# World Antimicrobial Awareness Week 2025 – Creative Challenge

## 1. Introduction

[Overview of World Antibiotic Awareness Week and the Creative Challenge.](#Overview)  
[Why AMR matters and how students can make a difference.](#Matter)

**How to enter**

If you are interested in taking part in this competition, email us at [e-Bug@ukhsa.gov.uk](mailto:e-Bug@ukhsa.gov.uk) and we will direct you to a quick and easy form to apply.

## 2. Key Dates

* Launch: 8th September 2025
* Submission deadline: Friday 24th October 2025
* Winners announced: 18–24 November 2025 during WAAW

## 3. Entry Guidelines

* Open to Key Stage 4 students (especially suitable for Year 10)
* Entries must be individual work and only uploaded by the teacher or parents / guardian.
* Accepted formats include digital art or any physical artwork such as posters, cartoons, paintings and drawings, etc. If your student creates physical artwork, please submit their entry as a photo of the artwork – and preserve the physical work until after the judging has taken place.
* Each entry must include:
  + A brief explanation (50–100 words) of the message
  + Key Antimicrobial Resistance (AMR) education messages
  + Compliance with copyright and data protection laws
  + Declaration of AI tool usage (if applicable). See “AI Usage Clarification” below.
* All entries must be submitted via the gov.uk form which will be emailed to you on request to participate. File-sizes **cannot be larger than 7Mb.**
* Nothing in the artwork should identify the artist (e.g. please only include the student’s initials).
* Please **do not** include images of any students, including photos or video footage.
* Each entry must include a description explaining what the submission represents. This is essential as entries that win prizes or are commended will be displayed in an online gallery, and descriptions are required to ensure accessibility for all users.

## 4. The Creative Challenge Theme

The theme for this year’s creative challenge is: **What can we all do to stop AMR?** Students should create artwork to educate their peers and public on this.

## 5. Judging Criteria

* Clarity of message – 30%
* Visual impact and creativity – 30%
* Scientific accuracy – 30%
* Originality – 10%

Judges will include public health experts, educators, and creatives and will take place over the October half-term.

## 6. Prizes and Recognition

Prizes are awarded per entry, not per person:

* 🥇 1st Prize (£50) – 1 winner
* 🥈 2nd Prizes (£25 each) – 3 winners
* 🥉 Runner-ups (£15 each) – 5 winners
* Winning and commendable entries will be featured on e-Bug.eu and promoted via #EbugWAAW2025

There will also be school prizes for the winning entries:

* £500 book token for 1st prize
* £250 book token for 2nd prize

Once winners are confirmed, the listed teacher will be contacted to request parental/guardian permission for publishing the student’s artwork in our online gallery on the e-Bug website. Vouchers will be sent to the winning schools, where teachers will be responsible for distributing the prize to their student care-of the student’s parent or guardian.

## 7. Classroom Resources

As a school you may want to deliver a lesson on antibiotics and antimicrobial resistance prior to students starting their creative challenge to provide them with some background information. You may use any of the following:

* Lesson plan ideas <https://e-bug.eu/ks4-antimicrobial-resistance>
* Supporting videos: [How antibiotics work](https://youtu.be/X1GT2bKgci8), [How antibiotic resistance arises](https://youtu.be/kqmFcIMkIVA), [How antibiotic resistance spreads between bacteria](https://youtu.be/Sqr39xbDPS4) and [How to take antibiotics correctly](https://youtu.be/08NJsI_D8vw)
* [Slide deck for introducing the challenge](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fe-bug-prod-stack-s3bucket-qfn1eoa6k1na.s3.amazonaws.com%2Feu-west-2%2Fdocuments%2Fgb_WAAW_Create_Challenge_slide_deck.pptx&wdOrigin=BROWSELINK)
* [Student planning template](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fe-bug-prod-stack-s3bucket-qfn1eoa6k1na.s3.amazonaws.com%2Feu-west-2%2Fdocuments%2Fgb_WAAW_Creative_Challenge_Planning_Template.docx&wdOrigin=BROWSELINK)

## 8. FAQs

* File size limits
* Data collection
* Use of copyrighted material
* AI usage clarification

## 9. Contact Information

Please e-mail [e-Bug@ukhsa.gov.uk](mailto:e-Bug@ukhsa.gov.uk) if you have any questions

**Overview of World Antimicrobial Awareness Week and the Creative Challenge**

**World Antimicrobial Awareness Week (WAAW)** is a global campaign held every year from **18–24 November**, led by the **World Health Organization**. Its goal is to raise awareness about **antimicrobial resistance (AMR)** and promote the responsible use of antibiotics to protect public health.

In 2025, the theme is:  
**“Act Now: Protect Our Present, Secure Our Future”**  
This theme highlights the urgent need for action to prevent the spread of drug-resistant infections and safeguard the effectiveness of antibiotics for generations to come.

To support this campaign, **e-Bug** is launching a **Creative Challenge** for **Key Stage 4 students**. The challenge invites young people to use their creativity – through digital or physical artwork - to help spread awareness of AMR and inspire positive change in their schools and communities.

**Why AMR Matters and How Students Can Make a Difference**

**Antimicrobial resistance (AMR)** occurs when bacteria and other microbes evolve to resist the medicines designed to kill them. This makes infections harder to treat and increases the risk of disease spread, severe illness, and death.

Before antibiotics were discovered, even small cuts or minor infections could be life-threatening. Today, medical care relies on antibiotics for everything, from treating common infections to performing surgeries and cancer treatments. But if we lose their effectiveness, we risk returning to a time when simple illnesses were deadly.

**Students have a powerful role to play.**  
By learning about AMR and sharing what they know, young people can:

* Promote good hygiene habits like handwashing
* Encourage responsible use of antibiotics
* Help others understand why AMR is a serious issue

Through this challenge, students will discover how **small actions can have a big impact**—and how their voices and creativity can help protect the future of medicine.

**File Size Limits**

To ensure smooth uploading and judging, please keep all entries **within the size limits of 7MB**. If your file exceeds the limit, consider compressing it or exporting it in a lower resolution. Follow the steps in the form (emailed to you on request) to upload your entries. Only one entry can be uploaded at a time.

**Data collection**

* Entries will be submitted through a secure gov.uk form, collecting only essential information: teacher email and name, school name and the student’s artwork and initials.
* This data is used solely to contact the winning student’s teacher, facilitate prize delivery, and allow judging and publication of the winning entry.
* All information is stored on a secure service. Only e-Bug staff will access teacher details, while the judging panel will view student entries without any personal identifiers.
* Teacher contact details will be retained for 1 year, and all entries will be stored until 31st Jan 2026. All displayed entries will be kept indefinitely for promotional purposes.

**Use of Copyrighted Material and IP**

* All entries must be the **original work** of the student(s) and must not infringe of any third-party rights.
* You may use **royalty-free images** but you must credit the source.
* Do **not** use copyrighted characters, logos, or media unless you have permission. If you do break copyright laws, we will not be able to consider your entry.
* If in doubt, stick to your own drawings and designs—or use resources from the e-Bug website.

**Copyright & IP**

* **Students will retain copyright** of their original work submitted to the Creative Challenge. The license does **not transfer ownership**. This means they will continue to own the rights to their creations.
* Prize winners and their parents / guardian will be asked to grant **e-Bug and its partners a non-exclusive, royalty free license** to:

1. Display the work on the e-Bug website and social media channels
2. Use the work in educational materials and promotional content related to AMR and World Antibiotic Awareness Week

**AI Usage Clarification**

* **Entries** must be the original work of the student(s) and must not infringe on any third-party rights.
* Students may use AI tools (e.g. image generators, text assistants) to support their creative process. However, If AI tools are used, students must ensure that the output is original or used in accordance with the tool’s terms of use and copyright rules.
* All AI use must be declared. If AI is used, entries must include a **brief declaration** explaining:
  1. **Which AI tools were used**
  2. **How they contributed** to the final piece
* Judges will consider **originality and student input** when reviewing entries that include AI-generated content.
* If used at all then use of AI should be to **enhance**, not replace, student creativity.