

antimicrobial resistance

STRATEGIES FOR EFFECTIVE MESSAGING



Dr Hidayatul Radziah Ismawi

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by

Dr Hidayatul Radziah Ismawi

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preface

Antibiotic resistance threatens to render our most potent medical treatments ineffective, jeopardising not only individual health but also public health on a global scale. Yet, despite its severity, antibiotic resistance is often misunderstood or overlooked by the public. This e-book aims to bridge that gap by providing clear, concise, and persuasive messaging strategies to engage diverse audiences.

Whether you are a healthcare professional, educator, policymaker, or simply someone passionate about raising awareness, the insights and techniques outlined in this ebook will empower you to convey the urgency of antibiotic resistance in a compelling and impactful manner. Together, we can inspire action, promote responsible antibiotic use, and safeguard the effectiveness of these life-saving medications for generations to come.

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Dr Hidayatul Radziah Ismawi was born in Kuala Lumpur and graduated with an MBBS from the International Islamic University Malaysia (IIUM) in 2005. She was awarded Best Student (Co-curriculum) and obtained 6 clinical distinctions. She completed her housemanship training with a brief stint as a anaesthetic medical officer at Hospital Tengku Ampuan Afzan before pursuing her Masters in Medical Sciences (Pharmacology) at Universiti Kebangsaan Malaysia and graduated with a 4.0 CGPA. She obtained her PhD in Medical Sciences (Pharmacology) from IIUM in 2020 and is currently an Assistant Professor of Pharmacology at the Department of Basic Medical Sciences, Kulliyyah of Medicine, IIUM. Her research interests include cardiovascular health, antibiotics and social media applications of health education.

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