

# Experience Sharing on Multisectoral AMR Communication Strategy from Bangladesh

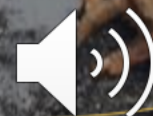
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Bangladesh



World  
Organisation  
for Animal  
Health  
Founded in 1924

Organisation  
mondiale  
de la santé  
animale  
Fondée en 1924

Organización  
Mundial  
de Sanidad  
Animal  
Fundada en 1924



# WHAT IS COMMUNICATION STRATEGY?

- **A Communication Strategy is a -**
  - **Road map** for getting message(s) across the audiences and
  - It helps **improving the way to communicate** with stakeholders to **achieve desired outcomes.**



# WHY TO DEVELOP A COMMUNICATION STRATEGY?

- To have a **comprehensive and detailed** communication plan for the coming year.
- To ensure **regular and accurate communication** with **all main stakeholders** throughout the year.



## Steps towards development of the strategy

1

Drafting of blueprint by the WOAHI consultant

2

First consultation workshop held on 22 February 2024 to discuss on the blueprint of the strategy

3

Development of updated version of the communication strategy based on the recommendations from the consultation workshop

4

Second consultation workshop - on 23 May 2024 to discuss and fine tuning the strategy

5

Review of the updated draft by the expert members of the multisectoral partners

6

Finalization and launching in June 2024



- 2 consultation workshops were arranged to gather expert opinions on the communication strategy
- Each workshop consisted of 40 to 45 experts
- Experts consisted of –

- Physicians
- Veterinarians
- Environmentalists
- Fisheries experts
- Academicians
- Policy makers

- Pharmaceutical company
- Development partners – WHO, FAO, WOAHA
- Researchers
- Private sectors
- Producers etc.

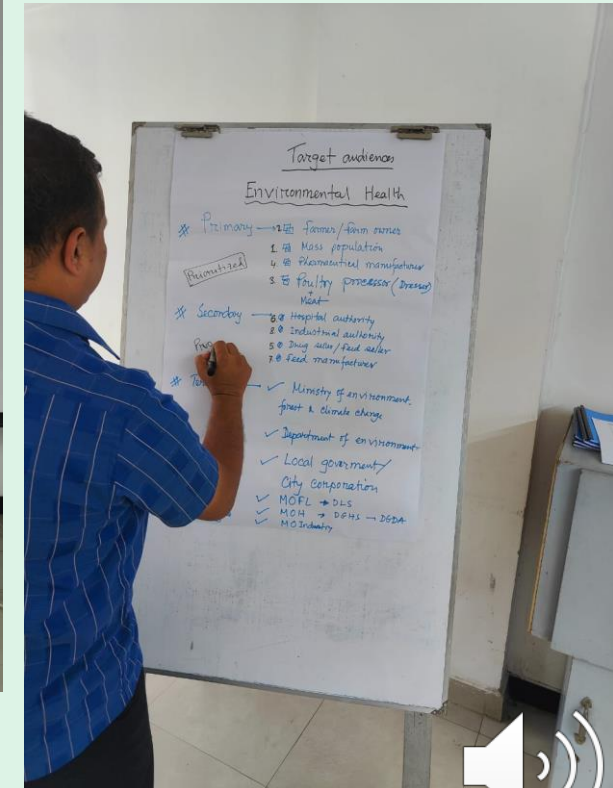
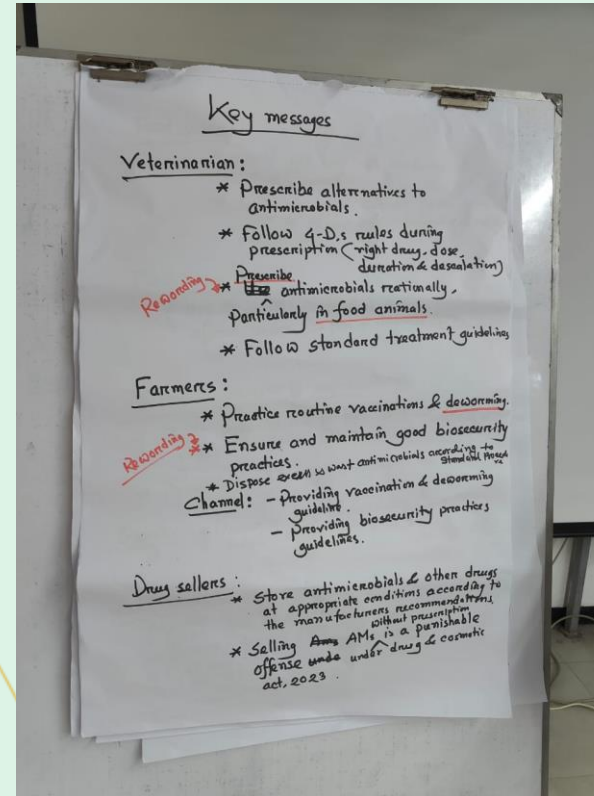




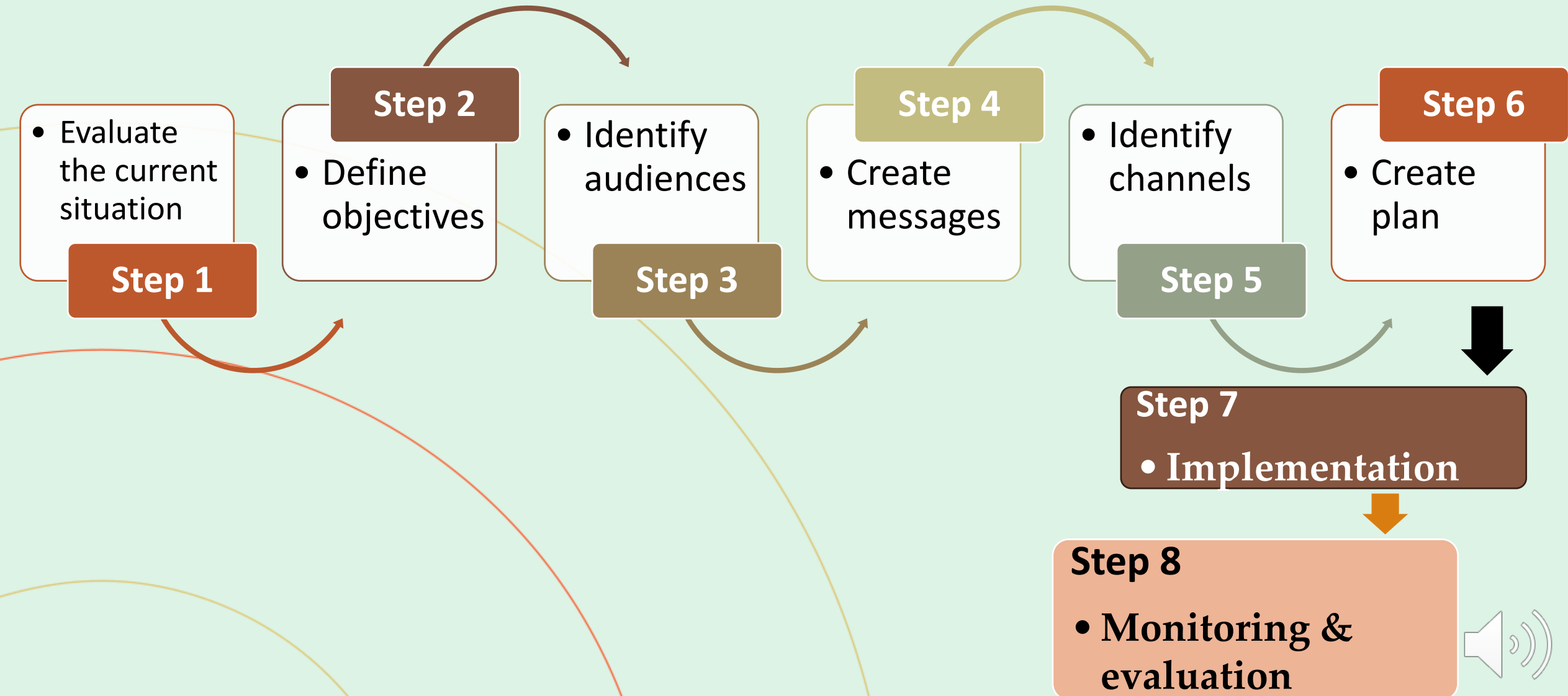
2<sup>nd</sup>  
Consultation  
Workshop on  
Multisectoral  
Communication  
Strategy to  
Tackle AMR in  
Bangladesh



# Communication Strategy Consultation Workshop



## STEPS IN COMMUNICATION STRATEGY



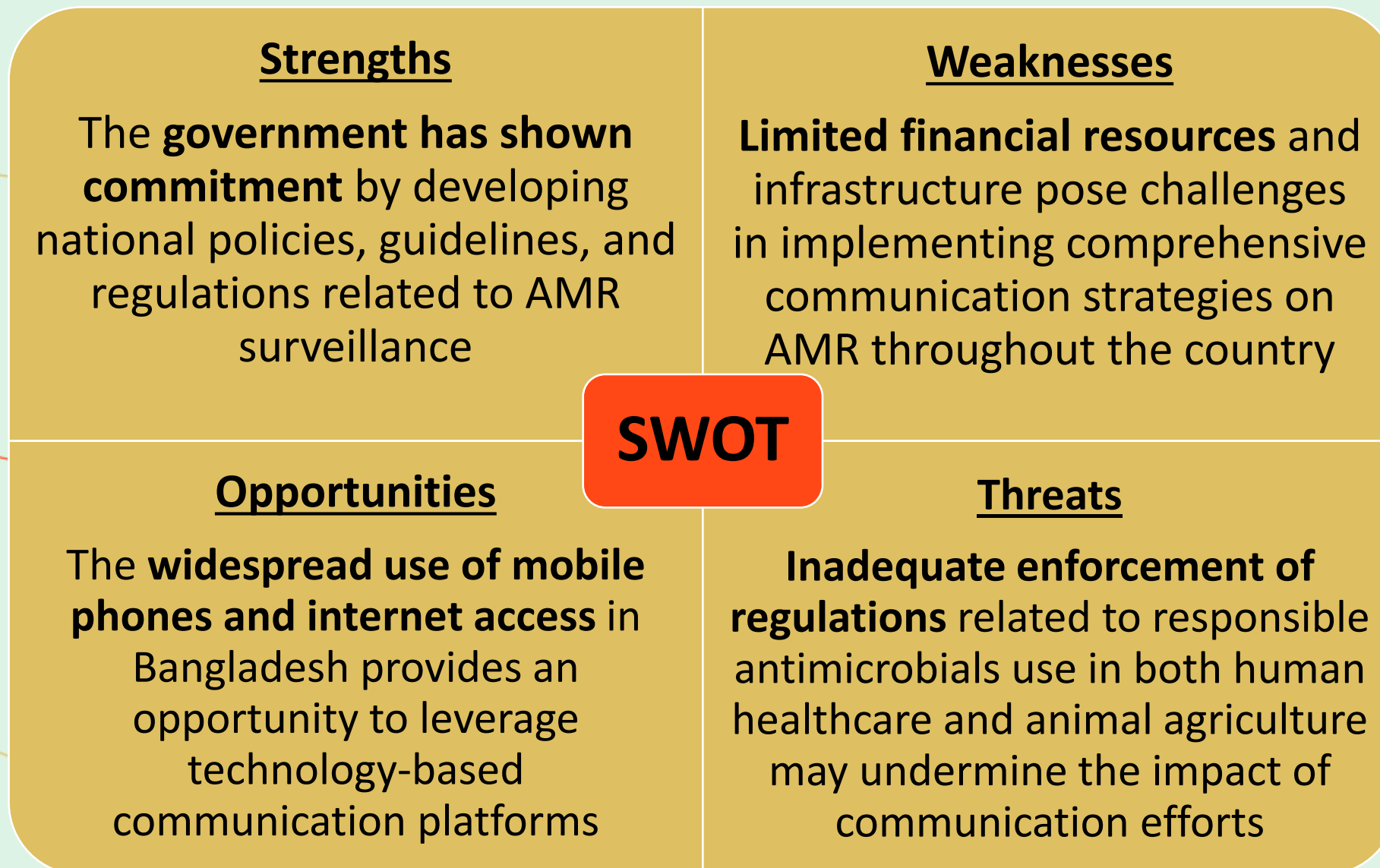


## STEP 1: EVALUATE THE CURRENT SITUATION

- AMR situation analysis was done through
  - **Literature review**
    - AMR in human, animal, fish and environment health
    - Antimicrobial use (AMU)
    - Policies and regulations on AMR and AMU
  - **SWOT analysis**



# STEP 1: EVALUATE THE CURRENT SITUATION



## STEP 2: DEFINE OBJECTIVES

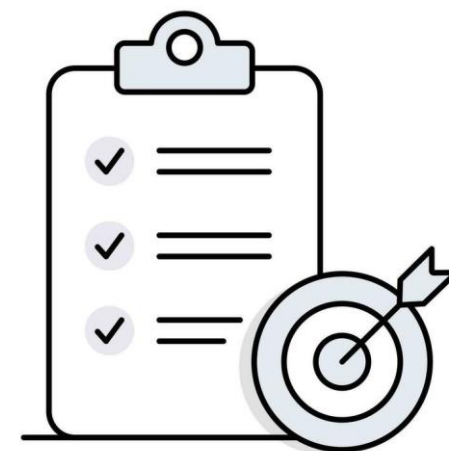
- **Goal:** outline the **communication principles** to be applied on the stakeholders to contribute to their **social and behavioral changes** to mitigate AMR and its consequences



## STEP 2: DEFINE OBJECTIVES

### Specific objectives

1. Raise **awareness** among **producers**, vets, physicians, fish health experts, environmentalists, policymakers, and the **general public** about the **risks and consequences** of AMR in human/animal health.
2. Educate **stakeholders** about **responsible antibiotic use practices**, including proper dosage, administration techniques, and adherence to withdrawal periods.
3. Improve **stakeholders' knowledge** and understanding of **AMR mechanisms**, factors contributing to its development, and the role of antibiotic use in animal agriculture



## STEP 3: IDENTIFY AUDIENCES

**Table : Target audiences for AMR communication identified by the stakeholders**

Sector	Group of audiences	Target audiences
Human health	Primary	Mass population
	Secondary	Physician
		Medical students (MBBS/BDS students)
		Nurses
		Sub Assistant Community Medical Officer (SACMO)
		Community Health Care Provider (CHCP)
		Drug seller/Pharmacists
		Informal health provider
	Tertiary	Ministry of Health and Family Welfare
		Directorate General of Health Services
		Directorate General of Drug Administration



## STEP 3: IDENTIFY AUDIENCES

**Table : Prioritized target audiences for AMR communication in Bangladesh**

Sector	Prioritization index	Target audience
Human health	1	Physician
	2	Medical students (MBBS/BDS)
	3	Nurses
	4	Community Health Care Provider (CHCP)
	5	Sub Assistant Community Medical Officer (SACMO)
	6	Pharmacists
	7	Pharmaceutical company
	8	Quack/informal health provider
	9	Mass population
	10	Policy maker



## STEP 4: CREATE MESSAGE

- We have decided to create **clear and concise messages** so that it can communicate –
  - the **importance of responsible antibiotic use**,
  - the **impact of antimicrobial resistance** on different health sectors and food safety, and
  - the **role of various stakeholders** in combating this issue



## STEP 4: CREATE MESSAGES

Target group	Key message	Supporting message
<b>Primary:</b> Farmer	Pay attention to withdrawal period of drugs for food safety	Read the instructions and withdrawal period on package of drug
<b>Secondary:</b> health professionals	Be aware of antimicrobial classifications (The WHO AWaRe or Access, Watch, Reserve)	Only use labelled antimicrobials to determine withdrawal of drugs
<b>Tertiary:</b> drug administration	Ensure veterinary drug companies circulate labelled drugs	Only drugs with labels are circulated for safety





## STEP 5: IDENTIFY CHANNELS

**Table : Recommended key messages and channels to communicate with target audiences**

Sector	Target audience	Key messages	Channels
Human health	Physicians	Re-think before prescribing any antimicrobials (if needed or not)	Advocacy Pre-service & in-service training STG, DGHS app Through different professional societies Engaging experts/role model of the community
		Prescribe antimicrobials preferably based on culture and sensitivity report	
		Choose antimicrobials based on national guideline	
	Medical students	Academic body will take the decision while developing syllabus	Academic curriculum, Competitive extracurricular activities



## STEP 6: CREATE PLAN

**Table : Proposed activities of communication strategy to tackle AMR in Bangladesh**

Indicative activity	Target audience	Technical lead	Support	Indicated time frame
<b>Advocacy</b>				
<b>Organization of multisectoral meetings or seminars or workshops</b>	Multisectoral ministries, departments and directorates	DGHS, DLS, DoF, and DoE	One Health Secretariat and Quadripartite partners	World Antimicrobial Awareness Week (WAAW) and World One Health Day (WOHD) or any suitable time
<b>Development of multisectoral guidelines to promote rationale use of antimicrobials</b>	Veterinarians, physicians, aquatic health expert and related health care workers	DGHS, DGDA, DLS, DoF, and DoE	One Health Secretariat and Quadripartite partners	Need based



## STEP 7: IMPLEMENTATION

- **Keys to Success**

- A **dedicated person** in the organization who can carry and execute the plan.
- Work closely together with everyone who will be **doing the actual execution** of the plan.
- Understand the **resources available** and the **current status of communication** when creating the plan.
- Know the audience. The better you understand their **priorities, concerns and issues** the better you can communicate with them.
- Keep it simple! **Do not plan to undertake too many activities** through too many channels



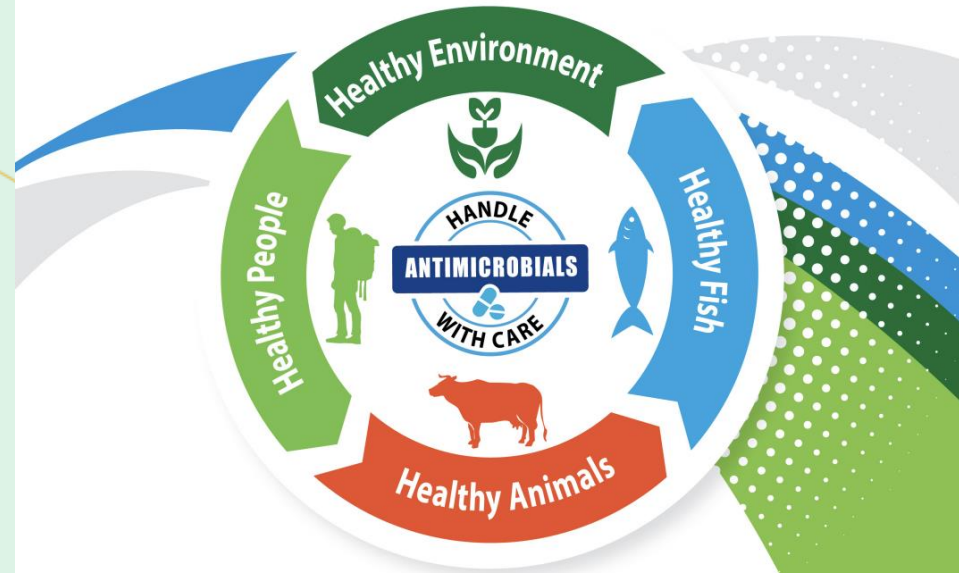
# STEP 8: MONITORING AND EVALUATION

Table : Proposed monitoring and evaluation framework for communicating AMR

Milestones	Process indicators		Means of varification
	Quantitative	Qualitative	
<b>Advocacy</b>			
<b>Multisectoral meetings or seminars or workshops organized</b>	<ul style="list-style-type: none"> <li>• No. of events</li> <li>• No. of total participants</li> <li>• No. of participants from different sectors</li> <li>• No. of recommendations made</li> <li>• No. of report developed and disseminated</li> </ul>	<ul style="list-style-type: none"> <li>• Active interactive discussion</li> <li>• Quality of the report</li> </ul>	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Survey on participant feedback</li> </ul>



**MULTISECTORAL COMMUNICATION STRATEGY**  
TO TACKLE ANTIMICROBIAL RESISTANCE IN BANGLADESH



 World Organisation for Animal Health  
 Founded as OIE | 
  World Health Organization | 
  Food and Agriculture Organization of the United Nations



# Thank you



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