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Draft release – 18 November 2017 public

## **Bella Moss Foundation and NOAH join forces to #BeattheBugs this World Antibiotic Awareness Week**

To coincide with World Antibiotic Awareness Week (13-19<sup>th</sup> November), the Bella Moss Foundation and NOAH have teamed up to survey the depth of people's knowledge on the relevance of antibiotics to them, their families and pets.

The Bella Moss Foundation, in collaboration with NOAH and endorsed by the Veterinary Medicines Directorate (the Government body which promotes animal health and welfare by assuring the safety, quality and efficacy of veterinary medicines), is asking people to complete the following [survey](#). The results will reveal what they know about antibiotics and their relevance to their families and pets, to assess whether their #BeattheBugs [video](#) is an effective way of communicating important messages around antibiotics.

The #BeattheBugs one-minute video was created by the Bella Moss Foundation to explain the threat of antimicrobial resistance (AMR) to families and pets and was launched during World Antibiotic Awareness Week 2016. The video stars a mass of multiplying, resistant bugs, and outlines how we can all do our bit to stop them from making our antibiotics ineffective.

Bella Moss Foundation trustee Chris Laurence said: "The need to ensure we keep our antibiotics effective is of increasing importance. We want to know what you think about it and whether you think a short video is a good way of advising you of the potential risks to you, your family and pets, and what you can do to help. Please take our short survey so we can find out what you think, and what would be of use to you."

Dawn Howard, NOAH Chief Executive said: "NOAH is again delighted to support this year's World Antibiotic Awareness Week and we believe this survey will help raise awareness of the role we all have in keeping antibiotics effective. While the veterinary and medical profession commit to responsible prescribing, we can all play our part in heeding their advice by trusting when antibiotics are not prescribed and following the professionals' directions in taking them. This way, antibiotics will be effective to help us and our pets when needed for years to come."

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For further information please contact Jill Moss (Bella Moss Foundation) at [jillmoss@thebellamossfoundation.co.uk](mailto:jillmoss@thebellamossfoundation.co.uk) or see <http://www.thebellamossfoundation.com/> or Alison Glennon (NOAH) 020 8367 3131 or [a.glennon@noah.co.uk](mailto:a.glennon@noah.co.uk) or [www.noah.co.uk](http://www.noah.co.uk)

**Notes to editors:**

The #BeattheBugs survey can be accessed via the following Survey Monkey link and will be open from 18 November 2017 to 18 March 2018 - <https://www.surveymonkey.co.uk/r/WTM2568>

To watch the #BeattheBugs video please click here  
<https://www.youtube.com/watch?v=mvTaN4tmIDk>

For more information on World Antibiotic Awareness Week, please click here -  
<http://www.who.int/campaigns/world-antibiotic-awareness-week/en/> and  
<http://antibioticguardian.com/>