

Multi-sectoral communication strategies – Objectives of the workshop

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World
Organisation
for Animal
Health
FOUNDED IN 1924

Organisation
mondiale
de la santé
animale
FOUNDED IN 1924

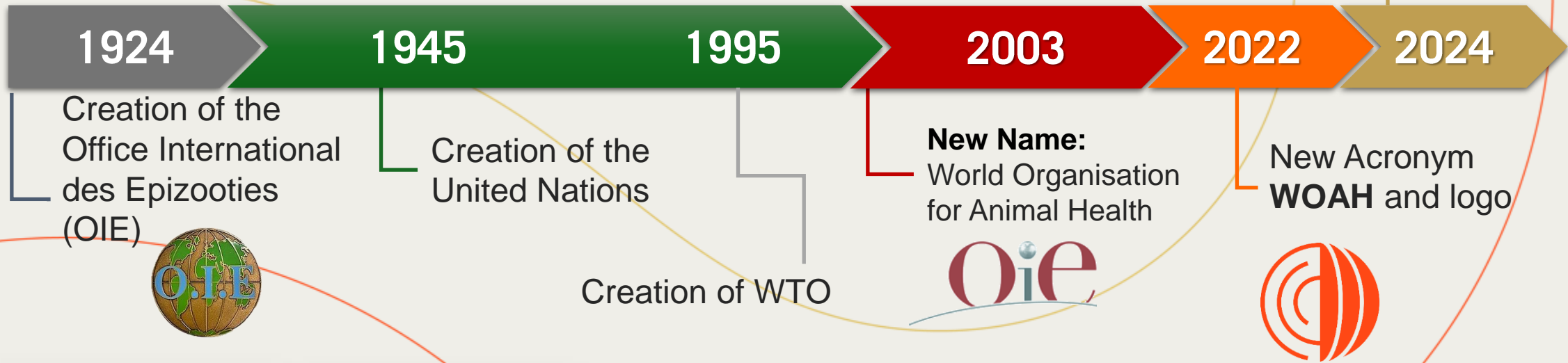
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de Sanidad
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History of WOAAH



An intergovernmental organisation established 20 years before the United Nations

WOAH 100th Anniversary



Intergovernmental action against Rinderpest

- ◆ **183 Members**
- ◆ **H**eadquarters in Paris (France)
- ◆ **5** Regional Representation
- ◆ **8** Sub-Regional Representations



Antimicrobial Resistance Multi-Partner Trust Fund

Countering antimicrobial resistance with a 'One Health' approach



Food and Agriculture
Organization of the
United Nations



World Health
Organization



World Organisation
for Animal Health

In 2019, the organisations joined forces to address the health risks of AMR with this pooled fund. Comprised of global/regional and national components, the **Antimicrobial Resistance MPTF** reduces the threat of AMR by funding transformative and innovative practices that support national governments in implementing and maintaining the 'One Health' approach.

Asia and the Pacific

Cambodia (~ 2023)

- Governance, regulations, AMR NAP M&E, One Health approaches to AMU, Strengthening Stewardship, Communications

Indonesia (~ 2023)

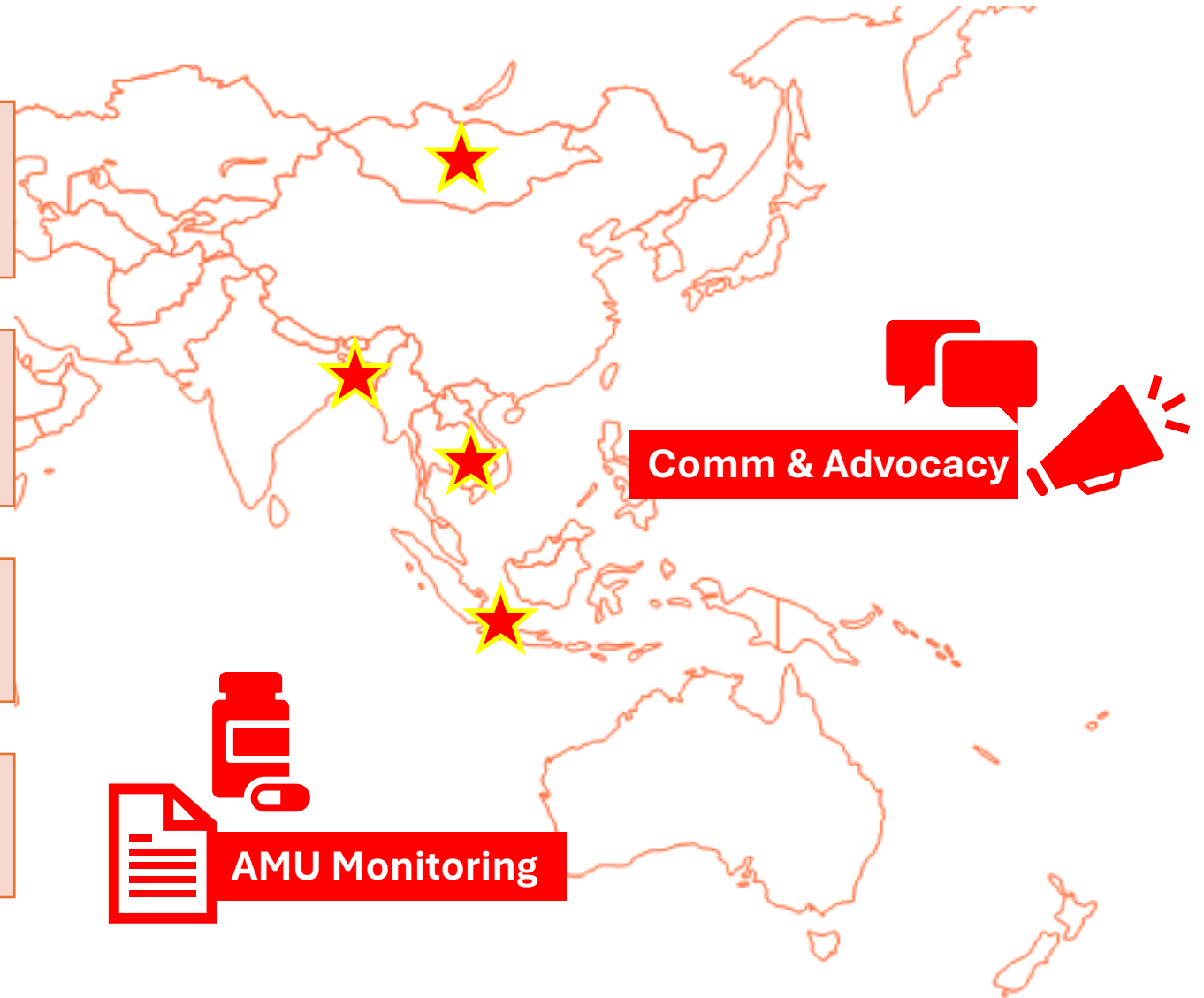
- AMR NAP M&E, One Health approaches to AMU, Strengthening IPC and Stewardship, Communications

Bangladesh (2023 ~)

- One Health approaches to AMU, Communications, Strengthening integrated surveillance

Mongolia (2023 ~)

- Governance, Strengthening integrated surveillance, Communications



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Objectives

1. To understand the current scenario of AMR communication experiences in human, animal, environment sectors in Mongolia
2. To identify gaps, needs and priority actions for inclusion in the draft strategy for effective AMR communication so as to bring behavioural changes amongst stakeholders in Mongolia
3. To collect feedback for the draft outline of the multi-sectoral national AMR communication strategy of Mongolia



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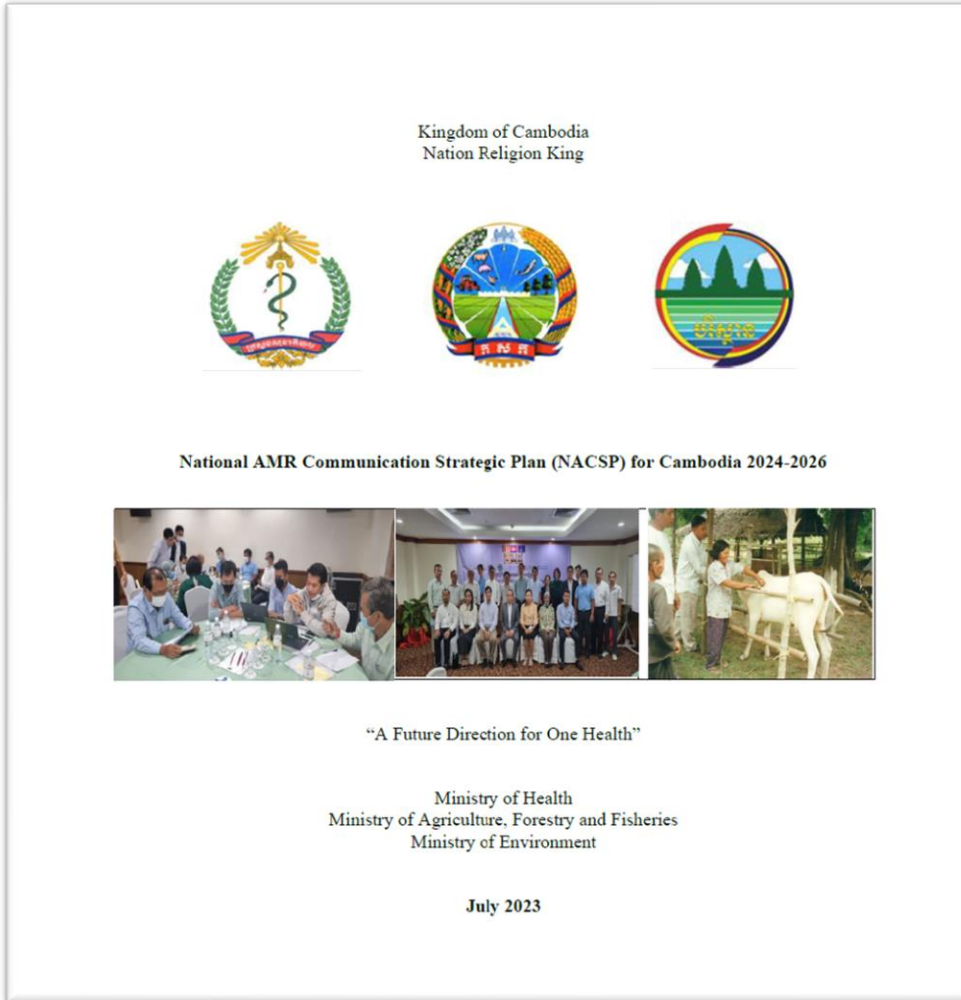
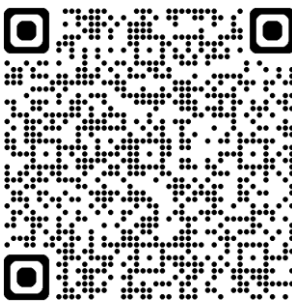
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Cambodia



- **Scope**

- whole society / across sectors / 2024-2030

- **Priority targets**

- Public health professionals
- Policy makers
- Cambodian general public
- Media
- Public health communicators

- **Pillars**

- Approach for advocacy
- Capacity building
- Facility development
- Resource mobilization

https://rr-asia.woah.org/app/uploads/2020/03/cambodia_final-msap-english-version-with-signed.pdf

Indonesia



- Guidelines for optimizing the use of communication approaches and principles to mitigate the adverse impact of antimicrobial resistance (AMR)
- Introduce the strategic utilization of communication to foster positive social and behavioural changes
- Provide practical methods for implementing the overarching One Health framework to raise awareness among the general public, health professionals, animal health professionals, and various stakeholders

[Final-Communications-Advocacy-Strategy-AMR_ENG.pdf \(civas.net\)](#)

Bangladesh



MULTISECTORAL COMMUNICATION STRATEGY
TO TACKLE ANTIMICROBIAL RESISTANCE IN BANGLADESH



- Step 1** Situation analysis
- Step 2** Define objectives
- Step 3** Identify target audiences
- Step 4** Create messages
- Step 5** Identify channels
- Step 6** Create plan
- Step 7** Implementation
- Step 8** Monitoring and evaluation

<https://rr-asia.woah.org/en/events/launching-ceremony-bangladeshs-multisectoral-amr-communication-strategy>

Thank you

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