



Republic of the Philippines  
**Bangsamoro Autonomous Region in Muslim Mindanao**  
**OFFICE OF THE CHIEF MINISTER**

Bangsamoro Government Center, Governor Gutierrez Avenue, Rosary Heights VII, Cotabato City 9600

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**MEMORANDUM**

Circular No. 18 <sup>49</sup>  
Series of 2023

**FOR/TO :** ALL MINISTRIES, OFFICES, AND AGENCIES  
Bangsamoro Autonomous Region in Muslim Mindanao

**SUBJECT :** OBSERVANCE OF THE WORLD ANTIMICROBIAL RESISTANCE  
AWARENESS WEEK (WAAW) OR THE PHILIPPINE  
ANTIMICROBIAL RESISTANCE AWARENESS WEEK (PAAW) ON  
NOVEMBER 18-24, 2023


**DATE :** 26 Rabi' Al-Thani 1445 AH | 10 November 2023

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1. Antimicrobial Resistance (AMR) is among the ten (10) urgent threats that the World Health Organization (WHO) has identified. It remains a public concern for global health, food security, and development.
2. One of the strategic initiatives of the Global Action Plan on Antimicrobial Resistance (GAP-AMR) is to improve awareness and understanding of AMR through effective communication, education, and training. Hence, an annual awareness campaign was established to increase global awareness of the threat of AMR and the importance of appropriate antimicrobial use.
3. This year, we are commemorating the AMR awareness and PAAW with the local theme "**Sama-samang magtulungan upang antimicrobial resistance ay mapigilan**". Meanwhile, the global theme for WAAW remains "**Preventing antimicrobial resistance together**", highlighting the call for a "One Health Approach" among all relevant sectors in preserving the efficacy of antimicrobials by ensuring its prudent use and adopting preventive measures to avoid the emergence of AMR at all levels of health care.
4. With the said theme, you are enjoined to engage and involve in any AMR-related activities, and disseminate the information to the public through any of the following endeavors:

- a. **Social presence.** Displaying of tarpaulin, posters, and other AMR-related IEC materials in their respective offices or through social media platforms (e.g., Facebook, Twitter, Instagram, Tiktok)
  - b. **Be AMR Awareness Champions.** Join the movement to combat AMR by sharing AMR stories and becoming Stewards for the Future by taking the pledge: <https://pledge.antibioticawarenessweek.org/>. You may also display a standee tarpaulin on the façade of your offices for your employees to take their pledge as responsible stewards of antimicrobials.
  - c. **Go Blue for AMR Awareness.** Participate in the Go Blue for AMR campaign by wearing blue. You could gather specifically on the day of November 20, 2023 (Monday) for a color campaign photoshoot using #AntimicrobialResistance to promote across social media channels.
  - d. **Reach out to the quality circle of AMR.** Engaging in activities that will increase the awareness and understanding of AMR, emphasizing the importance of preventing the spread of this public health concern.
5. Please refer to this link for the different IEC materials that you can disseminate and use in your campaign activities: <https://bit.ly/BARMMPAAW2023Materials>.
  6. For questions and/or other clarification, please contact the Pharmaceutical Unit of the Ministry of Health (MOH) at mobile number **0905-882-7132** or email at [mohbarmmpharma@gmail.com](mailto:mohbarmmpharma@gmail.com).

For guidance and compliance.

  
**ABDULLAH M. CUSAIN**  
 Assistant Senior Minister  
 Officer-In-Charge  
 Office of the Senior Minister

OCM-BARMM AMS-RD  
 AAA152960



Bangsamoro Autonomous Region in Muslim Mindanao Office of the Chief Minister	
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