

Outline of the National AMR communication strategy

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1. Executive Summary

- National AMR Communication Strategy (NACS) for Mongolia, highlighting its key elements and goals for 2024-2028

Key Points:

- AMR poses a rising global health threat, impacting Mongolia as well.
- The strategy addresses this threat through a coordinated, multi-sectoral approach across health, agriculture, and environment.
- Cross-sector collaboration is essential, as AMR impacts public health, veterinary medicine, and environmental protection.

2. Introduction

- Antimicrobial susceptibility testing in veterinary hospitals is currently conducted randomly, primarily funded by external resources, and lacks a systematic, sustainable approach.
- Public access to AMR data and awareness in Mongolia is still limited but gradually increasing.
- According to the WHO Report on Surveillance of Antimicrobial Consumption (2016–2018), antibiotic consumption (AMC) in Mongolia was estimated at 64.4 DDD per 1,000 inhabitants (based on 2015 data), the highest rate among 65 countries and regions worldwide.
- In 2018, antibiotic consumption decreased to 50.68 DDD, following government policies to limit over-the-counter antimicrobial sales and raise public awareness on AMR.
- A 2018 assessment by the Institute of Veterinary Medicine (IVM) revealed that only 6% of 47 laboratory staff could perform disk diffusion susceptibility testing, highlighting the need for AMR surveillance skills training.

3. Objectives

- The main goal of this communication strategy is to establish principles that engage key stakeholders and encourage social and behavioral changes to tackle AMR and its effects.

The specific objectives of the strategy are to:

- ✓ Raise awareness among herders, farmers, medical professionals, veterinarians, policymakers, and the public about the risks and impacts of AMR on human, animal, and environmental health.
- ✓ Educate stakeholders on responsible antimicrobial use, including proper dosage, administration methods, and the significance of adhering to withdrawal periods.
- ✓ Improve stakeholders' understanding of AMR mechanisms, the factors contributing to its development, and the effects of antimicrobial use in humans, animals, and agriculture.
- ✓ Motivate stakeholders to engage in responsible antimicrobial use by consulting experts before administration and adopting preventive measures to minimize disease occurrence.

3. Objectives

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- ✓ Equip stakeholders with guidelines, supporting materials, and resources to make informed decisions about responsible antimicrobial use across various health sectors.
- ✓ Promote the development and enforcement of policies and regulations that encourage responsible antimicrobial use in alignment with national AMR action plans across various health sectors.
- ✓ Implement monitoring and evaluation systems to assess the effectiveness of communication efforts, track changes in knowledge, attitudes, and behaviors, and make necessary adjustments to improve impact over time.

4. SWOT Analysis

The SWOT analysis will offer insights into internal and external factors, helping to identify key priorities for the NACS that can influence the success of the AMR Communication Strategy.

Strengths:

Current achievements in AMR communication efforts, including existing partnerships, government support, and increasing awareness in certain sectors, will be recognized as strengths to leverage.

Weaknesses:

Gaps in Mongolia's current communication efforts, including inadequate educational campaigns, insufficient resources, and limited enforcement of antimicrobial use regulations, will be identified.

4. SWOT Analysis

Opportunities:

New opportunities include expanding stakeholder collaboration, increasing international support, and mobilizing additional resources to enhance communication efforts.

Threats:

Challenges include high levels of antimicrobial usage (AMU), limited public awareness, cultural barriers to behavior change, and economic factors that impede regulatory enforcement.

5. Implementation strategy

- a. Target audience
- b. Key communication messages
- c. key communication channels
- d. Stakeholder engagement
 - i. Active involvement of the Ministry of Health (MoH)
 - ii. Ministry of Food, Agriculture and Light Industry (MoFALI)
 - iii. Ministry of Environment and Climate Change (MoECC), development partners
 - iv. NGOs
 - v. the private sector.
- e. Resource Allocation:
 - i. Allocation of financial resources and expertise from both the Mongolian government and international partners will be critical to the strategy's success.

6. Monitoring and Evaluation:

Monitoring and evaluation are crucial for an AMR communication strategy in the health sector, as they assess the effectiveness and impact of communications.

Metrics should be set to track changes in antibiotic use behaviors and awareness over time.

A robust monitoring and evaluation framework offers stakeholders valuable insights, facilitating evidence-based decision-making, optimizing resources, and promoting ongoing improvements to the strategy.

6. Monitoring and Evaluation:

Key considerations for developing the monitoring and evaluation framework include:

- **Define SMART Objectives:** Establish specific, measurable, attainable, relevant, and time-bound objectives.
- **Identify KPIs:** Determine key performance indicators to measure progress, such as awareness levels and responsible antibiotic use.
- **Select Data Collection Methods:** Choose suitable methods for data collection, including surveys, interviews, focus groups, and social media analytics.
- **Conduct a Baseline Assessment:** Assess initial knowledge, attitudes, and behaviors related to AMR to set a benchmark.
- **Implement Ongoing Monitoring:** Create a systematic process for continuous monitoring of changes in awareness, knowledge, attitudes, and behaviors.
- **Analyze Collected Data:** Use statistical or qualitative methods to analyze data and identify trends.
- **Establish a Feedback Process:** Gather stakeholder insights through surveys or interviews to refine messaging and strategies.
- **Continuous Adaptation:** Regularly review and adjust the communication strategy based on insights from monitoring and evaluation.

Thank you

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