



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



20 October 2014

FDA MEMORANDUM CIRCULAR
No. **2014 019**

TO: ALL LICENSED/APPLICANT DRUGSTORES/ PHARMACIES/ BOTICAS INCLUDING HOSPITAL PHARMACIES

SUBJECT: Display Of Antimicrobial Resistance (AMR) Infomercial

The World Health Organization (WHO) has identified irrational use (e.g. misuse and abuse) of antimicrobial drugs as a major driver of antimicrobial resistance (AMR) wherein antibiotics may no longer work against infectious diseases. In the Philippines, AMR has been identified as an emerging threat with multi-drug resistant strains identified across major diseases including tuberculosis, acute respiratory infections, gastrointestinal infections and hospital-acquired infections (HAI).

AMR is associated with the unethical promotion of antibiotics and irrational prescribing, dispensing, and use by health workers and consumers. In view of the emerging global and local threat of AMR, Malacañang issued Administrative Order No. 42 series of 2014 entitled "Creating an Inter-Agency Committee for the Formulation and Implementation of a National Plan to Combat Antimicrobial Resistance (AMR) in the Philippines, wherein the Department of Health and the Department of Agriculture are to act as the co-chairs.

Recognizing that public engagement through consumer education is a core strategy to protect the health of the nation against AMR, the DOH developed an infomercial which aims to describe the concept of AMR and its possible consequences.

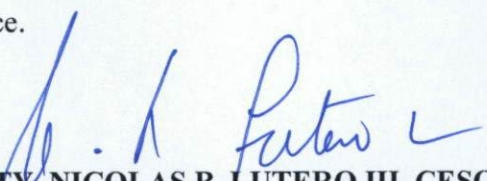
Drugstore/Pharmacy/Botica, including hospital pharmacy are drug establishments that serve as access points for all registered drug products, including antimicrobial drugs/antibiotics.

The Food and Drug Administration (FDA), as the agency under DOH with the regulatory power to issue regulations covering the abovementioned drug establishments, hereby requires the display of AMR infomercial in these establishments with audio-visual displays to support the strategy to combat AMR.



For inquiries on how to obtain a copy of the video, establishments may coordinate with the National Center for Pharmaceutical Access and Management (NCPAM) of DOH at telephone number 651-7800 ext. 2554-2558 or through rum.secretariat@gmail.com.

For your information and strict compliance.



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