



# DGDA-AMR BULLETIN

February 2023 | Issue-2

Directorate General of Drug Administration



An Awareness Story

## Bulletin Issue-2 Topics

Tackling Antimicrobial Resistance through "Comic Book".

Meeting with honorable Minister,  
Ministry of Health and Family Welfare on 12 December, 2022.

Training on AMC surveillance data  
submission to DGDA.

DGDA celebrates world antimicrobial awareness week-2022  
(18 to 24 November, 2022)



”  
Major General  
Mohammad Yousuf  
Director General  
Directorate General of Drug  
Administration.

World Antimicrobial Awareness Week (WAAW), a week to raise awareness about the growing threat of antimicrobial resistance and the need to preserve the effectiveness of antimicrobial medicines. I am proud to say that we are actively working to address this issue by promoting rational use of antimicrobial medicines. DGDA conducted the WAAW 2022 country-wide through 61 advocacy meetings and rallies via 53 DGDA district offices with financial and technical support by WHO BAN & SWEDEN Sverige. However, this is not just the responsibility of the government or the healthcare system, it requires a collective effort from all of us, including the general public, to use antibiotics responsibly, to seek medical advice before using antibiotics and to follow the prescribed regimen. Together, let us take a stand to preserve the power of antimicrobial medicines for future generations.



”  
Md. Mostafizur Rahman  
Director  
Directorate General of Drug  
Administration &  
National Focal on AMC surveillance in  
Bangladesh.

DGDA has taken a proactive role in raising awareness about the issue of antimicrobial resistance on the occasion of WAAW 2022. We understand the importance of educating the future generation about the responsible use of antibiotics that is why we have piloted a school-level awareness campaign. These types of campaigns aim to educate the students to understand the dangers of misusing antibiotics and promote good health practices.



## Tackling Antimicrobial Resistance through “Comic Book”

DGDA has taken initiatives to engage children, and through them to their parents to understand the terrible effect of antimicrobial resistance (AMR). A comic book seemed an ideal way to reach out to the children. It would be great if even just a few read the comic and went on to try to learn more about the issues around AMR.

So targeting the children of age group 12 to 16 years old DGDA published a comic book named "Tinu-Minu & Superbug" and "Thoughts of Tapa-Gopi" with the technical and financial support of WHO and SWEDEN Sverige.

In these stories, serious issues like on the effect on self medication, left over antibiotic use and the cause of antimicrobial resistance, were focused.

DGDA had arranged art competition in Cox's Bazar Model High School on 21 November, 2022 and at Viqarunnisa Noon School & College, Baily Road, Dhaka on 01 February, 2023.

Major General Mohammad Yousuf, Director General of DGDA, Ms. Kamrun Nahar, Principal, Viqarunnisa Noon School & College, Mr. Md. Enamul Haque, Additional Secretary, Ministry of Health & Family Welfare inaugurated the program at Viqarunnisa Noon School & College, Baily Road, Dhaka.

In there speech, they focused on the antimicrobial resistance (AMR), it's importance and role of students in awaring their parents about antibiotics.



WHO Technical staff, DG-DGDA and Swedish Embassy high level officials with AMR Comic Book.

DGDA distributed the comic book in the art competition among 481 students. 404 students participated in the art competition.



Inauguration of art competition at Viqarunnisa Noon School & College, Dhaka.

# ART COMPETITION

at

## VIQARUNNISA NOON SCHOOL & COLLEGE

Major General  
Mohammad Yousuf  
Director General  
DGDA



Ms. Kamrun Nahar  
Principal  
Viqarunnisa Noon  
School & College





## ART COMPETITION in COX'S BAZAR MODEL HIGH SCHOOL

There were 09 winners in the art competition in Cox's Bazar Model High School who got both prize and certificate from the Deputy Commissioner (DC) of Cox's Bazar and Director of DGDA on 22 November, 2022. These children were motivated and expressed their understanding about AMR by their arts like - spread of AMR through the environment, self medication etc.





Pillow passing at Viqarunnisa Noon School & College, Dhaka

DGDA also arranged a pillow passing game for the teachers of those schools. They have enjoyed the game and learned about AMR.



Pillow passing in Cox's Bazar Model High School, Cox-Bazar

*pillow passing*

# Meeting with the Honorable Minister Ministry of Health and Family Welfare on

1 2 1 2 2 2

A meeting was convened under the chairmanship of honourable Health Minister, MOHFW Mr. Zahid Maleque, MP to prevent the arbitrary use of antibiotics in humans and animals for health protection on 12 December, 2022.

He had given instruction to display the antimicrobial drug in separate shelf of the pharmacy, to display the terms of rational antibiotic use, to stop the Quacks and others (pharmacy dispenser, hakim, Kabiraj etc) in prescribing antibiotics, to provide full course of antibiotics in Govt. facilities and to start a pilot project related to the dispensing practice of pharmacy in 5-10 Upazila.



Meeting with the honorable Health Minister, MOHFW on 12 December, 2022

# Training on AMC surveillance

DGDA has started the data collection for AMC surveillance for the year 2022 as the National Centre for AMC/U surveillance in Bangladesh. As a part of this surveillance DGDA has provided the training to submit the distribution data of antimicrobial drugs on 25 January, 2023 among 124 stakeholders.

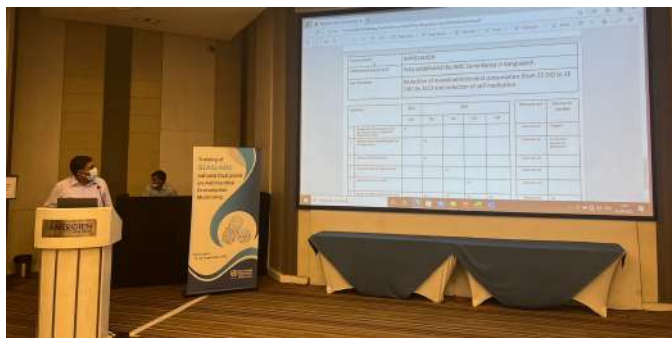


The main purpose of this training program was to introduce the WHO-AMC template for conducting antimicrobial consumption surveillance (AMC) in Bangladesh. The participants were the representatives from pharmaceutical companies who are involved in the data submission process.



Training on AMC surveillance for data submission to DGDA

Training is very important to establish the surveillance system. DGDA officials also participated in the training of GLASS-AMC National focal points on Antimicrobial consumption monitoring on 19-22 sep, 2022 in New Delhi, India.



Training of GLASS-AMC National focal points on Antimicrobial consumption monitoring

DGDA  
CELEBRATES  
WORLD  
ANTIMICROBIAL  
AWARENESS  
WEEK

2022



Chattogram | 23 November 2022

To celebrate World Antimicrobial Awareness week-2022 (18 to 24 November, 2022) DGDA arranged the AMR advocacy workshop, rally all over the country in 53 districts. Total 61 AMR advocacy workshops have been conducted engaging the policy maker like Deputy Commissioner, civil surgeon, Police Super, representative from Islamic Foundation. Representatives from Bangladesh chemist and druggist samity, doctors, and general people also participated in those events.



Sylhet | 24 November 2022



1



2



4



3

Samsung Triple Camera  
Shot with my Galaxy M40

## PROGRAMS ACROSS THE COUNTRY

1. Natore | 23.11.2022
2. Bhola | 24.11.2022
3. Kurigram | 27.11.2022
4. Nilphamari | 24.11.2022
5. Chapai Nawabganj | 23.11.2022
6. Chuadanga | 24.11.2022



5



## PROGRAMS ACROSS THE COUNTRY

1. Lakshmpur | 24.11.2022
2. Gazipur | 21.11.2022
3. Satkhira | 23.11.2022
4. Thakurgaon | 21.11.2022
5. Chapai Nawabganj | 23.11.2022
6. Rajshahi | 23.11.2022







1



2



3



4



5



6

# PROGRAMS ACROSS THE COUNTRY

- 1. Thakurgaon | 21.11.2022
- 2. Thakurgaon | 24.11.2022
- 3. Kishoreganj | 18.11.2022
- 4. Kishoreganj | 24.11.2022
- 5. Rangpur | 24.11.2022
- 6. Kishoreganj | 21.11.2022

# PROGRAMS ACROSS THE COUNTRY

1. Munshiganj | 23.11.2022
2. Thakurgaon | 23.11.2022
3. Narayanganj | 22.11.2022
4. Kushtia | 24.11.2022
5. Madaripur | 24.11.2022





## PROGRAMS ACROSS THE COUNTRY

- 1. Khulna | 24.11.2022
- 2. Manikganj | 24.11.2022
- 3. Sherpur | 24.11.2022
- 4. Sirajganj | 23.11.2022
- 5. Naogaon | 24.11.2022



## PROGRAMS ACROSS THE COUNTRY

1. Brahmanbaria | 24.11.2022
2. Mymensingh | 24.11.2022
3. Joypurhat | 23.11.2022
4. Bogura | 24.11.2022
5. Feni | 24.11.2022
6. Pabna | 22.11.2022





## PROGRAMS ACROSS THE COUNTRY

1. Shariatpur | 24.11.2022
2. Pirojpur | 22.11.2022
3. Narsingdi | 24.11.2022
4. Chandpur | 23.11.2022
5. Noakhali | 24.11.2022
6. Gaibandha | 24.11.2022



## PROGRAMS ACROSS THE COUNTRY

1. Cox's Bazar | 18.11.2022
2. Habiganj | 08.12.2022
3. Bagerhat | 23.11.2022
4. Lalmonirhat | 23.11.2022
5. Jhenaidah | 24.11.2022
6. Faridpur | 23.11.2022





## PROGRAMS ACROSS THE COUNTRY

1. Barishal | 22.11.2022
2. Moulvibazar | 21.11.2022
3. Tangail | 24.11.2022
4. Dinajpur | 23.11.2022
5. Sunamganj | 23.11.2022
6. Nilphamari | 24.11.2022





## PROGRAMS ACROSS THE COUNTRY

1. Gopalganj | 28.11.2022
2. Cumilla | 19.11.2022
3. Netrokona | 23.11.2022
4. Jashore | 29.11.2022
5. Rangamati | 24.11.2022



## Establishing Red Label of Antibiotics for Curbing Antimicrobial Resistance in Bangladesh

7 March 2023 | Highlights | Dhaka, Bangladesh



Bangladesh Government has taken initiative to incorporate red identification marks to antibiotic packaging materials along with a message-

**"Do not take antibiotics without the prescription of a registered physician"**

In a view to promote rational use of antimicrobials and public awareness raising to reduce self medication/irrational use.

Antimicrobial resistance is an increasingly serious threat to the gains made in health and development. It can compromise the progress towards Sustainable Development Goals, affecting health security, poverty, economic growth, and food security. There are two primary drivers of resistance, (1) overuse and misuse of antibiotics in human and (2) widespread use of antibiotics in agriculture and aquaculture. According to WHO Fact sheets on sustainable development goals: health targets (Antimicrobial Resistance); the economic cost of lost global production between now and 2050 would be around USD 100 trillion if no action is taken to contain antimicrobial resistance. Low and middle-income countries (LMICs) would be more negatively impacted, and a widen inequity gap within countries.

Pharmacies/drug shops are major primary healthcare providers for Bangladeshi households, accounting for nearly two-thirds of their out-of-pocket spending. Private pharmacies effectively influence a poorly educated population to provide a self-treatment option which is dominant mode of curative care and health sector inefficiency. Many a time no graduate pharmacists are involved in dispensing medicines, providing counseling, or any other form of pharmaceutical service at pharmacies. Drug sellers often operate pharmacies with limited training in pharmacotherapy and medicine management.

The National Centre for Antimicrobial Consumption Surveillance of Bangladesh – Directorate General of Drug Administration (DGDA) is conducting surveillance to curb antimicrobial resistance since 2015. One of the findings reported that the national consumption of antimicrobial drugs in Bangladesh was increasing and highlighted some irrational use, such as the use of “Watch” category antibiotics consumption is higher than the “Access” category. The WHO Expert Committee on Selection and Use of Essential Medicines developed the “AWaRe classification” in 2017 to support local, national, and global antibiotic stewardship efforts. As per the classification, those in the “Access” category are essential first empiric treatment options for infectious syndromes, while those in the “Watch” category are the second choice.

In collaboration with WHO Bangladesh, DGDA, with representation from Fleming Fund Fellowship program (FFFP) for AMC/AMU surveillance funded by Mott MacDonald, conducted a baseline survey on the level of awareness about antimicrobials, antimicrobial resistance, and their impacts on self-medication in Bangladesh throughout all 8 divisions during November – December 2021 revealed striking finding that among the 427 pharmacy retailers surveyed, 67.3% demonstrated insufficient knowledge about antibiotics, resulted in dispensing antibiotics without prescriptions from registered physicians.

Further, DGDA and WHO Bangladesh conducted key informant interviews on rapid situation analysis of present labeling of antibiotics in Bangladesh and feasibility as well as preferences of change in label patterns for incorporation of identification marks on antimicrobial products. The interview also included feasibility of the implementation challenges for such a policy.

Later, DGDA presented findings of these two studies to the Bangladesh Association of Pharmaceutical Industries. In the 253rd Meeting of the Drug Control Committee hosted MOHFW approved the resolution on “RED identification mark for antibiotics” for human and veterinary purposes, starting from December 2022. The pharmaceutical industries must abide to this resolution and incorporate red labels with the text “antibiotic” and the message “Do not use without a prescription of registered physician” in every packaging of antibiotics.

During the World Antimicrobial Awareness Week 2022, DGDA and WHO Bangladesh launched a campaign for red labelling to stop antibiotic misuse/curbing self-medication. Along with the red-colored labelling, the DGDA made it imperative for pharmaceutical companies to convey to the public that antibiotics could only be dispensed when prescribed by registered physicians or veterinarians. Undoubtedly, this is an effort to advocate for the rational use of antibiotics, promoting a therapeutically sound and cost-effective method of antimicrobials by health professionals and consumers.

<https://www.who.int/bangladesh/news/detail/07-03-2023-establishing-red-label-of-antibiotics-for-curbing-antimicrobial-resistance-in-bangladesh>

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মন্ত্রিসভায় ওষুধ আইন অনুমোদন

প্রেসক্রিপশন ছাড়া অ্যান্টিবায়োটিক বিক্রিতে  
জরিমানা ২০ হাজার



চিকিৎসকের প্রেসক্রিপশন ছাড়া অ্যান্টিবায়োটিক বিক্রি করলে ২০ হাজার টাকা জরিমানার বিধান রেখে ওষুধ আইন, ২০২৩ এর খসড়া চূড়ান্ত অনুমোদন দিয়েছে মন্ত্রিসভা। সোমবার (৬ ফেব্রুয়ারি) প্রধানমন্ত্রীর কার্যালয়ে অনুষ্ঠিত মন্ত্রিসভা বৈঠকে এ অনুমোদন দেওয়া হয়। প্রধানমন্ত্রী শেখ হাসিনা এতে সভাপতিত্ব করেন।



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**Preventing Antimicrobial Resistance Together**