

CASE STUDY

MAKING WORK WORK | A PFIZER EDUCATION INITIATIVE ON ANTIMICROBIAL RESISTANCE

At a time when the World Health Organization describes antimicrobial resistance (AMR) as one of the top 10 global public health threats facing humanityⁱ, Pfizer UK's 'Superbugs: Join the Fight!' campaign for 5-14 year olds is an important health literacy intervention.

About Pfizer

Pfizer is a biopharmaceutical company, making medicines and vaccines. Their purpose is to provide breakthroughs that change patients' lives.

The issue

According to the World Health Organization, around the world, over 700,000 people die each year due to drug resistant diseases and this could skyrocket to 10 million deaths a year by 2050ⁱⁱ.

The former chief medical officer for England, Professor Dame Sally Davies, states "antimicrobial resistance could kill us before the climate crisis does."ⁱⁱⁱ

What Pfizer did

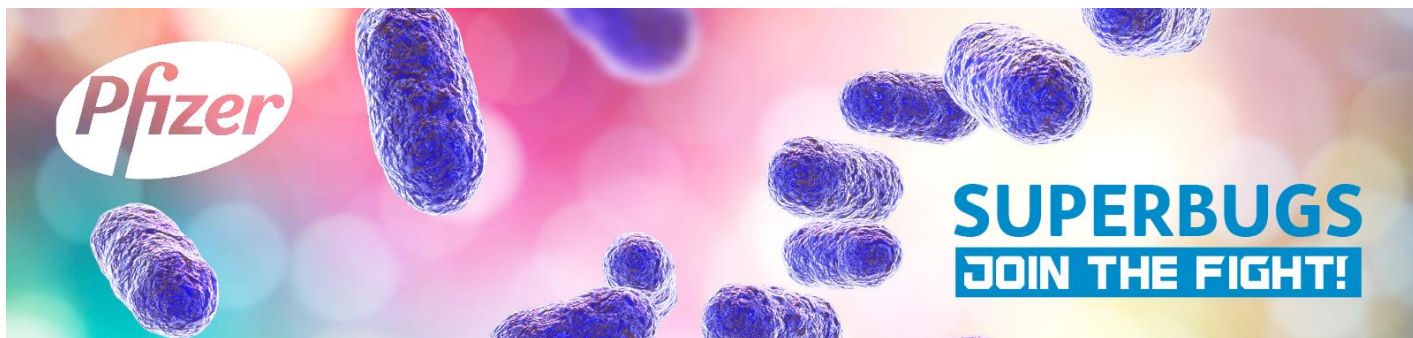
Running since 2018, Pfizer UK's Superbugs: Join the Fight! campaign provides free teacher resources that are designed to inform students about antimicrobial resistance (AMR). At the heart of the resources is a call to action: the resources



challenge students to share how they would tell the world about how we can fight AMR in the form of an annual competition.

Created in collaboration with The National Schools Partnership, the teacher content is age appropriate and links to different aspects of the school curriculum including Science, Citizenship, Health and Wellbeing & Personal Development and Mutual Understanding (PDMU). Teacher feedback demonstrates these resources are highly effective in increasing pupils' knowledge about AMR. This campaign continues into 2023 with updated resources and a new competition. Winners for different age groups receive exciting interactive workshops to turn their entry into an expert, professional filmed and edited video.





IMPACTS AND OUTCOMES

2022 Teacher Survey Results^v

Teachers gave us **resoundingly positive feedback**, pointing to a significant increase in pupils' knowledge about AMR and Vaccines after lessons featuring **Superbugs** resources.

Pupils' AMR knowledge (very/somewhat aware):	Before	After	an increase of 86 percentage points
	11%	97%	

Pupils' vaccine/ AMR knowledge (very/somewhat aware):	Before	After	an increase of 60 percentage points
	37%	97%	

Reach^{vi}

Between 2018 to 2022:



“INCREASINGLY, POSITIVE APPROACHES TO HEALTH AND DEVELOPMENT, WHERE CHILDREN AND YOUNG PEOPLE BECOME AGENTS OF HEALTH PROMOTION THEMSELVES, ARE BEING SEEN AS A WAY TO UNLOCK SOME OF THE EXISTING BARRIERS TO EFFECTIVE ACTION ON HEALTH INEQUITIES.”^{iv}

“WE WANT TO HARNESS THE COLLECTIVE POWER OF YOUNG PEOPLE AS INNOVATORS AND INFLUENCERS, GIVING THEM THE OPPORTUNITY TO ENGAGE WITH, AND TAKE OWNERSHIP OF THE AMR ISSUE.”

Peter Collins,
Director, Global
Health & Social
Impact, Pfizer



To learn more about Superbugs: Join the Fight, visit: <https://www.pfizer.co.uk/uk-society/science-education/superbugs-join-the-fight-school-programme>



The Prince's
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Pfizer UK is delighted to partner with Business in the Community as part of its Making Work **Work** campaign, Pfizer UK aims to #WorkItFairer #WorkItGreener #WorkItTogether.

Find out more: www.bitc.org.uk/making-work-work



REFERENCES

ⁱ [World Health Organization Antimicrobial resistance](#) accessed **November** 2022

ⁱⁱ [World Health Organization New report calls for urgent action to avert antimicrobial resistance crisis](#) accessed **November** 2022

ⁱⁱⁱ [Children and Young People's Health Outcomes Forum Report of the Public Health and Prevention Sub-group](#) accessed **November** 2022

^{iv} [Antibiotic resistance could kill us before the climate crisis does - New Statesman](#) accessed **November** 2022

^v Superbugs: Join the Fight! 2021/22 teacher survey, facilitated by We are Futures using registration data from the National Schools Partnership.

^{vi} Pfizer data on file.

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