



**AMR
Aware
Canada**

Building AMR Awareness Together

A growing, national campaign
powered by collaboration.

ENGAGE | SHARE | ACT
to prevent drug-resistant infections

What is AMR?

AntiMicrobial Resistance occurs when microbes become resistant to the medications that used to work against them.

Misuse and overuse of antimicrobials (such as antibiotics) speeds up this process, making infections harder to treat and more deadly. Without effective antibiotics, other treatments also become risky, creating a widespread crisis for our health care system.

AMR is a growing health crisis in Canada and around the world. What Canadians need to know is that our actions make a difference and everyone can help.

What Can You Do?

1

Help prevent and stop the spread of infections. Simple steps—like washing your hands—make a difference.

2

Guard against antibiotic overuse. Remember, antibiotics are not effective against viral infections like colds or the flu.

3

Learn more about responsible antimicrobial use.

Find tips and tools
at AMRAware.ca



Who Are We?

AMR Aware Canada is a collaborative network of health care and public health professionals, educators, researchers, and others united by a shared commitment to raise awareness about antimicrobial resistance.

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Together, we amplify
positive messages that
promote good prescribing
practices, patient safety,
and public health.”

Our unified response addresses the urgent need for Canadians to better understand one of today's most pressing health threats.

Each year, AMR Aware Canada takes part in World AMR Awareness Week (WAAW), joining global efforts to address antimicrobial resistance.



**World AMR
Awareness Week (WAAW)
is November 18–24.**

What We Share

AMR Aware Canada offers practical, evidence-based resources for prescribers, patients, and the public—who can all support appropriate antimicrobial use.

These tools are **free** to use and easy to **share**.

ON OUR WEBSITE YOU CAN FIND:

For everyone:



Resource Library: this hub contains leading resources that guide action to address AMR.



Stories: find compelling stories about the impacts of AMR in Canada.

For health professionals:



CAN AMS! Webinar Series: highlights evidence-based antimicrobial stewardship interventions.

Register for the next live event or view a recording.

Join Us!

AMR affects us all and tackling it requires collective action. We need more voices to raise awareness and share practical actions.

Whether you're a health care or public health professional, educator, patient advocate, or parent, you can help.

Visit our campaign page to download and share free campaign materials.



Help power this national campaign by sharing AMR Aware Canada resources—online, in your workplace or at community events.

Every conversation helps build a stronger response to antimicrobial resistance.

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Go Blue for AMR

"Go Blue for AMR" is a global colour campaign marking WAAW. AMR Aware Canada champions this effort by lighting landmarks across the country in blue on November 24.

We invite you to Go Blue too—whether by sharing our Go Blue-themed campaign materials on social media or at events, wearing blue, or finding your own creative way to show support.

SHOW US HOW YOU GO BLUE!

Send us an email with your Go Blue effort or share it on social media using the hashtags:

#AMRawareCA
#GoBlueForAMR

**Go Blue.
Spark
action.**

Contact Us



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AMRaware.ca