



11<sup>th</sup> November 2025

Dear Science Lead and Art Lead

**RE: Schools' competition to raise awareness of overuse of antibiotics – Keep Antibiotics working**

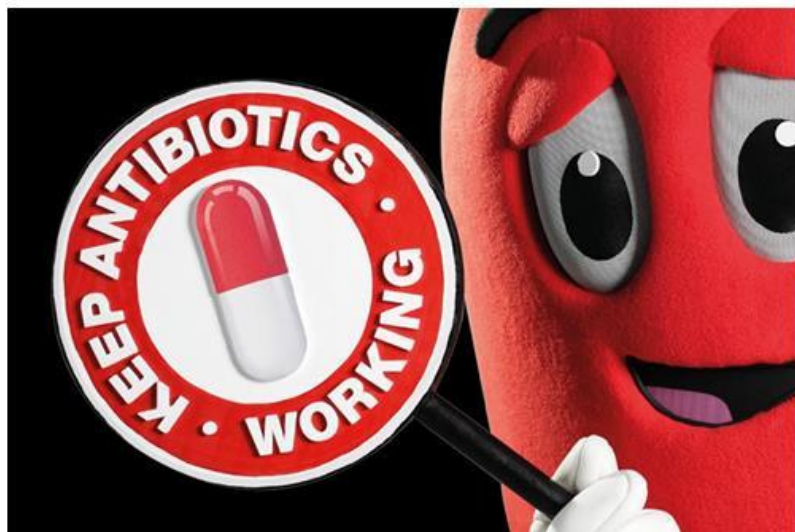
The discovery of antibiotics has been crucial to modern science. However, the persistent overuse and misuse of antibiotics in humans, animals and plants, and the environment, has given rise to the emergence of drug-resistant bacteria.

**Please help us to protect these life saving medicines and support Antibiotic Guardian campaign to Keep Antibiotics Working Globally.**

[NHS Frimley Integrated Care Board](#) (ICB) would like to invite your school to participate in a competition to raise awareness of drug-resistant infections and how to take action to use antibiotics responsibly and prevent the spread of infections.

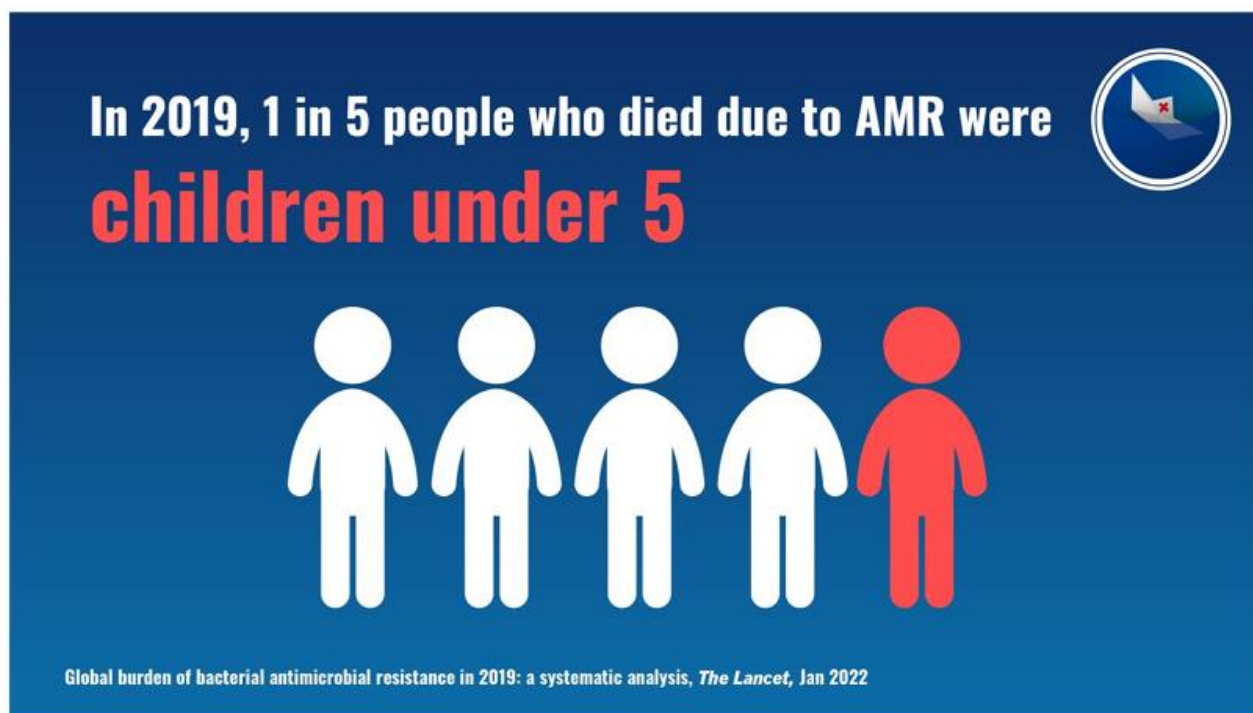


Can you join #AndiBiotic on his antimicrobial resistance (AMR) mission to #KeepAntibioticsWorking? The [Antibiotic Guardian campaign](#) asks you to make a pledge to [#keepantibioticsworking](#).





In 2019, 1.27 million deaths were attributed to AMR or drug-resistant infections. This figure is predicted to reach more than 39 million by 2050 if we don't act now!



## Who can take part in the competition?

Anyone between the age of 5 to 18 years of age.

## Categories

**School years 1-4:** Design a poster featuring “AndiBiotic” as your character.

**School years 5-13:** Create a “Horrible Histories”-style story to explain how drug-resistant infections can occur, how they might spread and what can happen as a result.

The aim of this competition is to explain how drug-resistant infections can occur, how they might spread and what can happen as a result. Posters / stories should deliver messages to use antibiotics responsibly and [#keepantibioticsworking](#).

## How do I send in my entry?

- Design your poster or create your Horrible Histories style story on the computer. If you create a paper version with felt tips or crayons please submit a digital photograph (please do not use glitter or metallic paint). If your entry is a winner, please keep the original artwork as this will need to be scanned for wider distribution and display.
- Make sure that the child's name, class and school is written clearly on the poster.



- Please send entries to [frimleyicb.prescribing@nhs.net](mailto:frimleyicb.prescribing@nhs.net)
- In the subject line write "WAAW Schools Competition".
- Deadline for submission for the competition is Monday 16th February 2026.
- If your child wins or is a runner up in the competition we would like to share their entry along their photo and their name on our communications channels. A consent form is included below.

## Why participate?

- Each winning participant will have their poster displayed in hospitals / waiting areas and may be used for future campaigns. The Horrible Histories story will be used in the coming year to raise awareness within our communities of this issue.
- There will be winners selected for each category (£25 Amazon voucher):
  - Best Poster Years 1-2
  - Best Poster Years 3-4
  - Best Horrible Histories style story Years 5-8
  - Best Horrible Histories style story Years 9-13

## What should be included?

The entry of the poster should incorporate some or all the key messages:

- Don't take antibiotics for colds and flu
- Don't save antibiotics for later – never share or use leftover antibiotics
- Take antibiotics as directed by your healthcare professional.
- Take up vaccinations for yourselves and your pets to prevent infection
- Get regular dental check-ups and brush your teeth regularly to prevent infections
- Never demand antibiotics if your health professional says you don't need them.
- Not sharing antibiotics with animals

## Hints and tips:

- Keep it simple.
- Make it eye catching.
- Make sure that the messages are clear and concise.



## What information is there to help?

- Tools for schools PowerPoint – see page 4-5 for primary schools and page 4 and 6 for secondary schools
- [e-Bug](#) educational resource which also has lesson plans is a free resource.
- Various activities can be found [here](#)
- Join [#AndiBiotic](#) on his antimicrobial resistance (AMR) mission to [#KeepAntibioticsWorking](#)
- The [World Health Organisation](#) has extensive information on Antimicrobial Resistance.
- Keep Antibiotics Working | Campaigns | [Campaign Resource Centre](#)
- Shionogi BV: [The Next Generation Responds to the Superbug Crisis video](#)

## Why does this matter for schools?

This is a fantastic opportunity to communicate simple, but important messages to children, their families and their communities. **Bugs know no boundaries!** Please take part and contribute to the success of the campaign.

During World Antimicrobial Resistance Awareness Week (18th – 24th November 2024) please encourage everyone to share the message by becoming Antibiotic Guardians. Make a pledge [here](#). Thank you in advance for your support and we look forward to seeing and reading your entries.

Kind regards

Yousaf Ahmad  
Chief Pharmacist  
Frimley Integrated Care Board

Lucy Abbott  
NHS Frimley Deputy Chief Medical  
Officer  
Frimley Integrated Care Board

Melody Chapman  
Senior Medicines Optimisation Lead  
Pharmacist – Medicines Safety  
Frimley Integrated Care Board

Patrick Doyle  
CG Risk & Governance Pharmacist  
incorporating Antimicrobial Stewardship  
Frimley Health NHS Foundation Trust



## Consent form for Photography & Video

**Event/Project: Keep Antibiotic Working Competition**

**Date: February 2026**

It has been explained to me and I understand that any video footage / photographs / audio recording taken of me will be used in relation to illustrating the work of the Frimley Health and Care Integrated Care System (ICS).

I understand that all or part of the video footage/photograph may be used in conjunction with any form of illustration and text within ICS publications, advertising, websites, news outlets and social media.

I understand that the general public worldwide may see the video footage/ photographs.

I know I will not be paid for allowing the video footage / photos to be taken and used.

I am giving this consent freely and without any expectation of more or preferential treatment from the NHS because of it and I understand that refusal to consent will in no way affect my clinical care.

To be completed by person, parent, guardian or carer as appropriate.

*\*Name (person being recorded):*

### \*Consent

<b>I hereby give my explicit consent for video footage and or photographs to be taken of me or the individual identified above and used by the ICS as set in this form.</b>			Please <input type="checkbox"/> tick
*relationship to above named individual (please circle one as appropriate)	*I am the person	*Parent or Guardian	*Hold power of attorney or equivalent
*Signature			
*Name			
*Date			
Contact details	Telephone		
	Email		
	Postcode		

*\*Required fields*

Personal information given above will not be used for any purpose other than which it was collected.

### Your right to withdraw consent.

The ICS upholds an individual's right to withdraw their consent at any time and will apply withdrawals to electronic media and future printed publications. Should you wish do so please contact the ICS Communications Team via email at [frimleyicb.communications@nhs.net](mailto:frimleyicb.communications@nhs.net).

A copy of this form will be provided to the individual providing consent.



Identification (a brief description of the individual so that they can be identified in the images):


Image reference number: \_\_\_\_\_ File  
location\_\_\_\_\_