

Public Awareness Raising Activities on AMR in Japan

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What is Antimicrobial Resistance (AMR)?

AMR the phenomenon where antimicrobials become ineffective, or pharmaceutical effects decline, against infectious diseases caused by organisms (bacteria, fungi, viruses and parasites). Under “National Action Plan on AMR 2016-2020” adopted on April 5, 2016, Government of Japan has been conducting actions against AMR in the following six areas; “Public Awareness and Education”, “Surveillance and Monitoring”, “Infection Prevention and Control”, “Appropriate Use of Antimicrobials”, “Research and Development” and “International Cooperation”.

Antibiotic Awareness Month

In order to promote awareness raising activities on Antimicrobial Resistance nationwide, Government decided November to be “Antibiotic Awareness Month”. During the Month, not only government agencies but also various private bodies altogether carry out awareness raising activities as well as encourage individuals’ proactive efforts to tackle AMR.

<MHLW>
The brochure and the poster targeting at patients and medical personnel



<MAFF>
The leaflet calling for ensuring appropriate and prudent use of antibiotics



Public Awareness Raising Meeting on Promoting Measures against AMR

Public Awareness Raising Meeting on Promoting Measures against AMR is held for promoting awareness raising activities nationwide, in collaboration of the public and private sector together, to improve public knowledge and understanding of AMR, as well as for encouraging individuals’ proactive efforts of appropriate use of antibiotics.



1st Meeting on 1 November 2016
2nd Meeting on 23 October 2017
(Chair) Dr Mamoru Mohri, Chief Executive Director, National Museum of Emerging Science and Innovation

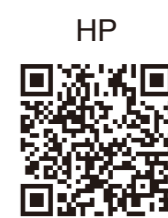
(Cabinet Secretariat, Ministry of Education, Culture, Sports, Science and Technology, Ministry of Health, Labour and Welfare and Ministry of Agriculture, Forestry and Fisheries)

“Reduce AMR!” Ambassador

In order to promote awareness-raising activities, Ms Mariko SHINODA and JOY have been appointed as “Reduce AMR!” Ambassadors on 29 November 2016. They are supporting our efforts to improve public knowledge and understanding of AMR.



* Making short film and radio program on AMR



* Awareness Raising Events on AMR



The 1st Awards for AMR Awareness-Raising Activities

Aiming of promoting countermeasures against AMR nationwide, excellent awareness-raising activities carried out by groups or individuals were commended. (Cabinet Secretariat, Ministry of Education, Culture, Sports, Science and Technology, Ministry of Health, Labour and Welfare, Ministry of Agriculture, Forestry and Fisheries)



The 1st Awards Ceremony for AMR Awareness-Raising Activities
26 June 2017 at Miraikan

12 groups/individuals were awarded

*National Council on Countermeasures against AMR Chairperson’s Awards

- (1) Aomori Infection Control Network (AICON)
- (2) Smile Future JAPAN

*Minister of Health, Labour and Welfare’s Awards

- (3) Saga University Hospital Infection Control Department
- (4) MAEDA Nose Ear and Throat Clinic

*Minister of Education, Culture, Sports, Science and Technology’s Awards

- (5) Tohoku University Graduate School of Medicine, Infection Diseases Department
- (6) Hyogo Prefectural Hyogo High School

*Minister of Agriculture, Forestry and Fisheries’ Awards

- (7) Japanese Society of Antimicrobials for Animals
- (8) The Japanese Association of Swine Veterinarians

*“Reduce AMR!” Ambassadors’ Awards

Selected by JOY

- (9) Shizuoka Children’s Hospital, Shizuoka Antimicrobial Team (SAT)
- (10) Professor Yutaka TERAO, Division of Microbiology and Infectious Diseases, Niigata University Graduate School of Medical and Dental Sciences

Selected by Ms Mariko SHINODA

- (11) Nippon Becton, Dickinson and Company
- (12) Sapporo Veterinary Medical Association

Conclusion

Cabinet Secretariat puts importance on having a close cooperation with related organizations, including Ministry of Health, Labour and Welfare, AMR Clinical reference Center, Ministry of Agriculture, Forestry and Fisheries, World Health Organization(WHO) and World Organization for Animal Health(OIE).

One Century History of Antibiotics

- 1928**: Dr Alexander Fleming discovered the antibiotic penicillin.
- 1940's**: Antimicrobial-resistant bacteria emerged while antibiotics saved a great number of infected patients.
- 1960's**: Antimicrobial-resistant bacteria continued to emerge, though new antibiotics were developed and put on sale.
- To date**: Antimicrobial-resistant bacteria have spread throughout the world due to inappropriate use of antibiotics.

Act Together on AMR (Antimicrobial Resistance)
of the people, by the people, for the people.

Antibiotics, the 20th century's great discovery, should be handed on to the future generations as common assets of mankind. "One Health" actions which are taken across the boundary of nations, medics and patients, as well as that of human and animals are required in order to overcome the challenge of AMR.

"One Health" Actions

- Do Not Give Up**: Develop new drugs effective for antimicrobial-resistant bacteria.
- Do Not Let Them Emerge**: Make sure that antibiotics are properly prescribed and used.
- Do Not Miss**: Continuously monitor to find antimicrobial-resistant bacteria.
- Act Together**: Cooperate on and contribute to AMR issues on a global scale.

November is Antibiotic Awareness Month
Cabinet Secretariat