

IMPACT COMMUNICATIONS TOOLKIT

Managing Antimicrobial Resistance (NC1206)

March 2023

HOW CAN YOU USE YOUR IMPACT STATEMENT?



SEND to department heads, Experiment Station/Extension Directors, and communications staff



DISCUSS with legislators, stakeholders, potential partners, and others



PITCH to magazines, newspapers, and other traditional media outlets



INCLUDE in presentations, grant proposals, briefs, meetings, and reports



SHARE in social media posts, blogs, and newsletters



UPLOAD to websites and databases



ANY WAY YOU WANT! The Impact Statement was created to help promote your work so you may use/share it as you deem appropriate

BEST PRACTICES FOR SOCIAL MEDIA

Share. Use the sample posts below or create your own original posts to feature the project and Impact Statement on your social media channels. Consider timing your posts to connect with events related to the research topic (e.g., major conferences, holidays, seasons, news). You can also share interesting stories about your work on the project (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters).

Stand out. Social media posts get more engagement if they include photos or other visual aids. Provide attribution if needed. If your institution does not have any suitable images, you can search the following free image libraries: [USDA Flickr](#), [USDA-ARS Image Gallery](#), [Unsplash](#). If you use diagrams or charts, make sure they can be easily understood in just a few seconds.

Connect. Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. For example, tag [@MRFimpacts](#) or [#MRFimpacts](#) so that we see your post.

Engage. Like, share, or comment on posts that feature your project and/or Impact Statement.

SAMPLE POSTS

Scientists at land-grant universities have made key discoveries about [#antimicrobialresistance](#) in animal agriculture & developed ways to mitigate it. Outreach & education have increased awareness of [#AMR](#) issues & solutions among farmers, vets, policymakers & others: [bit.ly/MRF-AMR](#)

Scientists at [#landgrantuniversities](#) have teamed up to tackle [#antimicrobialresistance](#) in agriculture. Working together across disciplines & state lines helps them develop comprehensive strategies & targeted strategies for specific animals & conditions: [bit.ly/MRF-AMR](#)

In the U.S., antibiotic-resistant bacteria lead to 2.8 million illnesses and 35,000 deaths each year. See how scientists at [#landgrantuniversities](#) are working together to tackle the complex problem of [#antimicrobialresistance](#): [bit.ly/MRF-AMR](#) [#AMR](#)

As part of a multistate research team tackling [#antimicrobialresistance](#), researchers at [@iastate_cals](#), [@UMD_AGNR](#), [@CANRatMSU](#), [@CornellICALS](#) & [@agsciences](#) evaluated how different manure treatments affect [#AMR](#): [bit.ly/MRF-AMR](#)

A multistate team has shed light on the spread of [#antimicrobialresistance](#). For example, researchers at [@UGA_CollegeofAg](#), [@iastate_cals](#), [@KStateag](#) & [@UTIAg](#) identified [#poultry](#) litter characteristics that could exclude/reduce growth of resistant [#Salmonella](#): [bit.ly/MRF-AMR](#)

Scientists on a multistate team have shed light on the spread of [#antimicrobialresistance](#). For example, [@CANRatMSU](#) researchers found that moving cows treated with [#antibiotics](#) to hospital pens led to higher levels of antibiotic resistance than leaving cows in their home pens: [bit.ly/MRF-AMR](#)

Scientists on a multistate team have shed light on the spread of [#AntimicrobialResistance](#). For example, [@NCStateCALS](#) researchers showed how extreme weather events like hurricanes affect pathogen spread from swine & poultry farms: [bit.ly/MRF-AMR](#)

As part of a multistate project, scientists have developed tools for faster detection of antimicrobial resistance, which will help track it & guide judicious antimicrobial use by farmers & vets. See other impacts from this project on [#AMR](#): [bit.ly/MRF-AMR](#)

As part of a multistate project tackling [#AntimicrobialResistance](#), scientists at [@PurdueAg](#) developed a rapid test to diagnose and recommend treatment for bovine respiratory disease: [bit.ly/MRF-AMR](#)

As part of a multistate project, scientists [@iastate_cals](#) & [@UNL_CASNR](#) have improved data standardization & sharing among veterinary diagnostic laboratories, which will support faster detection of [#AntimicrobialResistance](#). See other impacts from the project: [bit.ly/MRF-AMR](#)

A multistate team has developed strategies to reduce [#antimicrobial](#) use, development of drug resistance & human exposure to resistant microbes. For example, [@CornellICALS](#) scientists identified a tomato protein with outstanding bactericidal effects on [Salmonella](#): [bit.ly/MRF-AMR](#)

As part of a project tackling [#antimicrobialresistance](#), researchers at [@iastate_cals](#), [@UMD_AGNR](#), [@CFAES_OSU](#) & [@SDStateCAFES](#) created vaccines & alternatives to [#antimicrobials](#) for controlling poultry respiratory diseases: [bit.ly/MRF-AMR](#)

As part of a project tackling [#antimicrobialresistance](#), researchers at [@CTAHRNews](#) & [@UNL_CASNR](#) developed heat-based technology to inactivate resistant [#bacteria](#) and genes in manure: [bit.ly/MRF-AMR](#)

As part of a multistate team tackling [#antimicrobialresistance](#), scientists at [@CFANS](#) & [@MSU_AG](#) developed models that help producers compare the cost-effectiveness of strategies to reduce the spread of resistant pathogens: [bit.ly/MRF-AMR](#)

As part of a project tackling [#antimicrobialresistance](#), researchers in [@KStateag](#) and [@NCStateCALS](#) investigated nutritional strategies to improve the intestinal health of newly weaned pigs without [#antimicrobial](#) supplements: [bit.ly/MRF-AMR](#)

Social science studies by [@ucdavisCAES](#), [@PurdueAg](#), [@KStateag](#), [@UMD_AGNR](#) & [@CornellICALS](#) revealed farmer, vet & consumer perceptions about [#antimicrobialresistance](#) in animal agriculture. This info will help tailor outreach about [#AMR](#). [bit.ly/MRF-AMR](#)

To improve awareness of [#AntimicrobialResistance](#), [@iastate_cals](#) [@UMD_AGNR](#) [@CANRatMSU](#) [@UNL_CASNR](#) [@CornellICALS](#) [@NCStateCALS](#) [@OSUCASNR](#) & [@OSUAgSci](#) created the [iAMResponsible](#) program, which provides resources online: <https://iamrproject.unl.edu/>

As part of a team tackling [#antimicrobialresistance](#), researchers & educators [@UMD_AGNR](#) [@CFANS](#) [@UNL_CASNR](#) [@NCStateCALS](#) [@OSUCASNR](#) & [@wsucahnr](#)s created a well-received online course, in which grad students learned from academic, industry, & govt leaders about the [#AMR](#) crisis. [bit.ly/MRF-AMR](#)

REMEMBER:

- Include a [link](#) to the [Impact Statement](#) and other supplemental materials (e.g., reports, publications, grant/funding source, photos)
- Institutions may have different handles for different platforms (e.g., [@UArizonaCALS](#) on Twitter and [@UACALS](#) on Facebook)
- Different platforms have different character limits

CONNECT TO:

General/evergreen hashtags and accounts:

[@USDA_NIFA](#) [#NIFAimpacts](#)
[@USDAScience](#)
[@APLU](#) [#AgIsAmerica](#) [#landgrantuniversities](#)
[@MRFimpacts](#) [#MRFimpacts](#)
[@NCRegionalAssoc](#)

Topic-specific hashtags, accounts, and events:

[#AMR](#)
[#antimicrobialresistance](#)
[#antimicrobial](#) [#antibiotic](#)
[#superbug](#) [#infectiousdisease](#)
[#bacteria](#) [#virus](#)
World Antimicrobial Awareness Week | Nov 18-24
[#WAAW23](#) [#WAAW](#) [@WHO](#)
[#livestock](#) [#cattle](#) [#poultry](#) [#dairy](#)
[#foodsafety](#)

