

Imagine that all the people of the world have agreed to give you their attention for one minute. They will be watching and listening to whatever you've got to say or show them in exactly fifteen minutes from now.

You want them to know about superbugs and take action to fight them, so your message needs to be clear and memorable.

**What is your message?**

Remember the key things we want people to do:

- 1. **Keep yourself clean and healthy<sup>1</sup>**
- 2. **Keep the places around you clean<sup>2</sup>**
- 3. **Use medicines correctly<sup>3</sup>**
- 4. **Spread the word<sup>3</sup>**

**What is the message you want to share?**

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**Why is it important that the world knows about this?**

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1. <https://www.nhs.uk/live-well/healthy-body/best-way-to-wash-your-hands/>, last accessed September 2021.  
2. <https://www.nhs.uk/live-well/healthy-body/how-to-prevent-germs-from-spreading/>, last accessed September 2021.  
3. <http://www.who.int/en/news-room/fact-sheets/detail/antibiotic-resistance>, last accessed September 2021.



### How will you communicate your message creatively?

Think about the things you love doing and your skills and talents. How could you creatively communicate the most important messages? You could create a poster, short film or TV ad script, song, poem, billboard design, diagram, storyboard, app description, or event plan.

How will you use your skills to get your message across? Explain how you will communicate your idea. (Choose from the list above or your own idea).

What will grab the audience's attention and help people to remember your message?

Use this space to plan your idea in more detail.