

MARKETING TOOLKIT

The Role of Plant Agricultural Practices on Development of Antimicrobial Resistant Fungi Affecting Human Health: A Workshop Series

Antifungal use in agriculture is a widespread practice globally. While the impact of antimicrobial resistance (AMR) is a significant global health concern, knowledge gaps exist surrounding antifungal resistance, the connection to plant agriculture, and its implications for human health.

A planning committee of the National Academies [Forum on Microbial Threats](#) will host a public workshop series to explore 1) the magnitude of environmentally induced/selected antifungal resistance in agricultural practices worldwide, with a focus on plant crop production; 2) the practices that contribute to antifungal resistance in human pathogens, and 3) surveillance and mitigation strategies.

Thank you for your support in promoting this [workshop](#)! Please use the sample newsletter and social media copy in this marketing toolkit on your communications channels. Questions? Please contact Justin Hammerberg (Jhammerberg@nas.edu).

RECOMMENDED HASHTAGS:

#MicrobialThreats
#AMR
#agriculture

ACCOUNTS TO TAG:

Twitter: @NASEM_Health
Facebook: @NASEMhealth
LinkedIn: NASEM Health and Medicine Division

WEB BLURB/NEWSLETTER TEXT:

Antifungal use in plant agriculture has become a globally widespread practice. While the impact of antimicrobial resistance (AMR) is a significant global health concern, knowledge gaps exist surrounding antifungal resistance, the connection to plant agriculture, and its implications for human health.

Join the National Academies [Forum on Microbial Threats](#) for a workshop series exploring the role of plant agricultural practices in AMR development and the implications for human health, with a focus on plant crop production. Sessions will explore the magnitude of environmentally induced/selected antifungal resistance from plant agriculture, the agricultural practices that may contribute to AMR in human pathogens, and strategies for surveillance and mitigation.

All workshop sessions will be available for virtual viewing, with an in-person option on June 27th. If you are interested in attending June 27th sessions in-person, please fill out this short [questionnaire](#).

REGISTER HERE

For more information on the workshop, please visit our [webpage](#).

SAMPLE TWEETS :

Join the @NASEM_Health Forum on #MicrobialThreats June 21, 22, and 27 for a workshop exploring the role of plant agricultural practices in #AMR development and the implications for human health. Register now: <https://bit.ly/3H235K2>

Antimicrobial use in #agriculture has become a globally widespread practice, raising concerns about the impact of antimicrobial resistance on human, animal, and ecosystem health. Join the Forum on #MicrobialThreats June 21, 22, and 27 to learn more: <https://bit.ly/3H235K2>

What is the role of plant agricultural practices in #AMR development, and what are the implications for human health? Find out June 21, 22, and 27 in this workshop from the @NASEM_Health Forum on #MicrobialThreats. Register now: <https://bit.ly/3H235K2>

Register now! On June 21, 22, and 27, the Forum on #MicrobialThreats is hosting a public workshop exploring the role of plant agricultural practices on development of antimicrobial resistant fungi that impact human health. Learn more and register here: <https://bit.ly/3H235K2>

How can we mitigate the impact of antimicrobial resistance on human, animal, and ecosystem health? Hear expert insights in this upcoming workshop from the @NASEM_Health Forum on #MicrobialThreats: <https://bit.ly/3H235K2> #agriculture #AMR

How do agricultural practices promote, prevent, or reduce the development of antimicrobial resistant fungi, and how do they affect risk of produce contamination? Join the Forum on #MicrobialThreats June 21, 22, and 27 to learn more: <https://bit.ly/3H235K2> #AMR

SAMPLE LINKEDIN/FACEBOOK POST :

Antimicrobial use in #agriculture has become a globally widespread practice, raising concerns about the impact of antimicrobial resistance (AMR) on human, animal, and ecosystem health.

Join the @NASEM_Health Forum on #MicrobialThreats June 21, 22, and 27 for a workshop series exploring the role of plant agricultural practices in #AMR development and the implications for human health.

Learn more and register here: <https://bit.ly/3H235K2>

ADDITIONAL NASEM RESOURCES :

[Combating Antimicrobial Resistance and Protecting the Miracle of Modern Medicine \(2022\)](#)

National Academies' [Division on Earth and Life Studies](#)

[Combating Antimicrobial Resistance: A One Health Approach to a Global Threat: Proceedings of a Workshop \(2017\)](#)

GRAPHICS :

The Role of Plant Agricultural Practices on Development of Antimicrobial Resistant Fungi Affecting Human Health

A WORKSHOP SERIES

June 21, 22, and 27, 2022

10:00AM - 2:00PM ET

*The National
Academies of*

SCIENCES
ENGINEERING
MEDICINE