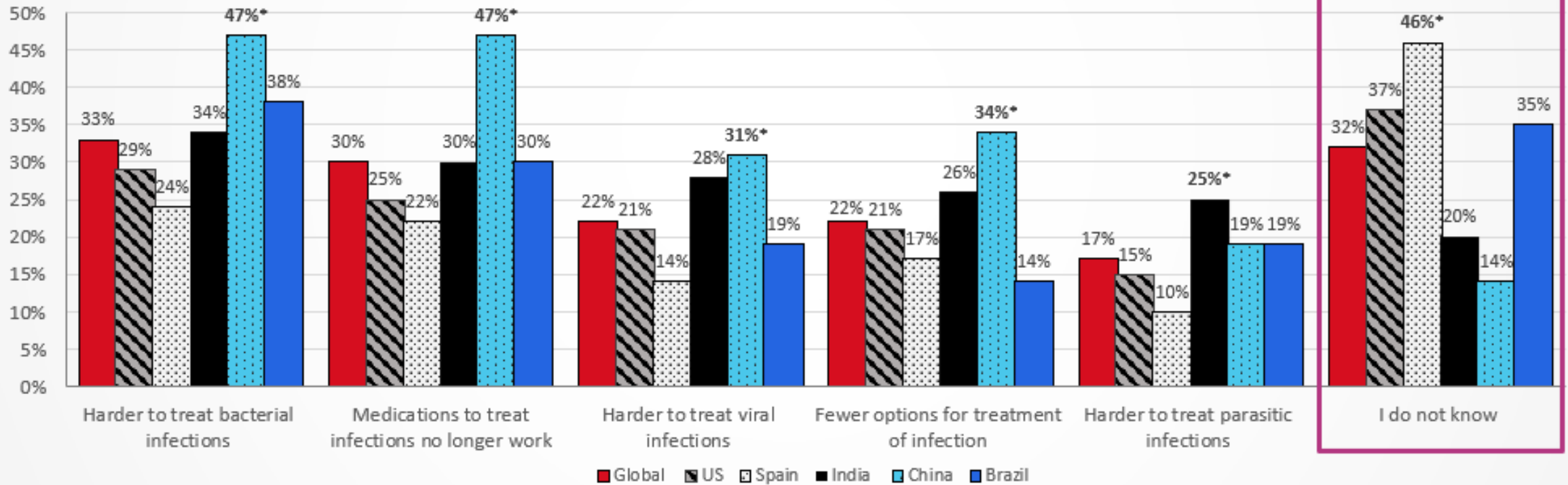
AMR, antimicrobial resistance
Sepsis Alliance internal communications

Further, there is also low knowledge about Antimicrobial Resistance



- Nearly one-third say they do not know what Antimicrobial Resistance is and fewer than half can accurately identify a description of its effects.

Antimicrobial resistance description and effects



*significant difference from other countries

Q2 Which of the following, if any, describes AMR or its effects?

Base: Total sample (N=6330), US (n=2007), Spain (n=1103), India (n=1055), China (n=1063), Brazil (n=1102)

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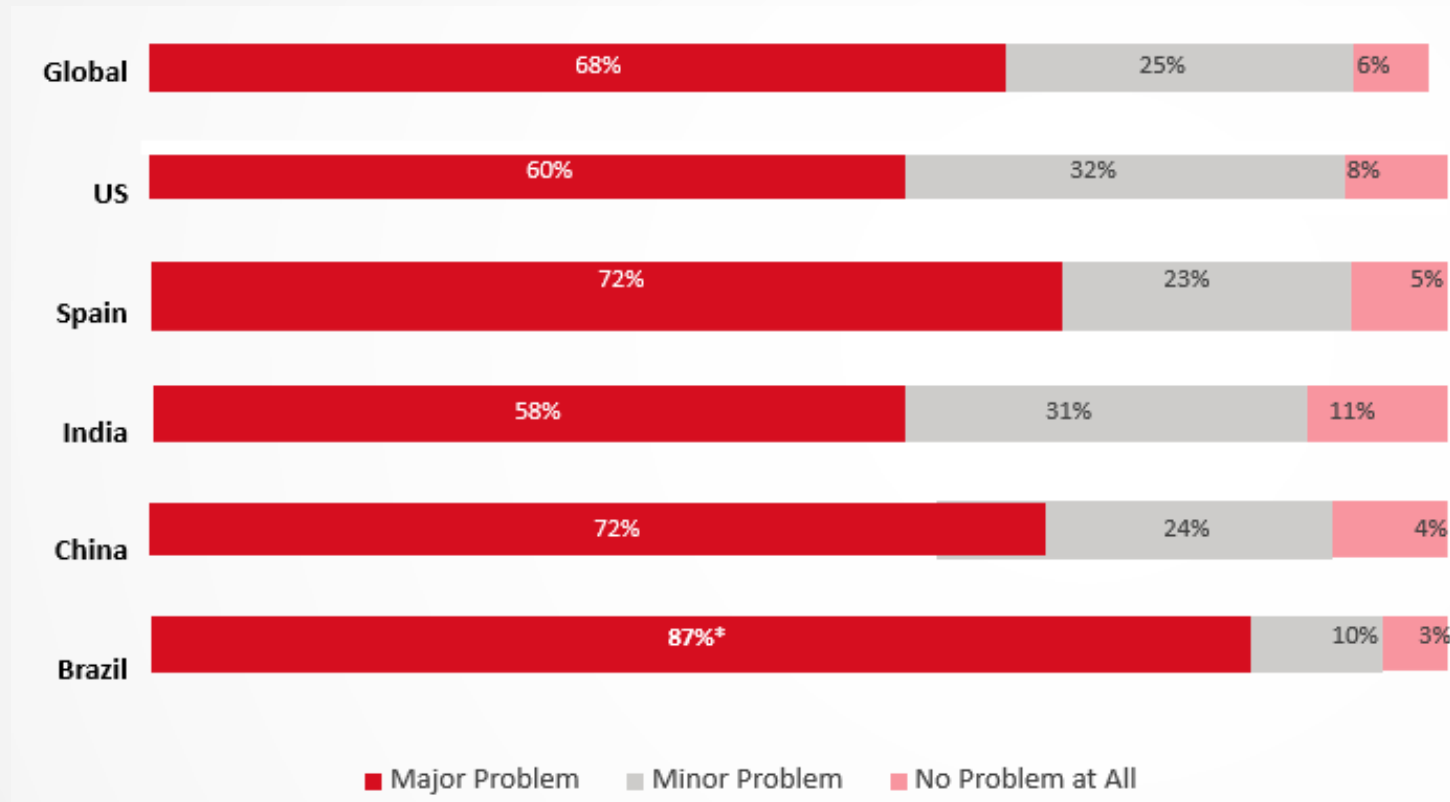
When provided with the definition of Antimicrobial Resistance, more than two-thirds of adults see it as a major problem



Once Informed:

Adults are also likely to think the following are **major problems**:

- Overuse of antibiotics (73%)
- Antibiotic resistance (70%)
- People not getting vaccinated (66%)
- People not finishing their complete course of antibiotics (61%)
- Ability to develop new drugs to treat infections (51%)



*significant difference from other countries

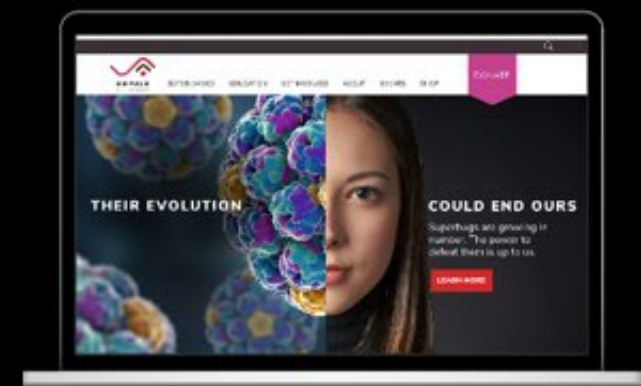
Q3 Do you think any of the following are a minor problem, major problem, or no problem at all?

Base: Total sample (N=6330), US (n=2007), Spain (n=1103), India (n=1055), China (n=1063), Brazil (n=1102)

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THEIR EVOLUTION



COULD END OURS

Superbugs are growing in number. The power to defeat them is up to us.

#EndSuperBugs
EndSuperBugs.org

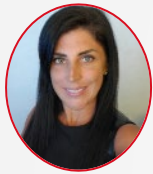


Potential to include partner logo



Read Personal Stories of AMR

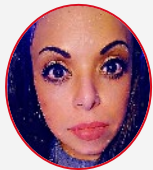
www.sepsis.org/education/patients-family/faces-of-sepsis/



<https://www.sepsis.org/faces/kimberly-brown/>



<https://www.sepsis.org/faces/mary-lansing>



<https://www.sepsis.org/faces/sarah-c/>



<https://www.sepsis.org/faces/rebecca-brindle/>

HOW CAN WE HELP TAKE DOWN ANTIMICROBIAL RESISTANCE?

Taking simple precautions can help us fight back. Remember: the POWER to defeat superbugs is up to us.

- P** **PRACTICE** good hygiene and get vaccinated
- O** **ONLY** take antimicrobials as prescribed
- W** **WATCH** out for those most vulnerable
- E** **EDUCATE** others on the risks of AMR
- R** **REMAIN** vigilant to avoid the risk of infection

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AMR, antimicrobial resistance

Together We Can Make Our World “SEPSIS SAFE”
Thank You!



SEPSIS
ALLIANCE

To Learn More, Support, or to Get Involved
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[Sepsis.org](https://sepsis.org)

EndSuperBugs.org

    @sepsisalliance

