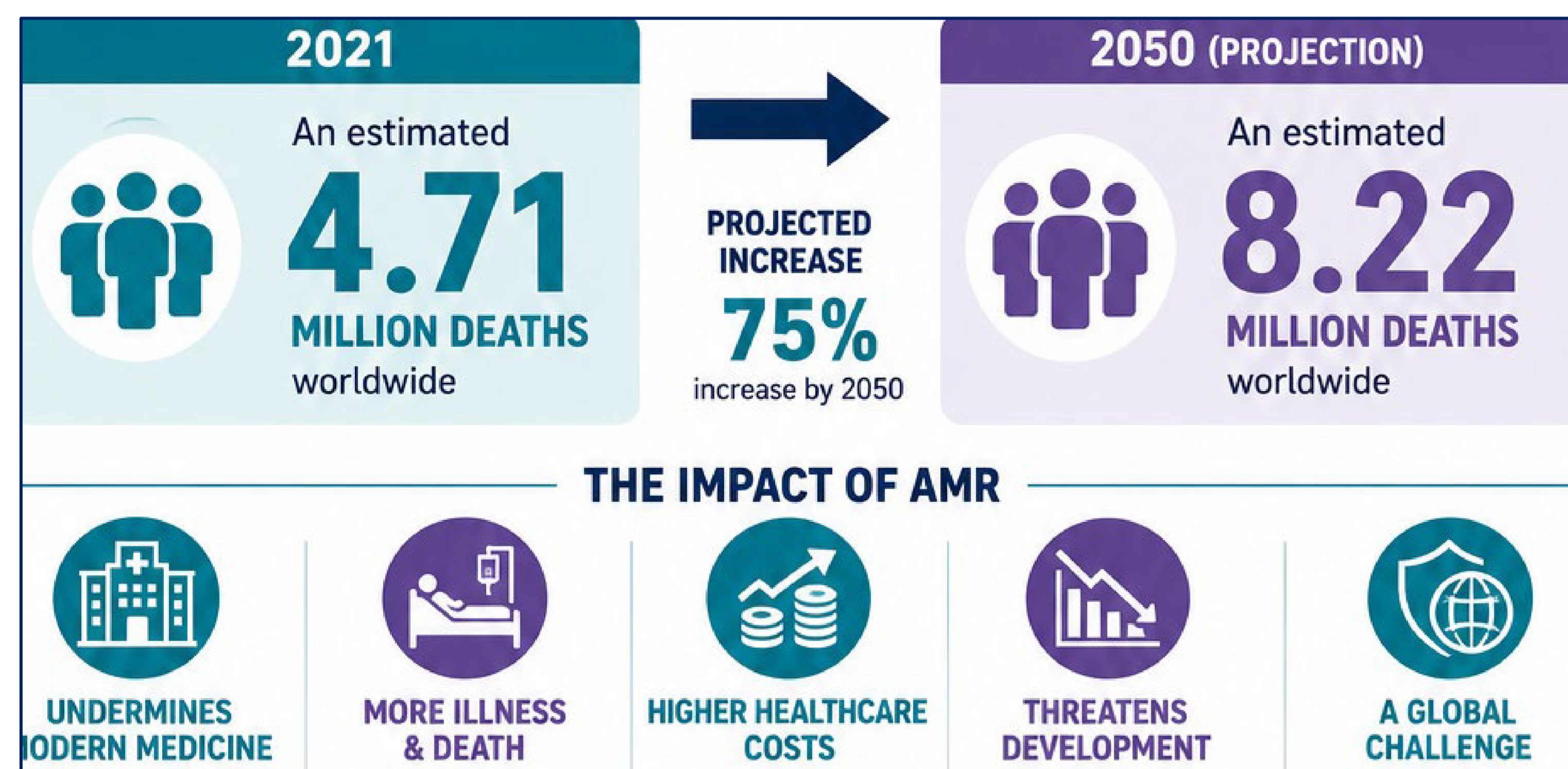


Antimicrobial resistance (AMR): raising awareness through public engagement and education in Leeds

Martyn Cutts, Leeds City Council Public Health - email: martyn.cutts@leeds.gov.uk



UK National Action Plan for AMR advises:

Increasing public awareness and education

- Increase AMR awareness
- Promote responsible antibiotic use behaviours
- Empower communities to take action

Reduce Inequalities

- Recognise unequal AMR impacts across populations
- Target interventions to high-risk groups

Leeds: Public engagement and education initiatives

'Beat It' interactive AMR sessions for schools

- ✓ The sessions are offered to children aged 7-11 years old.
- ✓ Resources to engage with parents.
- ✓ School champion initiative.
- ✓ Target schools determined through prescribing rates, health literacy and deprivation data.
- ✓ Last academic year the service delivered 81 sessions to 3500 children.
- ✓ Pre and post AMR knowledge increased from 26% to 70%.

Community engagement

Tackling AMR requires more than prescribing guidance. The campaign focused on trusted community engagement, improved health literacy, and addressing inequalities in access, understanding, and confidence in healthcare.

Working with trusted local organisations, providers and events resulted in over 370 positive conversations on AMR in summer 2025.

Safe medicines disposal

Working with waste disposal teams to update resources and improve awareness

Seriously Resistant & World AMR Awareness Week

Coordinated AMR awareness campaigns delivering staff training, communication resources, community-led initiatives, public engagement events, and school education activities across Leeds.

Next steps

- ✓ The schools programme will be extended to more schools and children in 2026/27
- ✓ Introduction of an AMR 'train the trainers' approach for frontline workforce
- ✓ Safe antibiotic disposal will be further promoted through more organisations and partners
- ✓ Evaluation, learning and insight is being utilised to inform this future work

Awareness and literacy gaps remain

- "I always take antibiotics if I'm sick"
- "We are always on antibiotics"
- "I know I need to only take antibiotics from my GP"
- "I bought antibiotics from India"
- "I take them all the time, I know it's an issue, but I don't know anything else. My kids do the same"
- "I always ask my friends/family if they have antibiotics I can use"