

Video pledges' guidelines

Objective: promote prudent antibiotic use by identifying concrete examples of commitment to keep antibiotics working

Guidelines

- Produce a short video answering the following question: *“What is your organisation doing to keep antibiotics working?”*
Apart from outlining the contribution of the membership of your organisation, you can also touch upon the personal commitment of the speaker, if time permits.
- The pledge could start with the speaker saying, *“Our organisation is contributing to keep antibiotics working by...”*.
- The video clips need to be as short as possible (30 seconds to 1-minute maximum).
- The name of the speaker, the organisation and affiliation should be stated in the beginning of the video.
- If the video is produced in other languages than English, subtitles should indicate the name of the speaker and its organisation.
- Background should possibly be bright (not overly bright though) and include the logo of the organisation.

Promotion Channels

- The video should be posted on your organisation's social media channels using the hashtags #KeepAntibioticsWorking and #EAAD on 15th November.

In case you are preparing a video pledge, please inform us by sending a short email to stephanie.kohl@eahp.eu

This will allow us to also share your video via EAHP's social media channels once it has been published by you.