



ANTIBIOTICS OFF THE MENU



CERC-ENVIS Centre
Consumer Education And Research Centre
Suraksha Sankool, Sarkhej – Gandhinagar Highway, Thaltej, Ahmedabad-380054
(India).

World Consumer Rights Week

CERC and CERC-ENVIS celebrated World Consumer Rights Week (8-15 March 2016) to mark World Consumer Rights Day which falls on March 15 by joining a global campaign to get “**Antibiotics off the Menu.**”

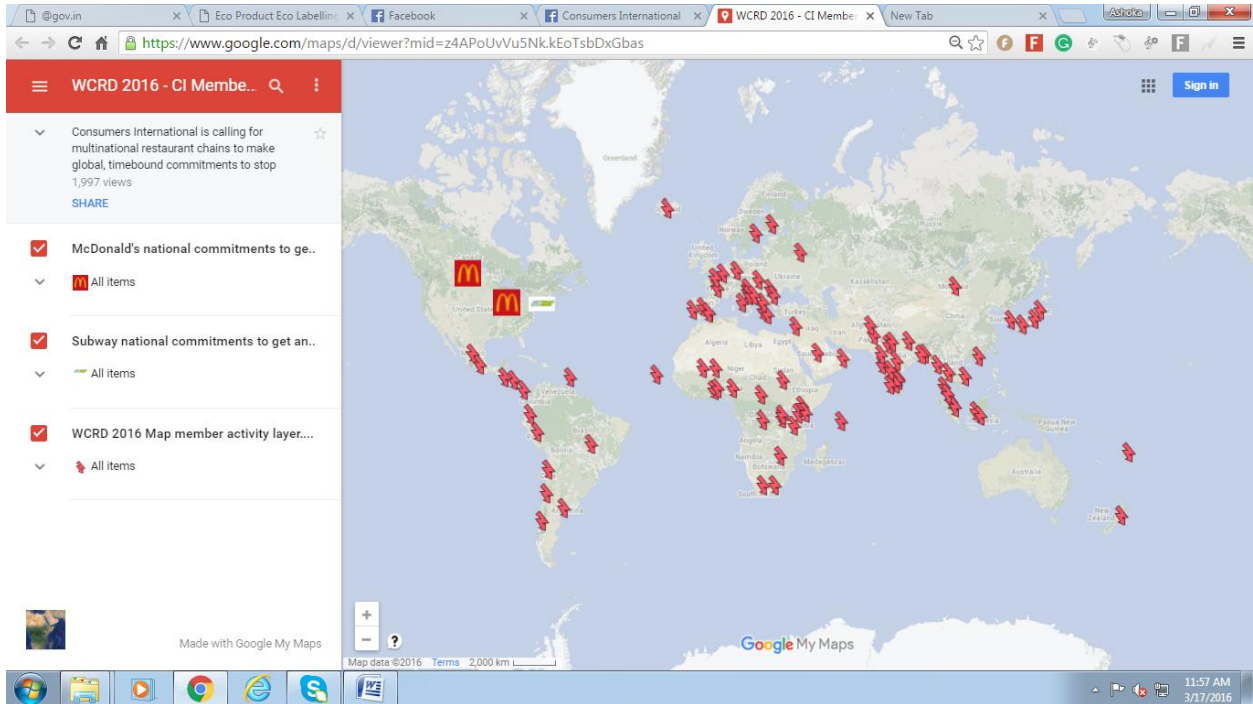
Consumer organisations from around the world, in partnership with London based **Consumers International**, had used World Consumer Rights Day as a platform to appeal to food companies to make a global commitment to consider not serving meat from animals raised with the routine use of antibiotics important to human medicine.

The objective of campaign was to make the general consumer at large and school children aware that meat they consume are raised with the routine use of antibiotics used in human medicine.

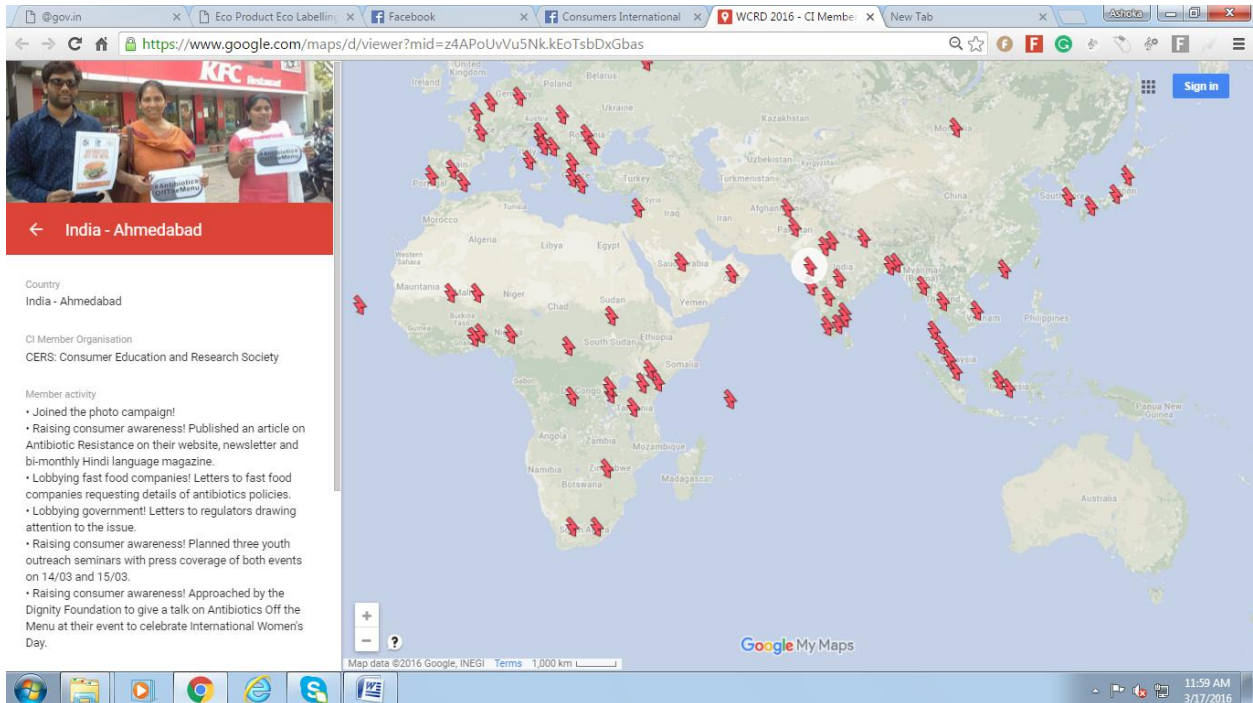
CERC-ENVIS and CERC advocated to different food chains - McDonald’s, Subway and KFC on 8th March 2016 to stop serving meat as they are in a position to use their huge buying power to make a big difference to the global supply chain.



Consumers International integrated all consumer organisations participated in the campaign in Google map.



This map shows where national commitments have been made by chains to stop serving meat from animals routinely given antibiotics important in human medicine.



<https://www.google.com/maps/d/viewer?mid=z4APoUvVu5Nk.kEoTsbDxGbas>

CI covered our campaign in following social media

Twitter

The screenshot shows a Twitter browser window with the URL https://twitter.com/Consumers_Int?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor. The main tweet is from @CERC_India, dated March 11 at 4:30pm, with the text: "@CERC_India. Join the Thunderclap: thunderclap.it/projects/37630... #antibioticresistance". The tweet includes a photo of several women holding signs that say "#Antibiotics Off The Menu" in front of a KFC restaurant. Below the tweet, a user named Sharon Tyson (@cherryames1949) has retweeted it, saying "I just supported #AntibioticsOffTheMenu on @Thunderclap!". The left sidebar shows trending topics like #GOPDebate and #FloridaAMovie, and a list of users who interacted with the tweet.

Facebook Page

The screenshot shows the Facebook page for Consumers International. The page header includes the name "Consumers International" and a search bar. The main content area features a post from March 11 at 4:30pm stating: "The Consumer Education & Research Centre in India were invited to give a talk on the #AntibioticsOffTheMenu campaign by the Dignity Foundation, an organisation for senior citizens, in Ahmedabad. Dr Dolly Jani, head of the Food Testing Laboratory at CERC, gave the talk at an event to celebrate International Women's Day. Photos are attached below." Below the text is a large photo of a group of people sitting around a table in a meeting room, with a banner in the background. To the left of the main post, there are several other posts from the page, including one from Mukhtar Zahid dated March 10, 2016, and another from March 16, 2016. The right sidebar shows a "Recent" list of years from 2016 down to 1960. The bottom of the page shows a Windows taskbar with various application icons and a system tray with the date 3/17/2016 and time 12:06 PM.



On 10th March, Dr. Ashoka Ghosh, Ms. Dolly Jani, Ms. Minal Shukla, and Ms. Meghavi Joshi were invited by Dignity foundation – an organization for senior citizens and addressed the members. Ms. Jani, Head of the Food Testing Laboratory spoke on the consequences of taking meat laced with antibiotics and how important medicines stop working and common infections and minor injuries can once again kill. Dr. Ghosh informed about organic food and importance of labeling of food.



Students of different institutions and members of different organisations visited CERC from 11-15 March 2015. CERC-ENVIS displayed its publications.



CEO and Project Coordinator Mr. Uday Mawani addressed media and briefed about the campaign.



<https://drive.google.com/file/d/0B9uSS9eiXJdnclJrd0l1TWkxanc/view?pref=2&pli=1>