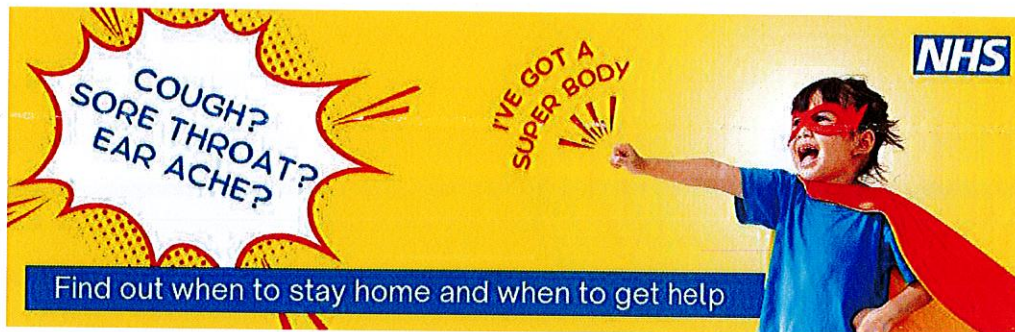


Newsletter piece

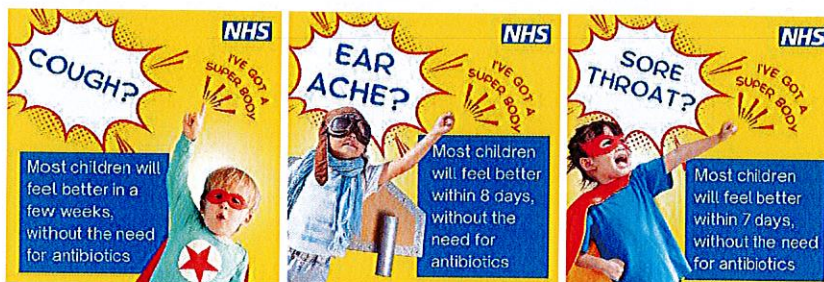


🌱 World AMR Awareness Week – Meet the Super Bodies! 🌱

In support of **World Antimicrobial Resistance (AMR) Awareness Week** (18–24 November) and beyond, we're sharing the [Super Bodies campaign](#)—a fun and educational way for children and their families to learn how our bodies fight infections and why it's important to use antibiotics wisely.

Did you know that most common childhood illnesses like **coughs, sore throats and earache** are caused by viruses and don't need antibiotics? Our children's "**super bodies**" are amazing at fighting off these infections naturally!

Here are the **usual recovery times** for these common illnesses:



The [Super Bodies campaign](#) also includes:

- **Tips on managing symptoms at home**, such as using pain relief, rest, and fluids.
- **Guidance on what symptoms to look out for**, and **when to seek medical help** if your child isn't improving or seems very unwell.

Antimicrobial resistance (AMR) is a growing global concern. Overuse of antibiotics means they are becoming less effective against bacteria, leading to the emergence of '[super bugs](#)'—strains of bacteria that are resistant to many antibiotics. This is a serious threat to public health, but we can all help by using antibiotics only when truly necessary.

Antibiotics rarely speed up recovery for many common childhood illnesses and can cause side effects like rashes or diarrhoea. Using them only when truly necessary helps keep them effective for serious infections and preserve these precious drugs for future generations.

💡 Learn more and explore: [Super Bodies campaign](#)