

Tackling the mis- and overuse of antibiotics in the Eastern Mediterranean Region

WHO competition for university students and young health professionals

Dear students and young health professionals,

As you're the backbone of our current and future health workforce, the WHO Eastern Mediterranean Regional Office (EMRO) would like to invite you to **join a competition** to encourage the use of the [WHO AWaRe \(Access, Watch, Reserve\) Antibiotic Book](#) and the appropriate prescribing and dispensing of antibiotics!

The inappropriate use and overuse of antibiotics are unfortunately rampant across our Region, driving an increase in antimicrobial resistance (AMR). Nearly 1.3 million people are already dying today as a direct result of AMR. Antibiotics, and the ability to manage the risks of infection are critical to almost all professional disciplines and have underpinned most of the big health gains of the last seventy years. If they stop being effective, health care becomes much more complex, expensive and risky. Your professional lives will be impacted most by rising levels of drug resistance, and so we look to you to be the change agents for better prescribing behaviour.

The WHO AWaRe Antibiotic Book is a new guidance for health workers to advise on the choice of antibiotic, dose, route of administration, and duration of treatment. It is available in a freely downloadable app, Firstline, as well as infographics, and it really does make appropriate management of infection easier. We would like for the Antibiotic Book to become *the* go-to-resource for health workers across the Region and need your innovative ideas and creative messaging to help us roll out the book to key target audiences.

As tomorrow's leaders and today's agents of change, you have an essential role to play in preserving the effectiveness of our currently available antibiotics!

Competition details

You can select **one of two tracks** you would like to participate in.

Group submissions are encouraged, but individuals may apply for the regional video/ short film competition.

	Track 1 – Regional videos/ short films	Track 2 – National campaign
Name	Short films/ videos for the WHO AWaRe Antibiotic Book	National/ subnational campaign proposals to promote the WHO AWaRe Antibiotic Book
Objective	Develop short films/ videos to encourage the use of the WHO Antibiotic Book to reduce AMR	Development of a national/ subnational campaign proposal to encourage the use WHO AWaRe Antibiotic Book
Target Audience	Health professionals, students (general or specific cadres) or newly qualified practitioners	Health professionals, students (general or specific), or newly qualified practitioners
Number of winners	3 winners	Winner per country
Selection process	<ul style="list-style-type: none"> • Submissions from all countries of the region will compete against each other. • Best three short films/ videos will be awarded. • Winning entries will be selected by a panel of judges from the WHO EMRO and WHO country offices of the region. 	<ul style="list-style-type: none"> • Submissions coming from the same country will compete against each other. • The best campaign proposal per country will be awarded • Winning entries will be selected by a panel of judges from the WHO EMRO and WHO country offices of the region.
Prizes	<ul style="list-style-type: none"> • Creators of the winning videos/ short films will receive an award. • All winning entries will be announced and showcased on WHO EMRO's social media channels and highlighted at the regional press briefing on the occasion of World AMR Awareness Week in November 2023 	<ul style="list-style-type: none"> • Creators of the winning proposals will receive a certificate and announced during World AMR Awareness Week in November 2023 • Winning proposals will be supported with funding for implementation (maximum 1000 USD each) and reports of the campaign will be showcased

Conditions of entry

1. You must be between the ages of 18 and 30 to enter the competition.
2. You must currently be enrolled or have recently completed a university degree in medicine, dentistry, pharmacy, or nursing in one of the 22 Member States of the WHO EMRO region¹.
3. Group submissions are encouraged, but individuals may apply for the regional video/short film competition.
4. Your entry must be shared with emrgoAMR@who.int or submitted through this [google form](#).
5. Name your submissions with this format:
Track#_Country_Name-of-Lead-focal-point_Title-of-Video
(example: Track2_Egypt_Victoria-Nyamango_Are-you-AWaRe?) .
6. The last date for receiving submissions is Sunday **22nd of October 2023, EOD your local timezone**
7. You must fill out an accompanying form (annex 1 or 2) and send it along with your submission.
8. WHO reserves the right to use submitted entries in any way and on all its platforms. In order for WHO to do this, you will have to fill in a consent form which will be shared with you upon submission of your entry.

Evaluation Criteria:

Submissions will be evaluated according to:

- 1-Creativity and innovation
- 2-Accuracy of information and data included
- 3-Clarity of communication
- 4-Relevance to target audience
- 5-Suitable for sustainable, long term use

¹ Afghanistan, Bahrain, Djibouti, Egypt, Islamic Republic of Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Palestine, Oman, Pakistan, Qatar, Saudi Arabia, Somalia, Sudan, Syrian Arab Republic, Tunisia, United Arab Emirates, Yemen.

Technical Specifications of Submitted Videos in Track 1:

- 1-Videos/ shorts films should be in high quality and shared in MP4 format.
- 2-Total length between 30 seconds and 5:00 minutes.
- 3-Videos should be in your preferred UN Language and should include closed captions.
- 4-The materials used in the video must be under a free or open licence. If not, the participants shall own the licence to use materials in the submitted video.

Technical Specifications for Submitted Proposals in Track 2:

- 1-Proposals should be shared in PDF format, no longer than 5 pages in total.
- 2-Your proposal should include, at minimum, your Goal, Objectives, Target Audience, Activities, Success Indicators, Timeline, Budget, Monitoring and evaluation.
- 3-Organisations are encouraged to implement elements of their proposals during WAAW 2023 between 18-24th of November, under the main theme of promoting the WHO AWaRe Antibiotic Book, and share their implemented activities with us.

