

Ways to Support NJ Antibiotics Awareness Week 2023

1. Download and distribute the new CDC educational materials at <https://www.cdc.gov/antibiotic-use/week/toolkit.html>, which include fact sheets, brochures, social media tools, and infographics for consumers and health care professionals.
2. Go Light Blue! – Wear light blue, light up your building in light blue for the week, bring light blue into your online presence, etc. and share photos on social media tagging #AntimicrobialResistance or #USA AW23
3. Join the conversation during the Global X Storm/Relay for World Antimicrobial Awareness Week. See the CDC AAW toolkit for more details!
4. Add the #NJAntibioticsAware logo and widget (found at <https://www.nj.gov/health/widgets/>) to your website and materials.
5. Include information about #NJAntibioticsAware and U.S. Antibiotics Awareness Week in your organization's print and e-newsletters.
6. Use social media messages and graphics to spark conversation on Facebook, X (formerly Twitter), Instagram, and LinkedIn. Be sure to use #NJAntibioticsAware, #USA AW23, and #BeAntibioticsAware in every post!
7. Visit the NJ Antibiotics Aware website to download materials at <https://www.nj.gov/health/cd/topics/njantibioticsaware.shtml>
8. Order a supply of educational materials from Suzanne Miro, NJDOH at Suzanne.miro@doh.nj.gov. Be sure to copy Krista Reale at krista.reale@doh.nj.gov.
9. Host an event at your organization such as a health fair, community lecture, or an educational table.
10. Send a brief summary of your activities and number of people reached to Suzanne Miro at Suzanne.miro@doh.nj.gov so that we can highlight the reach of the campaign statewide!

