

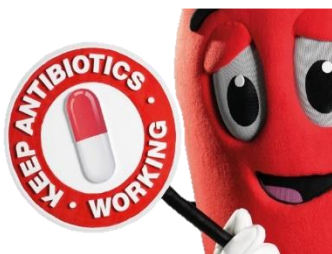
Antimicrobial Resistance (AMR)

What is AMR?

AMR occurs when bacteria and other microorganisms evolve to survive the medicines we use to fight them.

Just as we adapt to challenges, bacteria can adapt to survive antibiotics. When this happens, these **vital medicines stop working** when we need them most.

The potential impact.



Without effective antibiotics, **routine medical procedures become risky** due to the potential for infection.

This means that procedures such as dental work, hip replacements, and chemotherapy could become extremely risky.

In 2021 alone, AMR directly caused 1.14 million deaths worldwide, and 4.71 million deaths were associated with AMR.

If action is not taken, an additional **39 million lives could be lost** to AMR by 2050.

How you can help

1. **Don't take antibiotics for colds or flu.** They won't help because colds and flu are caused by viruses, not bacteria.
2. **Never save antibiotics** for later use. They won't work properly and could make the problem worse.
3. When prescribed antibiotics, **take them exactly as directed** by your GP, to ensure they are effective.

Don't take antibiotics for colds and flu. They won't work

Don't save leftover antibiotics for later, they don't work

Take them as directed by your GP, nurse or pharmacist



Don't forget to attend the next Link Champion webinar in 2026 for more information on AMR!