

WAAW/EAAD 2021 – Guide to recording organisational videos



WAAW/EAAD 2021 will run from **18th-24th November**. We are asking organisations to engage with senior leaders to produce and promote short videos for release during WAAW.

3 video types to choose from:

1. **AMS pledge video** – A short video from a senior leader to highlight the ongoing commitment to – and importance of – tackling AMR
2. **Resource promotion video** – A short video to highlight existing AMS resources and signpost to where users can find them
3. **'Meet the team' video** – A short video to highlight current work in tackling AMR, whilst showing the friendly faces of your organisation

Suggested wordings for use when recording organisational videos

Below are some suggested wordings for use when planning your organisational video. Feel free to expand on these or use your own wording entirely.

- As the **(Role in organisation)** for **(Organisation)**, I pledge to continue our support of antimicrobial stewardship and reduce antimicrobial resistance by **(pledge/action)**.
- At **(Organisation)** we support antimicrobial stewardship and reduce antimicrobial resistance by **(pledge/action)**. We pledge to continue our support to tackle this global challenge.
- At **(Organisation)** we pledge to continue our actions to tackle Antimicrobial Resistance and support the UK National Action Plan to optimise the use of antimicrobials.
- At **(Organisation)** we help reduce demand for unnecessary antibiotics by **(pledge/action)**. We pledge to continue this vital work.
- At **(Organisation)** we promote the **(Name resource(s))** to raise awareness of AMR with our staff/patients/members.
- At **(Organisation)**, our **(Team name)** team works hard to help tackle AMR. We welcome you to meet some of our team.
 - My name is **(Name)** and tackling AMR is important to me because **(Reason)**. I work as **(Job title)** in the **(Team name)** team to do my bit to keep antibiotics working. You can find out more about our work by **(include contact details, website address etc.)**

WAAW/EAAD 2021 – Guide to recording organisational videos



**ANTIBIOTIC
GUARDIAN**

Keep Antibiotics Working

Quick guide to recording and promoting videos

- You can record in portrait or landscape and a smartphone camera is absolutely fine.
- Select your background – not too distracting. See examples below, where plain backgrounds have been used, as well as more engaging backgrounds for interest/context
- Feel free to include logos or infographics on your video (see VMD example below)
- We recommend video length as no longer than 2 minutes, for the most engaging and easy-to-digest videos
- Please promote your videos during WAAW (18th-24th November) – they can be tweeted from organisational/personal Twitter accounts or shared on other social media platforms, uploaded to YouTube, circulated within the division via email/newsletters etc.

Examples of videos from WAAW 2020



Keith Ridge (Chief Pharmaceutical Officer)
[Tweet](#)



Lord Bethell - Parliamentary Under Secretary of State (Minister for Innovation)
[Tweet](#)



Pete Borriello (CEO Veterinary Medicines Directorate)
[Tweet](#)



Responsible Use of Medicines in Agriculture (RUMA) Alliance
[Tweet](#)