

The Federation of Asian Pharmaceutical Associations Call For Member Associations to Join the 2015 Antibiotic Awareness Week Campaigns

The Federation of Asian Pharmaceutical Associations (FAPA) together with its 18 Member Associations in Countries from the Western Pacific Region, Eastern Mediterranean Region and South East Asian Region, have focused its attention to answer the call of WHO to promote awareness of the rational use of antibiotics to the Public.



September 12, 2015, FAPA Leaders' Meeting in the Fight Against Antimicrobial Resistance: A Commitment to Action attended by over 20 delegates from different countries all over Asia at Crimson Hotel in Alabang, Muntinlupa City, Philippines. In this Photo: Ms. Nancy Ho, President of Malaysian Pharmaceutical Society (MPS), discussing ways to support the Global Action Plan against Antimicrobial Resistance.

In a meeting held in the Philippines last September 12, 2015, leaders from over 14 National Pharmacy Associations discussed ways on how to heed the objectives set in the Global Action Plan Against Antimicrobial Resistance in their own countries through a workshop. They also planned the activities that will be organized by FAPA for the month of November during the Antibiotic Awareness Week and agreed to include Antimicrobial Resistance as one of the major topics in the upcoming 2016 FAPA Congress that will be held in Bangkok, Thailand. The Congress is expected to be an excellent venue for pharmacists from different Asian countries to learn about the initiatives and best practices about antimicrobial resistance in other countries which they can apply to the many challenges that pharmacists face in the fight against AMR in their own countries. The meeting was ceremonially concluded with delegates signing a

Commitment to Act against Antimicrobial Resistance followed by a press conference attended by the local media.



In this Photo: Presidents and Representatives of Member Associations from Thailand, Cambodia, Malaysia, India, and Indonesia discussing their response to the Global Action Plan against Antimicrobial Resistance.



From Left to Right: Dr. Baburam Humagain, President of Nepal Pharmacy Council (NPC), Dr. Rao VSV Vadlamudi, President of Indian Pharmaceutical Association (IPA), and Mr Joseph Wang, President of the Federation of Asian Pharmaceutical Associations (FAPA), take a photo after signing their Commitment to Act along with 12 other Member Associations present, the Asian Young Pharmacist Group (AYPG) and the Bureau Members of FAPA.



From Left to Right: Mr. Ng Cheng Tiang (FAPA Vice President and Representative of Pharmaceutical Society of Singapore), Dr. Yolanda Robles (FAPA Secretary General), Mr. Joseph Wang (FAPA President), and Mr. Dani Pratomo (FAPA President-Elect) answering questions from the press about AMR after the FAPA Leaders' Meeting.



**List of Delegates from Member Associations Present in the
FAPA Leaders' Meeting in the Fight Against Antimicrobial Resistance: A Call to Action**

1. Mr. Joseph Wang	FAPA President
2. Mr. Dani Pratomo	FAPA President-Elect
3. Dr. Olivia Limuaco	FAPA Vice President/ Philippine Pharmacist Association
4. Mr. Seok-Goo Chang	FAPA Vice President/ Korean Pharmacist Association
5. Mr. Ng Cheng Tiang	FAPA Vice President/ Pharmaceutical Society of Singapore
6. Dr. Pornpen Pramyothin	FAPA Vice President
7. Dr. Shigeo Yamamura	FAPA Vice President/ Japan Pharmaceutical Association
8. Dr. Yolanda Robles	FAPA Secretary General
9. Dr. Lance Emerson	Pharmaceutical Society of Australia
10. Dr. Fang Chen Lee	Pharmaceutical Society of Taiwan
11. Dr. Teera Chakajnarodom	The Pharmaceutical Association of Thailand under Royal Patronage
12. Mr. Kampanart Huanbutta	The Pharmaceutical Association of Thailand under Royal Patronage
13. Dr. Rao VSV Vadlamudi	The Indian Pharmaceutical Association
14. Dr. Nurul Falah Eddy Pariang	Indonesian Pharmacist Association
15. Ms. Datuk Nancy Ho	Malaysian Pharmaceutical Society
16. Dr. Baburam Humagain	Nepal Pharmacy Council
17. Mr. Tiv Sothearith	Pharmacist Association of Cambodia
18. Mr. Xuan Hung Nguyen	Vietnam Pharmaceutical Association
19. Mr. Chong Wai Kuan	Pharmacist Association of Macao
20. Mr. Cheong Kuan Long	Pharmacist Association of Macao
21. Mr. Bryan Posadas	Asian Young Pharmacist Group

For the Month of November, FAPA launched activities to support the World Health Organization (WHO) campaigns during the Antibiotic Awareness Week held from November 16-22, 2015. FAPA encouraged pharmacists and pharmacy students from member associations to use social media platforms like Facebook® to generate interest among the public on the Rational Use of Antibiotics. The primary aim was to spread the educational materials like infographics produced by WHO in their own networks. To engage the pharmacists, FAPA also initiated the Twibbon® Campaign, providing a way for pharmacists to show their support. Twibbon® is an application that lets Facebook and Twitter Users to easily add to their profile photos a logo and a banner for an event or campaign to show their support. The Twibbon® banner was designed by a member of the Asian Young Pharmacist Group (AYPG). During the few weeks of the campaign, it was able to garner 2,126 supporters from different countries as recorded by the application.

The following are the links used by FAPA on social media platforms to provide updates to Pharmacists about developments and upcoming events in pharmacy practice in Asia and to promote awareness on the rational use of antibiotics.

- 1). FAPA Facebook fanpage
<https://www.facebook.com/FAPAIInternational>

2). FAPA Facebook account
<https://www.facebook.com/fapa.asia>

3). FAPA Facebook activity page
<https://www.facebook.com/events/858484160926275/>

4). FAPA Twitter
<https://twitter.com/FAPAAsia>

5). Twibbon Campaign
<http://twibbon.com/Support/fapa-amr-campaign>

The screenshot shows the 'FAPA AMR Twibbon Campaign' page on Twibbon.com. The page features a navigation bar with categories like 'causes', 'entertainment', 'technology', 'sport', 'lifestyle', and 'other'. A yellow banner at the top asks, 'Want your own Twibbon campaign? Get started now!'. The main heading is 'FAPA AMR Twibbon Campaign' with sub-links for 'support' and 'discuss'. The central content area is divided into two main sections. The left section, titled 'How would you like to support this Campaign on Twitter?', includes a 'Add a Twibbon to my profile picture' feature with a visual example of a profile picture being updated with a campaign logo. Below this is a 'Show my Support Now!' button and a 'Tweet my support on Twitter' section with a pre-filled tweet: 'Please help support FAPA AMR Twibbon Campaign, add a #Twibbon now! http://twibbon.com/support/fapa-amr-'. The right section, titled 'Campaign Details', shows the campaign was created 'by FAPAAsia a few weeks ago' and has '2,126 supports'. It also includes a 'Share this Campaign' section with social media sharing options for Twitter, Facebook, and Google+, and a direct link to the campaign page: 'http://twibbon.com/support/fapa-amr-campaign'. The footer contains links for 'about us', 'blog', 'help', 'terms and conditions', and 'privacy policy', along with social media icons for Facebook and Twitter.

FAPA AMR Twibbon® campaign page available at <http://twibbon.com/support/fapa-amr-campaign/twitter>

In addition to the AMR Twibbon® Campaign, FAPA also organized the 4-Frame Comics Competition to spark creativity among pharmacists and pharmacy students in explaining the concept of AMR in a meaningful but interesting way to the Public. The competition was held at

two levels: local then international. FAPA member associations agreed to support this activity by hosting/ launching this contest at the local level. The first place winners of each national competition were awarded by FAPA with 100 USD. A total of 10 Member Associations forwarded their national winning entries for the International Competition. Attached at the end of this report are the entries of the finalists from the 10 Member Associations who participated in the international competition, including the stories of the winning teams.

They may be also accessed at the following URL:
<https://www.facebook.com/fapa.asia>

The entries were judged based on the following criteria:

Items	Content	Weight
Fit to Theme	Theme: “Antibiotics: Handle with Care”	40%
Comic Continuity	Story is told in flow of four-frame; Content is smooth and easy to understand; Facilitate the viewers to comprehend the meaning of this competition and the theme	20%
Comic Integrity	In terms of aesthetics, interesting, artistic	30%
Popularity Contest	Votes: Online votes	10%

The Top 3 winners of the international level competition were from the following countries:

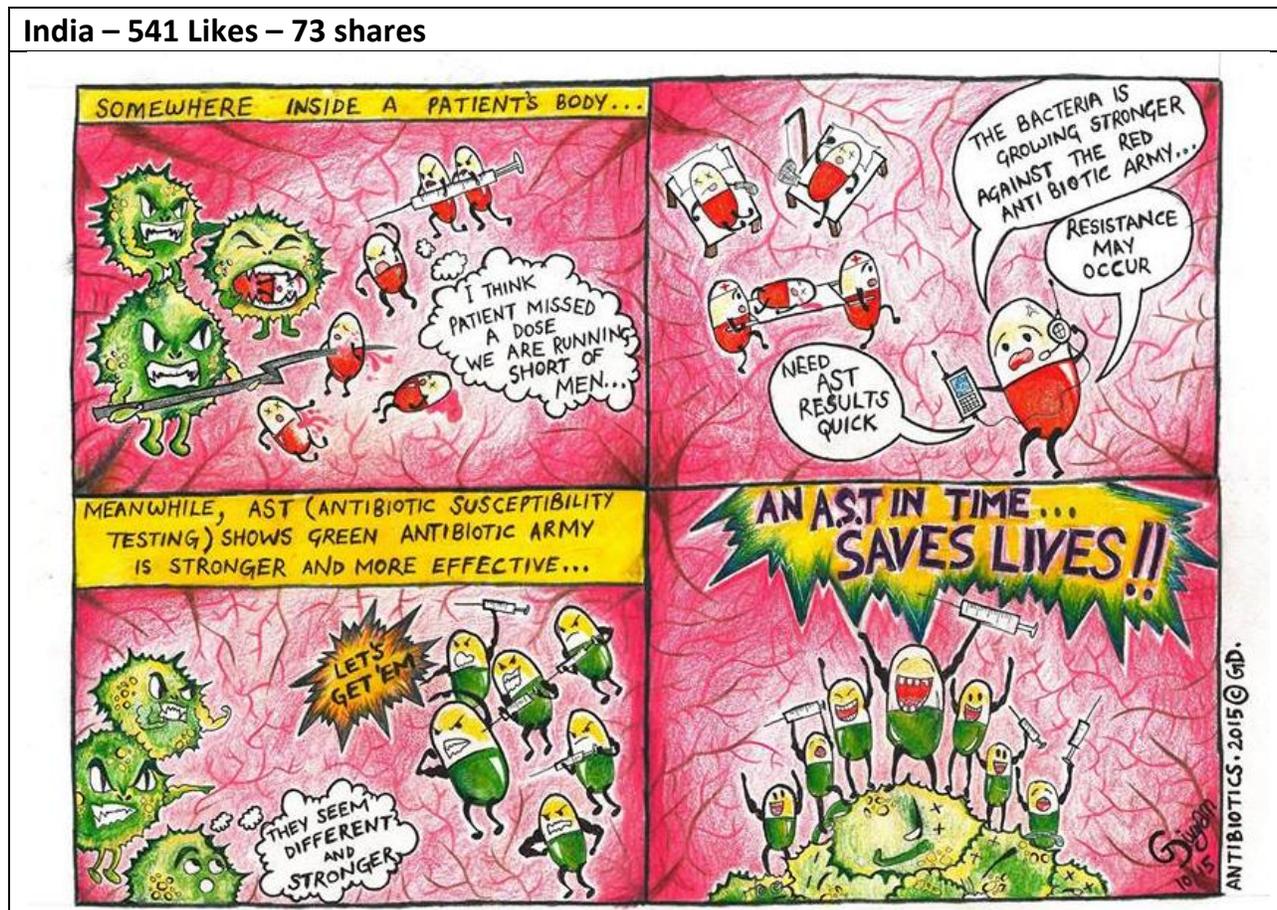
- Grand Prize: Cambodia – 1000 USD
- 1st Runner up: Malaysia – 500 USD
- 2nd Runner up: Philippines – 300 USD

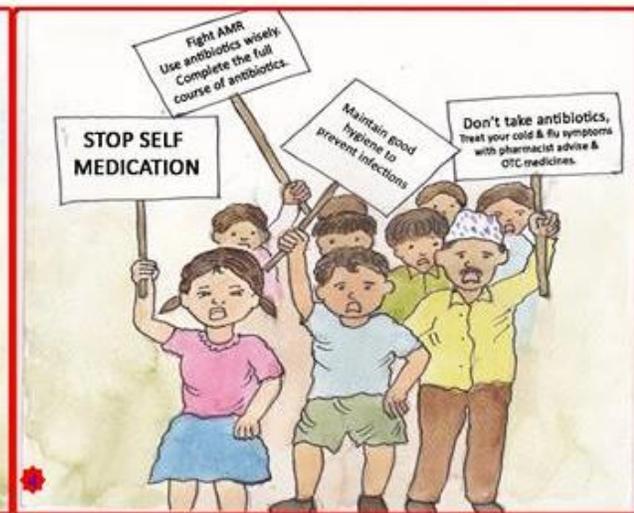
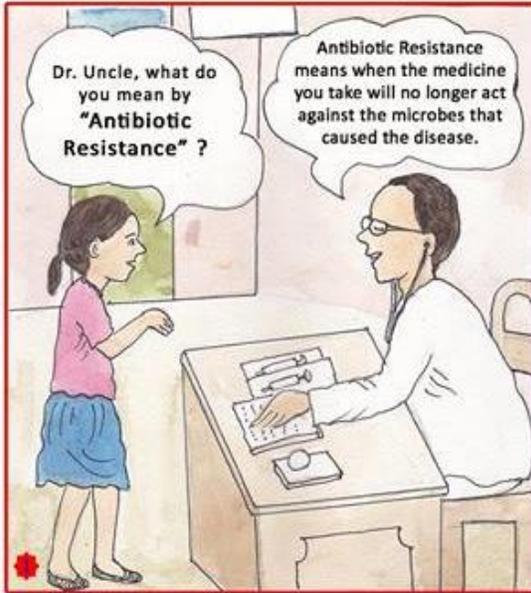
In all, the comics posted by FAPA online in the first week of November have been shared for over 900 times and currently has 5,000 Likes from Facebook Users.

As of press time, FAPA member associations are still conducting their AMR Activities in their own countries, with many collaborating with other professional organizations and government agencies. FAPA will continue to follow through this advocacy against antimicrobial resistance and will continue to promote through its future activities such as special symposiums or forums in the Congress will sustain interest and fuel commitment of the member associations to this cause.

FINALISTS AND WINNING ENTRIES IN THE INTERNATIONAL 4-FRAME COMIC COMPETITION

India – 541 Likes – 73 shares

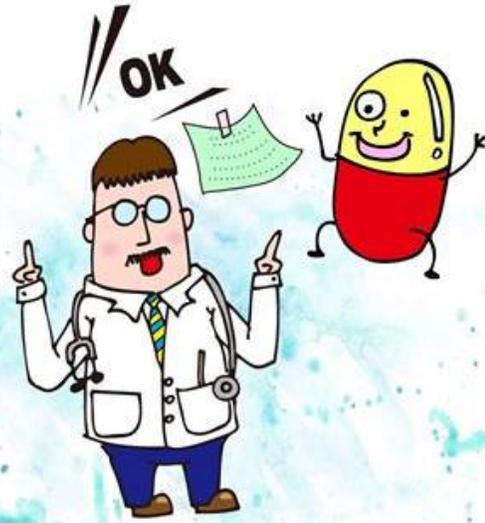




Antibiotics: Handle with Care

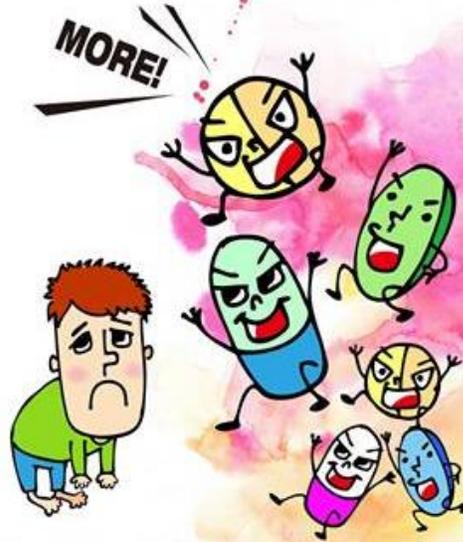
1

Using antibiotics must under doctor's prescription.



2

Microbial resistance causes by antibiotics abuse.



3

We need more medical procedures when microbial resistance happened.



4

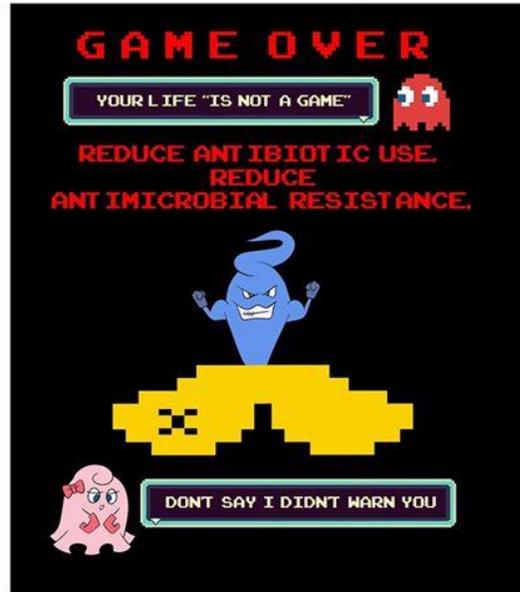
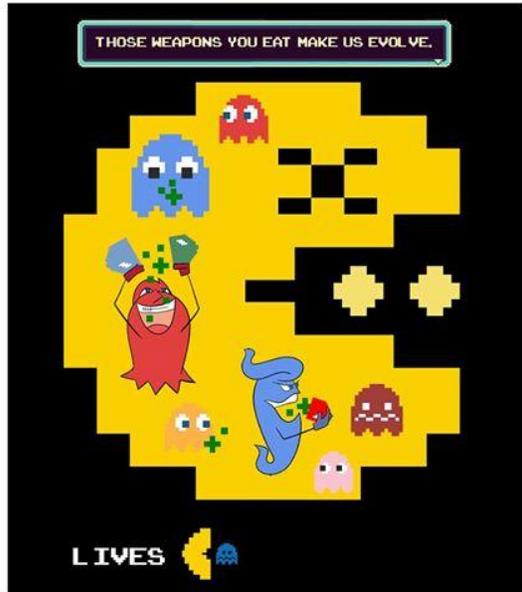
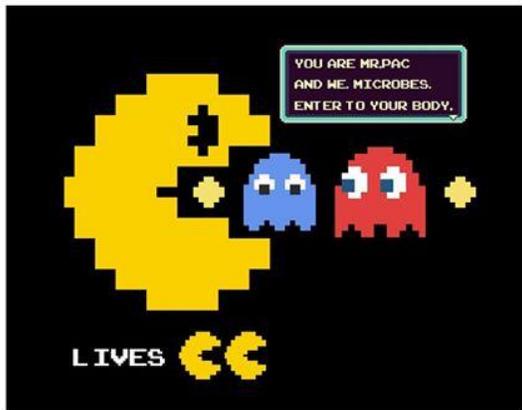
Die from no effective antibiotics



Vietnam - 13 Likes

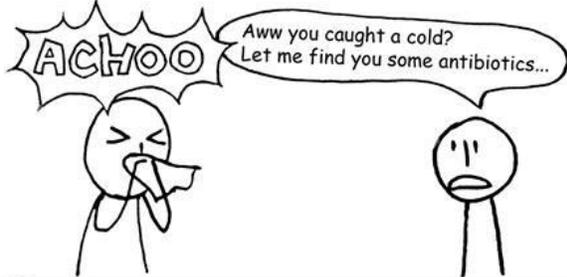


HOW ANT IMICROBIAL RESISTANCE OCCUR?

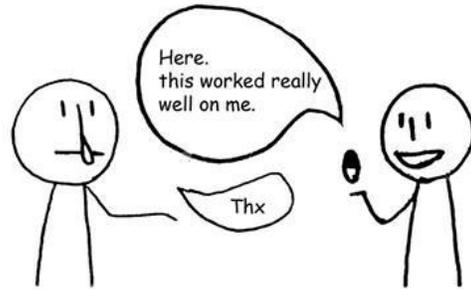


Korea – 20 Likes – 1 share

DUMB ways to Die



Antibiotics don't cure viruses like colds and flu



Never share antibiotics (not even with family)



Always finish your course of antibiotics (even if you feel better)

FEW YEARS LATER...



**ANTIBIOTIC RESISTANCE -
WON'T WORK
WHEN YOU NEED IT THE MOST!**

Indonesia – 169 Likes – 27 shares

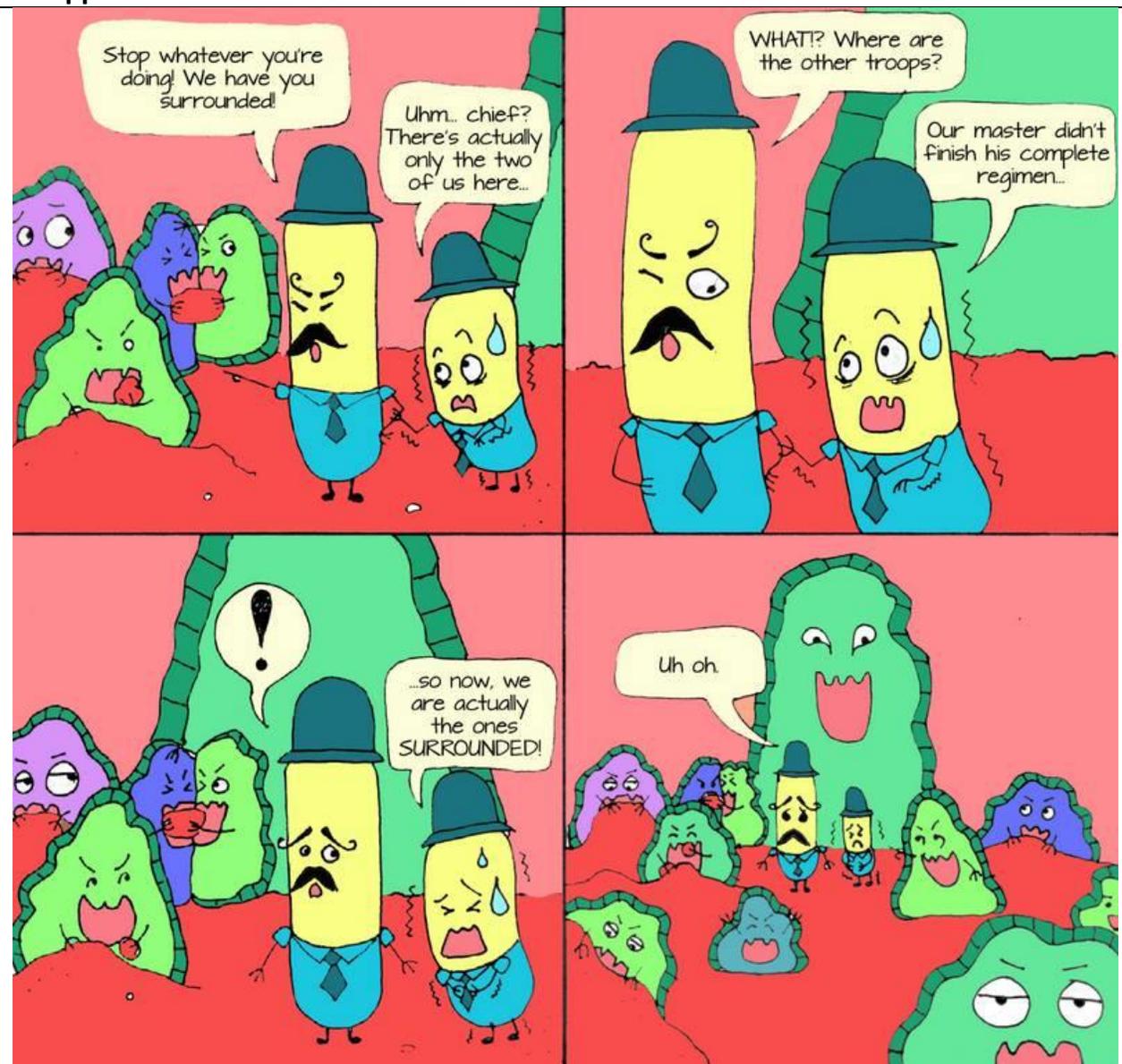
**"Too Much ~~Love~~ Will Kill You"
Antibiotic**



●BmW●

3rd Prize Winner:

Philippines – 893 Likes – 160 Shares



[Philippines submission]: story and behind the story

Dear Friends and Colleagues,

Although we've closed and already have the results from the FAPA AMR Four-Frame Comic Competition, we would like to share with all of you about the story from each of our National Submission from each member association of FAPA. This is our first post to let our competition participants to share their own story (and the comic) with you!

[Philippines submission]: story and behind the story....Enjoy~

<https://www.facebook.com/FAPAIInternational/photos/a.778170872311668.1073741832.131679446960817/777110775751011/?type=3> (their awarded comic artwork)

1. Group Introduction (Tell us more about you.)

The group is composed of Mariane Allen Arienza, Christine Claros, Marie Claire Soria, and Vida Valerie Velez. They are Industrial Pharmacy students from the University of the Philippines Manila, and have

been good friends ever since they started college. Mariane is from Surigao del Sur, Christine and Marie are both from Malabon City, and Vida is from San Pedro, Laguna.

Vida looks like a typical shy and modest girl first glance, but knowing her more will prove you wrong. She's into arts and is very much meticulous with even the smallest details. She likes to draw, weave, make interest worthy project or just simply create anything and everything crafty that you can think of. Christine is the type of friend who's always there when you need one. She likes to read novels and has already read hundreds of them. She is also a grammar expert and tutors English language during her free time.

Mariane is a very cheerful, optimistic and softhearted person. She is a very thoughtful friend who will always organize a surprise party for your birthday no matter how predictable it already is. She is very family oriented.

Marie is an effortlessly funny person. You can easily ask her for favors and she won't ask anything in return. She does not want to be the center of attention and she is just content to be away from the limelight.

2. Why did you choose to participate in this competition?

A fourframe comic project about handling antibiotics responsibly was announced in our Pharmaceutical Microbiology class. With that requirement in mind, we conceptualized and complied. It was days after when our professor announced that this was actually a competition by the Federation of Asian Pharmaceutical Association, and that our little class project made it to the national competition and was ultimately chosen as the Philippine entry for the international level of the competition.

3. What is your main concept in the drawing?

Our main inspiration for the concept is General Antonio Luna, a popular Filipino hero during the Spanish colonization in our country. The 'Chief' in our story was drawn to his liking, with a similar looking beard. General Luna is known for being an exceptional war strategist, army commander and a righteous leader. Just recently, his life-story was turned into a historical film which became a huge hit in the Philippines. And just like how the public positively responded to his valor, we would also want the people to see how antibiotics could be the heroes of our health, IF only used responsibly. Antibiotics are our brave defenders against monstrous bacteria; but if we do not handle these antibiotics properly, bacteria grow stronger and more resistant, rendering antibiotics ineffective as portrayed in the comic. In time, this leads to diseases incurable by current medicine. Thus, it is important to take the prescribed antibiotic at the correct dose at the right time for the prescribed treatment period. We must not let antibiotics, our supposed defenders, turn into losers by default.

4. How do you find the competition result?

We are happy that our comic entry was one of the chosen top three. We are thankful for our families, friends, and instructors who have supported our entry in the competition. We also commend FAPA for holding this online competition that invited the participation of Asian countries with one goal of spreading Antimicrobial Resistance awareness. The competition served to increase the popularity of the concept through publicity to online viewers.

We plan to use some part of the prize money to treat some friends who supported our entry and then divide the remaining among ourselves.

5. Anything else you want us in FAPA to know?

We hope that more pharmacists and pharmacy students all over Asia can get acquainted with FAPA and its activities through more advertisements. Our group believes that the participation of more students is very important to the success of FAPA's projects. We also believe that the activities this Month raised the awareness of the community about the responsible use of antibiotics. We also hope that FAPA will continue with its activities that involve not just the pharmacy community but the general public as well.

2nd Prize Winner:

Malaysia – 1058 Likes – 124 shares

MED MAN: IRRESISTIBLE ANTIBIOTICS

PRESENTED BY:
THE DANCING
OCELOT



[Malaysia submission]: story and behind the story

Malaysia is our first runner up (2nd place) in this FAPA AMR Four-Frame global competition. Let's hear their story and behind the scene as follows:

Here is their

artwork: <https://www.facebook.com/FAPAIternational/photos/a.778170872311668.1073741832.131679446960817/777103002418455/?type=3&permPage=1>

1. Group introduction (tell us more about you)

People tend to tell me I'm different. But basically I'm just a regular guy with an irrational fear of large fish. I suppose it's a good thing I live in Kuala Lumpur, which is nowhere near the ocean. I'm in my final year at UCSI University, which probably makes me one of the older contestants. But I still can't resist drawing moustaches on the people in my textbooks, so I suppose I'm still young at heart.

2. Why would you choose to participate in this Competition?

I came to know about this competition through my university's Pharmacy Student Association (UCSIUPSA). At first I wasn't really sure if I should join, and in the end it was my friends' encouragement that really made my mind up. Of course, the prize was very very attractive as well!

3. What is Your Main Concept in This Drawing? (Tell us more about how this comic was developed)

I wanted to send an impactful message that antibiotics should not be taken lightly. At the same time, I wanted to do it in the form of a story with a beginning and an end, rather than just a simple instructional or informational diagram. And that is why I chose a time-travel concept. It allowed me to illustrate two important aspects: the flawed reasoning behind haphazard antibiotic use, as well as its potentially devastating long-term impact.

I suppose what's interesting about my work is that it was created using MS Paint. It's a relatively primitive and basic computer graphics program, but quite fun to use!

4. How do you find the competition result?

Kinda disappointed not to get the grand prize, but very pleased with what I've achieved and I'm very grateful for all the support from friends as well as the public. Truly appreciate the kind words and feedback.

I'll probably spend my winnings on a nice suit or a tuxedo so that I can show up at fancy events and pretend to be a secret agent or something. It will probably also be useful for weddings and stuff.

5. Anything else you want us in FAPA to know?

Great competition. Many thanks for organizing it! Hope to see more like this in the future!

Grand Prize Winner:
Cambodia – 1269 Likes – 245 shares



[Cambodia submission]: The Story and behind the story

1. Group introduction (tell us more about you)

In my group, we have 3 members:

1) Name: Neou Sovanney

Sex: Female

Occupation: 5th year pharmacy student

Nationality: Khmer

2) Name: Prom Sengrith

Sex: Male

Occupation: 5th year pharmacy student

Nationality: Khmer

3) Name: Seang Marady

Sex: Female

Occupation: 3rd year interior design student

Nationality: Khmer

2. Why would you choose to participate in this Competition?

We heard about the competition from Cambodian Young Pharmacist Group Facebook page,

which informed us about FAPA and also about the drawing competition aimed to promote public awareness on the topic “Antibiotic: Handle with Care”. So, we got interested in that, since we know that this is one of the problem, not just to the world but also to our country where misunderstanding about the antibiotic is wide-spreading. We believe that this could be changed by starting to act on the problem now, and no future delay. This competition give us an opportunity to join the world campaign to solve one of matter we care about.

3. What is Your Main Concept in This Drawing? (Tell us more about how this comic was developed)

Well! At the very beginning, we have absolutely no idea about what to draw, but we know that we want to make a story, and we want it to be as easily to be understood as possible. The goal is a bit challenging for us because we have only 4 frame of pictures to draw, and we want the audience to understand about the complex topic of antibiotic resistance while keeping the content funny. First, we come up with an idea that we should explain mechanism of bacteria resistance to antibiotic, but because it is too complex, and we do not think that the audience would be able to get our message; therefore, we change our focus to something much simpler, which is to illustrate the misunderstanding of antibiotic. So, we pick the two major misconceptions, which are the using antibiotic for virus infection and the disrespect the dosage, to dispatch in our comic.

Starting with “Antibiotic is hero who fights against bacteria” is great opening. We believe that this first frame would give the audience a clear definition of what antibiotic is, as well as what its job is. Then, moving to the 2nd and 3rd frame we tell how antibiotic is used in a wrong way. And, the last frame we give the result of their misconception, the bacteria became bigger and stronger than before, and Mr. Antibiotic had broken his arm and leg, and etc. We believe this last frame will give viewers the moral of our story, and also serve as a warning message for them to change their mindset and behavior towards antibiotic.

4. How do you find the competition result?

The competition result is so surprising to all of us. We did not expect that we could win the first place in the global stage. From the beginning, we just want to help raising the awareness of antibiotic resistance.

Our team believe that if the public institutions work together with young people, we will be able to effectively reduce the resistance problem. Therefore, we have a short message to everyone, especially youth, that you all should pay close attention to the issue, and join the world to solve this problem together because if we don't, who will.

For the price, we will use for supporting our study.

5. Anything else you want us in FAPA to know?

We would like to thank to FAPA for creating this great drawing competition, which encourages young people to participate in promoting the proper use of antibiotics. We hope that FAPA will provide more opportunities for young people to involve in solving many other public health issues the world is facing.

**Commitment to Act signed by the
FAPA Bureau, Member Associations and Supporting Organizations**



Commitment to Act

The Federation of Asian Pharmaceutical Associations (FAPA) together with its Member Associations in Asia, commit to fight **Antimicrobial Resistance** with efforts in alignment with the objectives of the Global Action Plan on Antimicrobial Resistance which includes:

1. Improvement of Awareness and Understanding of Antimicrobial Resistance
2. Strengthening Knowledge through Surveillance and Research
3. Reducing the incidence of infection
4. Optimizing the use of antimicrobial agents
5. Increasing investments in new medicines, diagnostic tools, vaccines and other interventions

Signed this 12th day of September year 2015 at
Crimson Hotel, Manila, Philippines
