


Super U campaign



STOP! SUPERBUG

APFID

Have you ever imagined the world without antibiotics?



BBC

NEWS HEALTH

Superbugs to kill
'more than cancer'
by 2050

Bloomberg

Deadly Superbugs
Could Cost \$100
Trillion by 2050

theguardian

Drug-resistant infections
could lead to 10 million
extra deaths a year

The Washington Post

1 in 3 antibiotics prescribed
in U.S. are unnecessary,
major study finds

1940^{YEAR}

Hundreds of antibiotics, which have been developed since penicillin was first used in 1940, have saved a huge number of people while being called "a miraculous medicine."

While the appearance of antimicrobial resistance by a microorganism is an inevitable natural phenomenon following the use of antibiotics, the abuse and misuse of

antibiotics and the spread of bacteria within hospitals have accelerated the proliferation of antimicrobial resistance, and the resistance has come to a very critical point.

The Review on Antimicrobial Resistance under the Office of the British Prime Minister reported that the number of those who die of antimicrobial resistance is estimated to be at 10 million a year by 2050, a larger number than that of people who will die of cancer and diabetes combined.

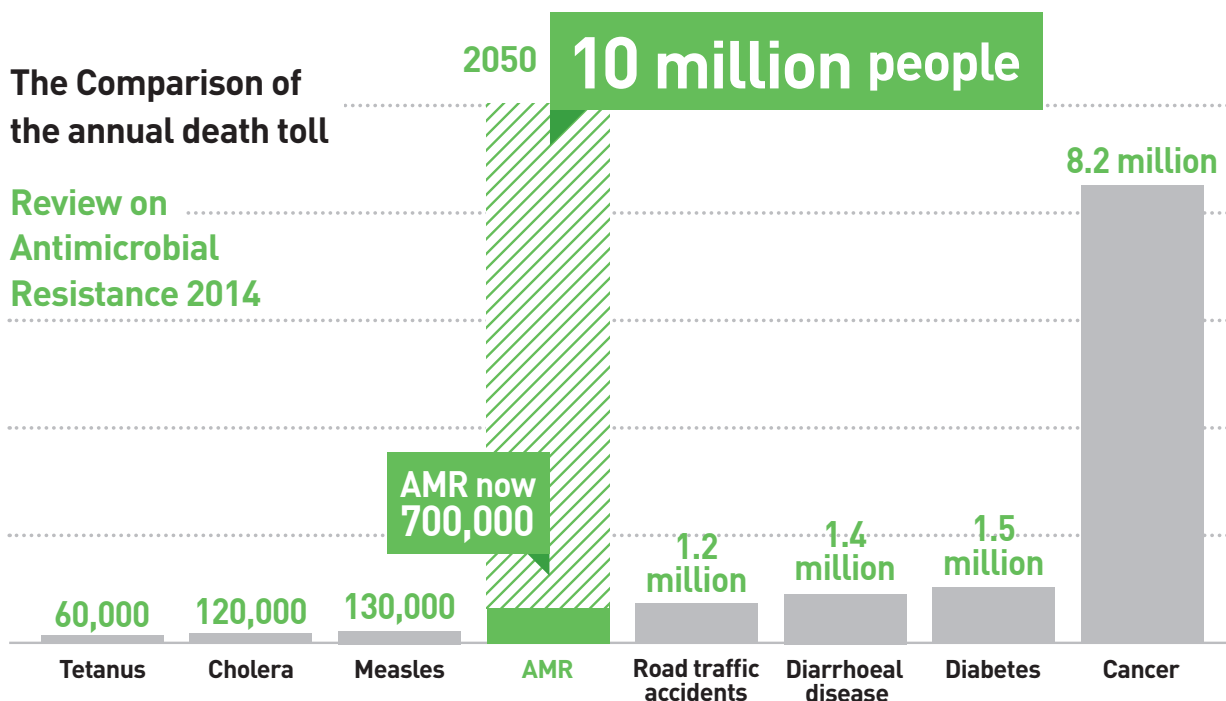
As the GDP is expected to decrease by 2~3.5% due to antimicrobial resistance, experts predict that economic losses arising from it will reach as much as 100 trillion dollars across the world.

Antimicrobial resistance should be seen as a global issue not limited to a single region or country since it is spread and proliferated among regions and countries. The World Health Organization adopted the "Draft Global Action Plan on Antimicrobial Resistance" in its 68th General Assembly in 2015, and designated it as a top priority to promote the awareness and understanding of antimicrobial resistance. It also urged all member states to set up an action plan at a national level by 2017, and provided its guidelines as to the action plan.

**“Antimicrobial Resistance, (AMR)
A crisis to Global Public Health” (WHO, 2000)**

As long as antibiotics are used as they are now,
it is impossible to root out antimicrobial resistance.

AMR will kill an extra 10 million people a year worldwide - more than currently die from cancer - by 2050 unless action is taken.



2014

Every
5.3
seconds

1 person dies from a
TOBACCO

Fact sheet N°339, Tobacco,
WHO, May 2014

2050

Every
3.2
seconds

1 person dies from
AMR

Review on Antimicrobial
Resistance 2014

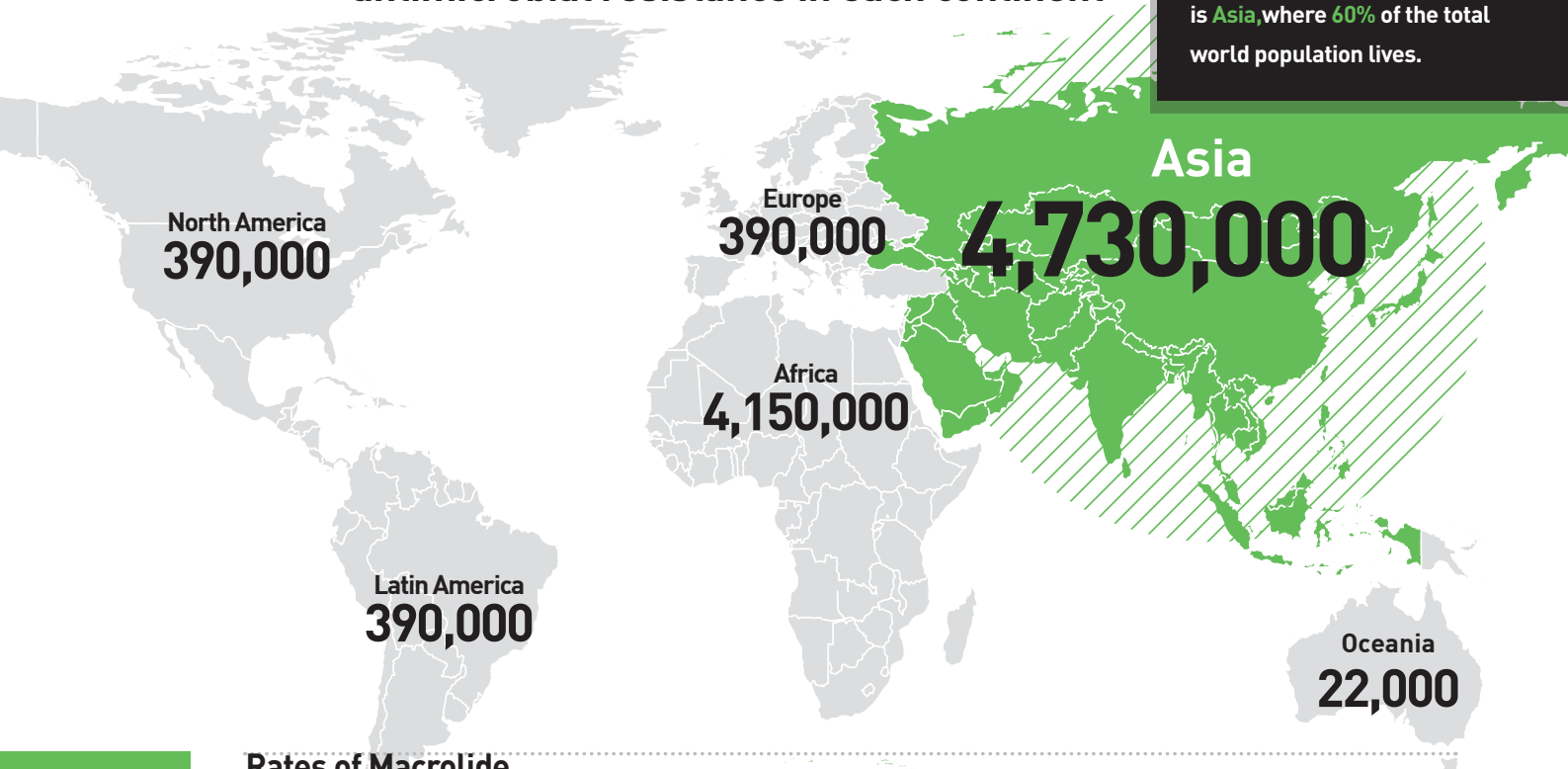
Asia is an epicenter of antimicrobial resistance (AMR)

Asian region, which holds 60% of the global populations

Asia is the area which showed the highest prevalence rates of AMR in major bacterial pathogens.

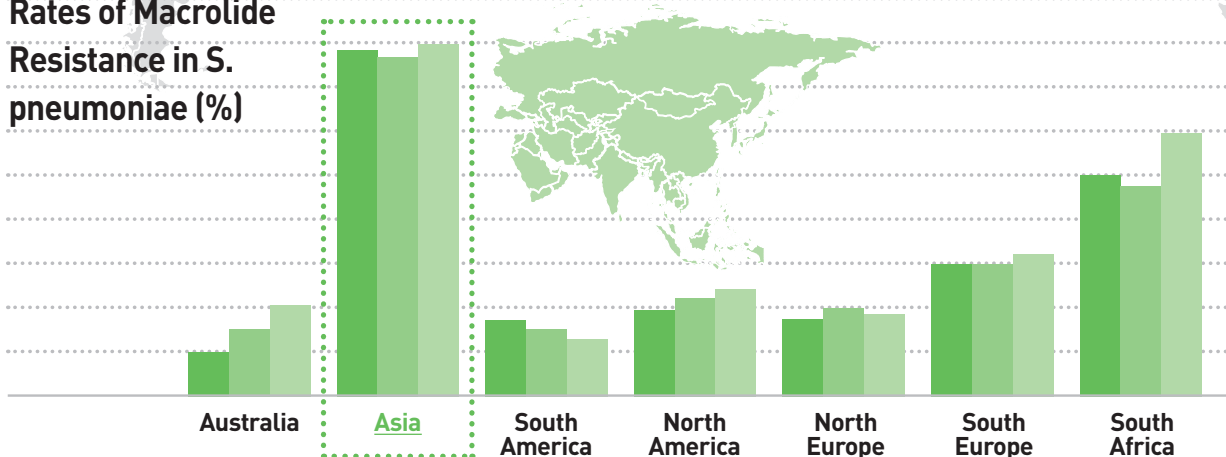
2050 The expected death toll due to antimicrobial resistance in each continent

The most severely affected area from the infection by antibiotics-resistant bacteria is Asia, where 60% of the total world population lives.



AMR is a global problem

Rates of Macrolide Resistance in *S. pneumoniae* (%)



Antimicrobial resistance is being spread and proliferated among regions and countries. A coordinated and effective action at the international level must be undertaken, as the advancement in air travel enabled people with resistant microbes to travel to anywhere in the world within 12 hours. Now is the time when antimicrobial resistance should be seen as a global issue.

While it is necessary to cope with antimicrobial resistance and cooperate at a national dimension...

The lack of a campaign against antimicrobial resistance

Antibiotics are wrongly used in most Asian countries at this moment.

The need for a campaign against antimicrobial resistance

- As the most fundamental way to decrease the rate of antimicrobial resistance is to prevent the emergence of resistance by properly using antibiotics, it is important to educate the healthcare professionals and the general public on the appropriate use of antibiotics.
- It is also needed to eliminate the repulsion and anxiety toward antibiotic often felt by general public by helping them to understand antibiotics and antimicrobial resistance.
- In order to effectively deter the appearance and spread of antimicrobial resistance, education and public relations to healthcare professionals should be continuously conducted. And at the same time, awareness of the general public should be raised by education and public relations should be aimed at improving the awareness of antimicrobial resistance and the correct use of antibiotics across the society.

WE NEED TO USE EXISTING ANTIMICROBIALS BETTER

Improving availability of existing antimicrobials and using better dosing strategies would go a long way in helping current antimicrobials last longer.

2/3rd A study in 2012 found that 2/3rds of selected antibiotics were not available in more than half the included countries.



1/2 A study in 2015 found that nearly half the children and newborns in the sample were treated with sub-optimal doses of commonly used antifungals.



STOP! Superbug

Mothers Take the Initiative

You are SuperU against Superbug!

SuperU Campaign



SuperU

against superbug

superbug VS SuperU

- The "SuperU Campaign" is a human action movement, of which we become aware of the perils of the antimicrobial resistance, which poses a serious threat to the human race, and practice and promises actions in our daily living to prevent antimicrobial resistance.
- It is you, SuperU!, that has the power to make a difference to protect antibiotics from superbugs.
- The "SuperU Campaign" is aimed at restarting human action against the superbug, wherein each and every SuperU begins with a promise to practice a way of living to prevent antimicrobial resistance, through a systematic education and a response system, and further extend it to a historic human race promise to draw international sympathy and cooperation.



Do not use antibiotics for a cold

The common cold is a virus

Antibiotics are for bacterial infections

Chronic use of antibiotics leads to resistant

Which can cause death through pneumonia or tympanitis

One small step

Protect myself

Protect my family

Protect humanity

Stop the Superbug

Be the SuperU of our time

**STOP! superbug
YOU ARE SuperU**

01 CAMPAIGN TITLE

SuperU against superbug (SuperU Campaign)

02 HOST ORGANIZATION

Asia Pacific Foundation for Infectious Diseases (APFID)

03 SuperU MISSION

To mitigate the emergence and spread of antimicrobial resistance in Asia through increasing awareness of AMR and promoting appropriate antibiotic use

04 SuperU VISION

STOP! Superbug

05 SuperU Goal

Providing Asia's solutions to antimicrobial resistance

06 Key Message 2016

We don't need antibiotics for a common cold!

07 Target

We have established a SuperU Relationship strategy that our focused campaign on the major target group leads to the impact on the associated groups.



The major target group of the first campaign is the parents' of children and adolescents for whom antibiotics are often abused or misused, as parents have a great interest in health and social issues and are able to spread knowledge and action through their various social relations.



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SuperU Key Messages

STOP! Antimicrobial Resistance. You can do it in your everyday living.

Considering that the resistance that has developed is extremely difficult to completely remove, you should prevent and control the appearance of resistance by correctly using antibiotics.

Let's keep the SuperU living principles together.

The abuse of antibiotics that are prescribed to a patient with a cold is a grave issue. Considering that only 1% of the patients with a virus-related cold show a bacterial infection, it is actually 99% meaningless to prescribe antibiotics to such patients.

1 SuperU Living Principle

There is no need for antibiotics for patients with a cold.

Antibiotics are not necessary for patients with a cold because the cold, an upper airway infection, will naturally get better within one to two weeks. When you take antibiotics for your cold, you are likely to suffer from side effects or antimicrobial resistance.

2 SuperU Living Principle

Antibiotics are not a fever reducer.
As antibiotics are a kind of special medicine for infection by a specific bacterium, you must not take them only because you suffer from only high fever.

3 SuperU Living Principle

You must not abuse antibiotics.
Antibiotics are not necessary for patients with a cold because the cold, an upper airway infection, will naturally get better within one-two weeks. When you take antibiotics for your cold, you are likely to suffer from side effects or antimicrobial resistance.

1 Correct Way to Take Antibiotics

You should take antibiotics only when they are prescribed by your doctor.

Antibiotics to be used and how long they should be used vary depending on the kind and cause of infection and bacteria.

2 Correct Way to Take Antibiotics

You should take antibiotics according to the prescribed dosage and period.

If you stop taking antibiotics as you please when you feel better temporarily, you could develop antimicrobial resistance.

3 Correct Way to Take Antibiotics

You must not take remaining antibiotics as you please.

You should abide by how long you take antibiotics as you are prescribed.

STOP! Superbug

Mothers Take the Initiative

You are SuperU against Superbug!

The Four Stages of SuperU

As we divide the campaign into four stages and take specific actions in each stage, we can maximize the effects of our campaign by ultimately minimizing the gap between the awareness level and the practice level of the general public.


- 1 Stage for Building up the Campaign Foundation
- 2 Stage for Awareness and Recognition
- 3 Stage for Understanding and Sympathy
- 4 Stage for Participation and Practice

We should seek the conversion of messages to attract the antimicrobial resistance to an issue in the everyday living where antimicrobial resistance is developed, from an issue which lingers in the medical area.

We should recruit SuperU mother teachers from women who are no longer engaged in economic activities anymore due to various reasons and educate and deploy them. We should provide them with detailed guidelines to formulate the foundations for understanding and action.

In order to improve their understanding and sympathy to be in line with their awareness and recognition, we intend to get closer to the general public by producing a video or printed materials on the activities of SuperU mother teachers. At the same time, we will hold SuperU Day events at selected schools. We intend to plan and practice an experience program based on interaction, not a one-way education.

We are aimed at drawing participation and practice based on the emotional understanding and sympathy of the campaign messages to the maximum level. We will share the detailed practice cases of each individual via SNS and reproduce new motivations.



You are SuperU against superbug

..... Campaign Program

START!

Be aware!

Of the importance of antibiotics and the danger of resistance

Practice!

A campaign to change our habits and way of living

Promise!

In order to move people and help their movements become a culture

STOP! Superbug

Mothers Take the Initiative

You are SuperU against Superbug!

SuperU Campaign Program

As a national action campaign for the vision to stop antimicrobial resistance, the first target group aimed at extending the SuperU Campaign is the mother group at home. We intend to both provide a new job (as education experts on antimicrobial resistance), who are no longer taking part in economic activities due to pregnancy, childbirth, and upbringing, and form an extensive campaign that could lead from mothers to children and to schools.

In the “You’re SuperU” campaign, we will carry out a campaign closely linked to everyday living by making a story-telling product of the whole process of selecting and training mother teachers and sending them to schools.

In addition, we will extend our campaign targets from SuperU mother teachers to SuperU teachers, SuperU schools, and SuperU expert groups.



SuperU mother teachers

- Selection of SuperU mother teachers
- Starting ceremony of SuperU mother teachers
- Education and training of SuperU mother teachers
- Education completion ceremony of SuperU mother teachers
- Sending SuperU mother teachers to schools for education



Education Support

- Teaching materials development for elementary school students
- Lecture manual for education
- Production of SuperU promotion materials (sound source, souvenirs, t-shirts, bags and others)
- Education-associated play development
- Workshop for teachers and principals of participating schools
- Education to parents



Antibiotic awareness week

- Souvenirs distribution
- Posting posters
- Offering of certification marks and certificates to SuperU schools



SuperU Day

- Media promotion
- SuperU mother teacher record videos promotion
- SuperU promotion videos production
- Intensive promotion on SNS

SuperU mother teachers

When mothers begin, they can change the world

A safe society where children can be brought up healthy can be created with their mother's attention and action

SuperU Mother teachers

We want to select those who have prior teaching experience or equivalent communication ability and are motivated for the campaign against antimicrobial resistance widely known.



Education Support for SuperU Mother Teachers

Advised by experts in a variety of fields including medicine, education, communication, and culture, we will offer SuperU mother teachers the specialized information on the antimicrobial resistance and the training on the communication skills for effective delivery of information to young students in an easy and fun way.

We will make our programs to be a moving campaign from medicine to living, to education and to culture.

We are
looking for
SuperU
mother
teachers.

The first step of an education campaign is that SuperU mother teachers go to the school to be professional lecturers and an honorary ambassador to inform students of how to prevent antimicrobial resistance. When mothers begin, you can change the world. A safe society where children can be brought up in a healthy way can be created with their mother's attention and action.

SuperU mother teachers

When mothers begin, they can change the world

A safe society where children can be brought up healthy can be created with their mother's attention and action

SuperU Mother teachers go to the schools



SuperU mother teachers who have received a professional training will be sent to schools, where they will educate and communicate with students in person.



SuperU DAY

SuperU Day is a day dedicated for increasing awareness on antimicrobial awareness in schools sharing our vision. The project is aimed at visually unifying the SuperU campaign; focusing on students and schools through SuperU T-shirts, SuperU eco-bags, and teaching materials for students; and extending it altogether through everyday living.

01 SuperU DAY Direction

- Putting up a banner and posters
- Certification badge and T-shirt distribution
- Offering of promotional materials

02 SuperU Education Support

- Formation of an experience classroom
- Workshop for parents and teachers

03 SuperU Alumni School Certification

- Offering of participation certificate and signboard
- The press release distribution



SuperU Day

An education event through a partnership with schools

A fun communication plaza that everybody attends

SuperU Day Posters

Putting up SuperU Day Posters In a partnership with each school to which mother teachers are sent, we will designate the day when education is carried out as SuperU Day and offer “STOP! superbug” as extended school contents. Stiff messages will be redirected as a fun, communicative arena in which everybody takes part in.



Wearing a certification badge and T-shirts by all the students, Distribution of a souvenir bag



STOP! Superbug

Doctors in the world take the initiative

You are SuperU against Superbug!

SuperU Campaign for Healthcare Professionals

Through a series of processes to help each and every person correctly recognize antimicrobial resistance and carry out a detailed action plan in their living, we will motivate healthcare professionals in Asia to act as an essential leader in the campaign against the antimicrobial resistance that has emerged as an international public health issue.

01 Support for the Communication System with Patients

- Production of an antibiotics information card: As a card which will be distributed to patients and their caregivers, it includes a notice according to whether antibiotics are prescribed or not and how to properly take them.
- Production of a bracelet to recognize antibiotics: We will provide a fashion bracelet for patients to wear during the period during which they have to take antibiotics when antibiotics are prescribed for them. It will be used as a device to recognize the importance of antibiotics-taking according to the prescription period.
- Production and offering of signboards for the hospitals taking part in the campaign.

04 Promotion

- Management of a campaign promotional booth when a medical symposium is held
- Distribution of special articles and series reports by various medical newspapers
- Urging hospitals and healthcare professionals to take part in Antibiotic Awareness Week (November).
- Putting up posters in the hospital
- Furnishing brochures for patients and their caregivers in the hospital
- Wearing badges for participation in the campaign by healthcare professionals

02 Production of An Application for the Doctor Aid Center for Properly Prescribing Antibiotics

- We will build up a system and a network in which materials are shared like antibiotics-related treatment guidelines that can be actually utilized at the point of care and research materials. Global trends and mutual communication can be achieved.
- Offering an antibiotics treatment manual which can be effectively utilized at the point of care.
- Offering antibiotics-related trends at home and abroad and research materials
- Offering guidelines as to the questions and answers of patients

05 Survey into Changes in Healthcare Professionals' Recognition

- Through the survey into how many healthcare professionals are aware of the correct use of antibiotics before and after a campaign, we will compare and evaluate whether their recognition is changed as a result of the campaign.
- We will use those results as fundamental materials to draw problems related to antibiotics prescription and recognition and to establish how to improve our campaign activities in the future.

03 Development of Specialized Education Materials for Healthcare Professionals and Carrying out Education

- Development of antibiotics treatment guidelines for healthcare professionals
- Opening and carrying out an education program for healthcare professionals
- Use of the symposium by relevant academic societies
- Use of a Continuing Medical Education by the Local Medical Association
- Survey into antibiotics-related education at the medical schools
- Checking out the conditions of education through the medical colleges and the Council of Medical School
- Drawing up a plan for antibiotics education programs
- Opening and carrying out an education program for doctors who newly open their clinic.
- Specialized education and forum on antibiotics

Antibiotic Awareness Week

Joining the World Antibiotic Awareness Week
in association with the representative campaigns in each continent

SuperU Intensive Promotion Week (the third week of November)

In connection with the Get Smart Week organized by the US CDC and the Antibiotic Awareness Day organized by the European CDC, we declare the third week of November as the Promotion Week to attract the attention of the general public. This is accomplished by concentrating the efforts of South Korea and many nations in Asia and by carrying out a campaign that aggressively promotes the education videos and activities, along with the use of news media.

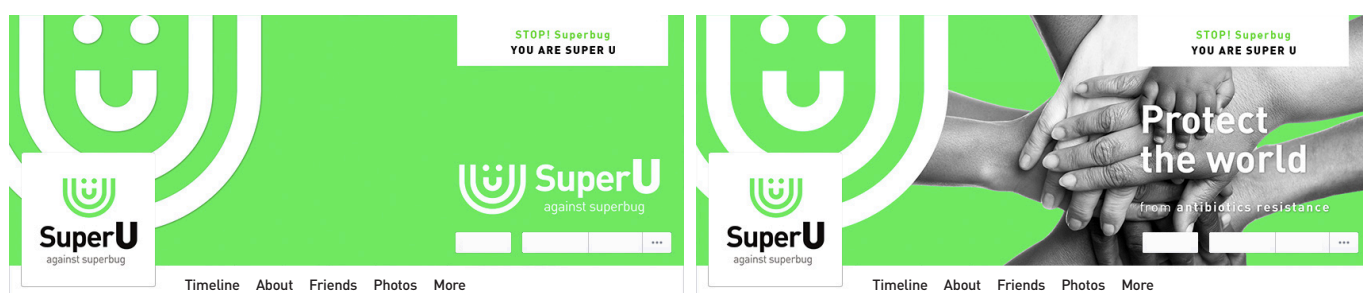
Media Campaign

We proliferate our messages to the nation through a variety of media including daily newspapers, specialized newspapers, magazines for women, and columns by experts.



Intensive Promotion on SNS

As the characteristics of the media have limitations in providing complicated health-related information and persuading the general public to change their behaviors beyond information or emotional appeals, we maximize our effects by collectively using channels and simultaneously making efforts for person-to-person communications through families, friends, and healthcare professionals. As we deliver campaign messages and participation activities based on individual networks constructed on social media, we make effective use of a strategy to create a sense of brand intimacy and enhance involvement in the campaign.



SuperU ASIA

STOP! Superbug

Why Asian mothers?

The Asian power to prevent antimicrobial resistance originates from human beings who are aware of the issue of antimicrobial resistance in Asia and begin to follow the right way to use antibiotics. We want to kick off changes chiefly in Asia, where antimicrobial resistance is severe. It is Asian mothers who are the protagonists in creating changes. Those who can best lead a change in their families, those who are most passionate while thinking about their family, and those who should know the correct information, who are they? They are mothers. By piling up the power of every single mother in Asia, we will help such mothers develop into the first SuperU, who properly understand the hazards of antimicrobial resistance and inform their families, regions, and societies of it. The power of mothers can be a powerful movement that keeps families from the danger of antimicrobial resistance.



SuperU
against superbug

SuperU Asia

Stop! Superbug, SuperU Asia
Asian mothers start

The SuperU campaign, an education campaign aimed at helping each individual practice what is needed in their everyday living and enhancing awareness, connects actions with one another to rescue families as Asian mothers play a pivotal role, practice it, and promise to follow through with it. The campaign selects Asian mothers who hope to inform people of the peril of antimicrobial resistance, which is rapidly spreading in Asia, educate them on the danger, and help them become teachers who teach antimicrobial resistance and local activists.

SuperU DAY

By being educated on the living practice manual to stop antimicrobial resistance and by behaving as energetic activists focusing on families, schools, local societies, and companies, SuperU mothers from each part of Asia set a goal to create the SuperU Day against antimicrobial resistance 100 times a year in each Asian country.

01 Education - SuperU DAY 365

The SuperU Day 365 is when mothers begin the education on how to correctly use antibiotics. It is a day when SuperU mothers who were educated on the peril of antimicrobial resistance and the living practice manual carry out education and events focusing on their own regions.

02 Solidarity - SuperU community

Focusing on schools, companies, and local societies in the region, it is a SuperU community program and activity to support and extend the actions of Asian SuperU mothers who came to know about antimicrobial resistance.

03 System - SuperU environment

It is a SuperU social action that displays the social repercussions to support their solidarity like the supporting events and concerts in a single voice and communicates with the entire world.

Campaign Structure

SuperU DAY 365 — SuperU community — SuperU environment

Education for individuals – the solidarity of individuals and individuals – a social system and safety net

SuperU Circle

The SuperU circle will become larger and more robust until the day when the entire world is free from the danger of antimicrobial resistance.

The Asian regional society — Asian mothers — Asian children — Asian schools

The Asian power to rescue the lives from antimicrobial resistance

▶ The global power to liberate the human race from antimicrobial resistance

**The SuperU campaign is
organized by Asian experts on infectious diseases**

Asia Pacific Foundation for Infectious Diseases (APFID)

APFID

Asia Pacific Foundation for Infectious Diseases

APFID C.A.R.E.S *the future of health in Asia since 1996*

The Asia Pacific Foundation for Infectious Diseases (APFID), Asia's first international foundation specifically for infectious diseases, was founded to improve the health in Asia by strengthening and coordinating national and international research-related activities on infectious diseases and antimicrobial resistance in the Asia-Pacific region.

APFID has made great efforts to serve as a core infrastructure for the control and prevention of infectious diseases and AMR in the Asian region through collaborative research, technical development, an exchange of ideas and information, and strategic planning since 1999.

APFID's programs are summarized as C.A.R.E.S :

C

CONFERENCE (ISAAR – International Symposium on Antimicrobial Agents and Resistance)

“International Symposium on Antimicrobial Agents and Resistance, Promoting International Exchange of Research on Infectious Diseases and Antimicrobial Resistance)”

A

AWARENESS (SuperU Campaign)

“Asia Pacific's First International Initiatives to Control Antimicrobial Resistance”

R

RESOURCE (ABB – Asian Bacterial Bank)

“Asia's First International Pathogen Collection Center with a Collection of Over 40,000 Isolates of Bacterial Pathogens”

E

EXPERIMENT (IDRI – Infectious Disease Research Institute)

“Global Hub for Research on Infectious Diseases and Antimicrobial Resistance”

S

SURVEILLANCE (ANSORP – Asian Network for Surveillance of Resistant Pathogens)

“Largest International Network for Surveillance of Resistant Pathogens in Asia”

The SuperU campaign
 builds action plans based on the strategic
 research by the expert group

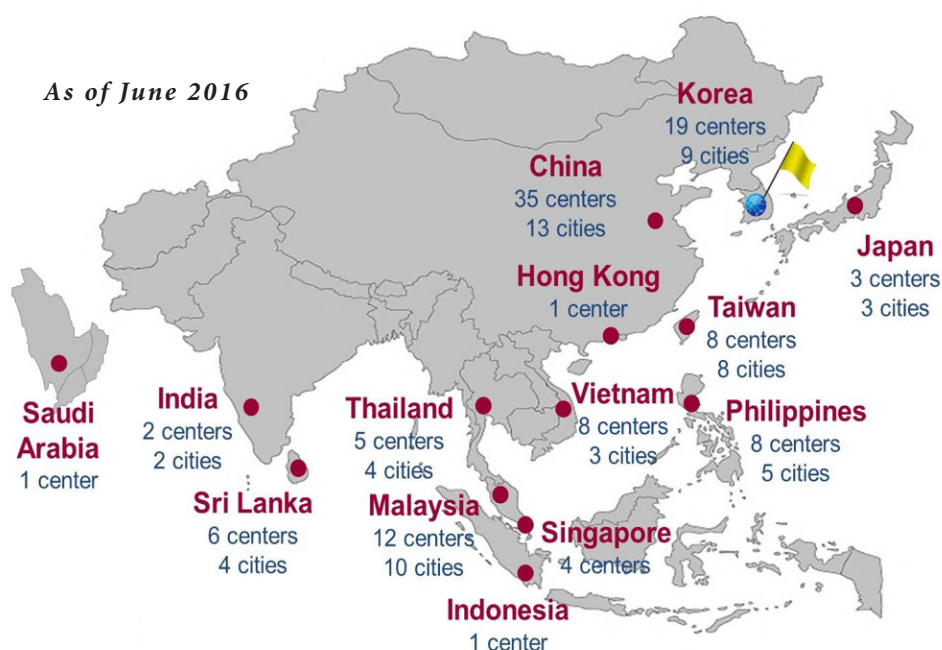
Asia Pacific Foundation for Infectious Diseases (APFID)



Asian Network for Surveillance of Resistant Pathogens



ANSORP is the first Asian and the only multinational-coordinated research network to conduct research on AMR and infectious disease. ANSORP has successfully developed as an independent and non-governmental international research network since 1996. As of June 2016, 112 centers in 14 countries and over 200 researchers are participating in ANSORP.

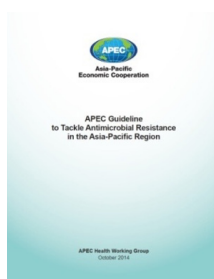


The SuperU campaign has been an active participant and a leader in international cooperation

Asia Pacific Foundation for Infectious Diseases (APFID)



**Asia-Pacific
Economic Cooperation**



- APFID has made efforts to prevent antimicrobial resistance and hospital infection in the Asia and Pacific region since 2010 along with the Asia Pacific Economic Cooperation (APEC) by successfully performing related projects and holding workshops.
- In 2014, APEC approved "the APEC Guideline to Tackle Antimicrobial Resistance in the Asia-Pacific" prepared by APFID to control and prevent AMR in the Asia-Pacific region.
- The Global Health Security Agenda (GHSA) is a cooperative entity to prevent and control the threats to public health by cooperation at the multilateral and multisectoral level, and the foundation is in support of efforts to enhance the response capability in order to prevent hospital infection and antimicrobial resistance through the cooperation among governments, experts, and the public sector in each country in association with APEC and GHSA.



- President of the foundation, Dr. Jae Hoon Song, took part in the Global Action Plan as an Asian delegate for the WHO Strategic and Technical Advisory Group on Antimicrobial Resistance (STAG-AMR) and played a role as chair at the fifth STAG-AMR conference in December 2015.
- The foundation will positively take part in the global activities related to antimicrobial resistance by WHO, including STAG-AMR, and will push forward with connected activities like the assistance and advice for activities to overcome antimicrobial resistance by the Western-Pacific Regional Office (WPRO).

Join the SuperU campaign right now!



Be a SuperU Country!

Any country in Asia can be a SuperU country. Please participate in conducting a survey in your country and in the joint production of the antibiotics smart use report. We will offer any SuperU country the online and offline promotion materials that SuperU has produced.

Be a SuperU Company!

SuperU is a new global campaign that aims to protect lives in the twenty-first century and in which a practice network consisting of antimicrobial resistance experts from each country plays a leading role. Please take part in a social contribution activity along with SuperU, which is in pursuit of an international, culture-connected campaign linking families, and healthcare professionals in Asia-Pacific starting with a change in the perception of an individual's lifestyle.

Be a SuperU Association!

We desperately need positive participation by academies and associations to help proliferate our campaign through internal networks. Please contact us as soon as possible because it is possible to jointly plan and proceed with a variety of campaign activities.

Be a SuperU Hospital!

We will attach the SuperU participation certification signboard to hospitals that promise to participate in our campaign. Please become a SuperU hospital that makes the promise to grow credibility for patients, their caregivers, and local residents through the campaign.

Be a SuperU Expert!

We will offer a participation badge to doctors, pharmacists, and nurses who hope to take part in our campaign as an individual.

Be a SuperU Mom!

Asian mothers who are concerned about the health of their children and families take the initiative. Please be a SuperU mom who behaves so that a promise to keep the children safe can create a big wave to keep the entire human race safe.

SuperU will always be with you until the day when everybody in the world beyond Asia practices and promises to use antibiotics the right way.

Asia Pacific Foundation for Infectious Diseases

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