Public Service Announcement

World Antimicrobial Resistance Awareness Week

Start Date: November 19, 2025
End Date: November 24, 2025
Nunavut-wide **60 sec**

The Government of Nunavut (GN) invites Nunavummiut to mark World Antimicrobial Resistance (AMR) Awareness Week, November 18 to 24. This year's theme, *"Act Now: Protect Our Present, Secure Our Future"*, calls for urgent action to preserve the effectiveness of lifesaving antimicrobial medicines.

What is antimicrobial resistance (AMR)?

Antimicrobial resistance is a global health threat, as infections become harder, or sometimes impossible, to treat. Antimicrobial resistance occurs when bacteria, viruses, fungi or parasites no longer respond to the medicines designed to kill them, such as antibiotics.

Why does it matter?

- Misuse and overuse of antimicrobials in humans, animals and agriculture are driving resistance.
- Without action, common infections and minor injuries could once again become deadly.
- AMR threatens our ability to perform routine surgeries, treat chronic illnesses, and respond to infectious disease outbreaks.

What can you do?

- Use antibiotics only when prescribed by a health professional.
- Do not demand antibiotics for viral infections like colds or flu – they don't work.
- Follow your health-care provider's instructions carefully.
- Never share or use leftover antibiotics.
- Do your best to prevent infections and stop them from spreading. Keep vaccinations up to date, build healthy hand washing and food handling habits and limit close contact with others during an illness.

Let's commit to responsible antimicrobial use to *"Protect Our Present, Secure Our Future"* in Nunavut. To learn more, visit www.amraware.ca.

###

Media Contact:

Charmaine Deogracias
Manager of Communications
Department of Health
867-975-5712
cdeogracias@gov.nu.ca

ᑭᒃᑯᑐᐃᓐᓇᕐᓄᑦ ᑐᓴᕋᑦᓴᐃᑦ ᐊᑐᐃᓐᓇᐃᑦ ᐃᓄᒃᑎᑐᑦ, ᖃᓪᓗᓈᑎᑐᑦ ᐃᓄᐃᓐᓇᖅᑐᓐ ᐅᐃᕖᑎᑐᓪᓗ ᐅᕙᓂ *www.gov.nu.ca.*
Public Service Announcements are available in Inuktitut, English, Inuinnaqtun and French on *www.gov.nu.ca.*
Kavamatkunnin Tuhaqtitaujukhat hailihimajun Inuktitut, Qablunaatun, Inuinnaqtun Uiuitullu uvani *www.gov.nu.ca.*
Les messages d'intérêt public sont disponibles en inuktitut, en anglais, en inuinnaqtun et en français au *www.gov.nu.ca.*