

AMR Comm Strategy by WOAH Members

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World
Organisation
for Animal
Health
Founded in 1924

Organisation
mondiale
de la santé
animale
Fondée en 1924

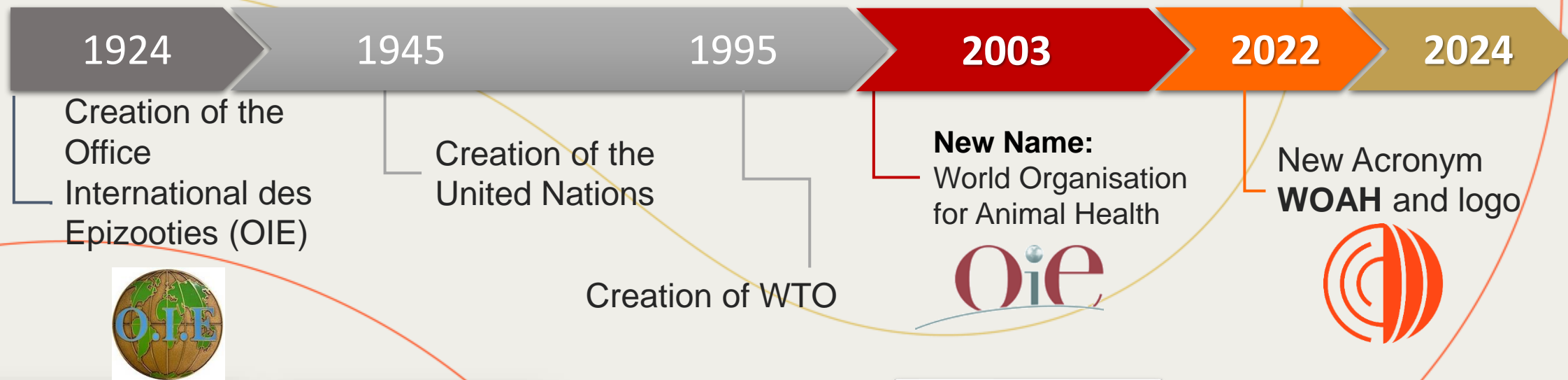
Organización
Mundial
de Sanidad
Animal
Fundada en 1924

History of WOAAH

An intergovernmental organisation established 20 years before the United Nations



World Organisation
for Animal Health
Founded in 1924



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

Director General
Dr Monique Eloit

Intergovernmental action against Rinderpest

Agenda

1. Section 1: Introduction of MPTF project – regional overview
2. Section 2: Communication strategies supported by MPTF
3. Section 3: Communication activities supported by WOAHH RRAP

Section 1

MPTF project – regional overviews

The Antimicrobial Resistance Multi-Partner Trust Fund (MPTF) combats the threat of antimicrobial drug resistance through strategic collaboration, sustainable streams of capital, and Sustainable Development Goal-focused responses that support localized ‘One Health’ National Action Plans.

<https://mptf.undp.org/fund/amr00>

MPTF countries in Asia



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

Mongolia (2023 ~)

- Governance, Strengthening integrated surveillance, Communications

Bangladesh (2023 ~)

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

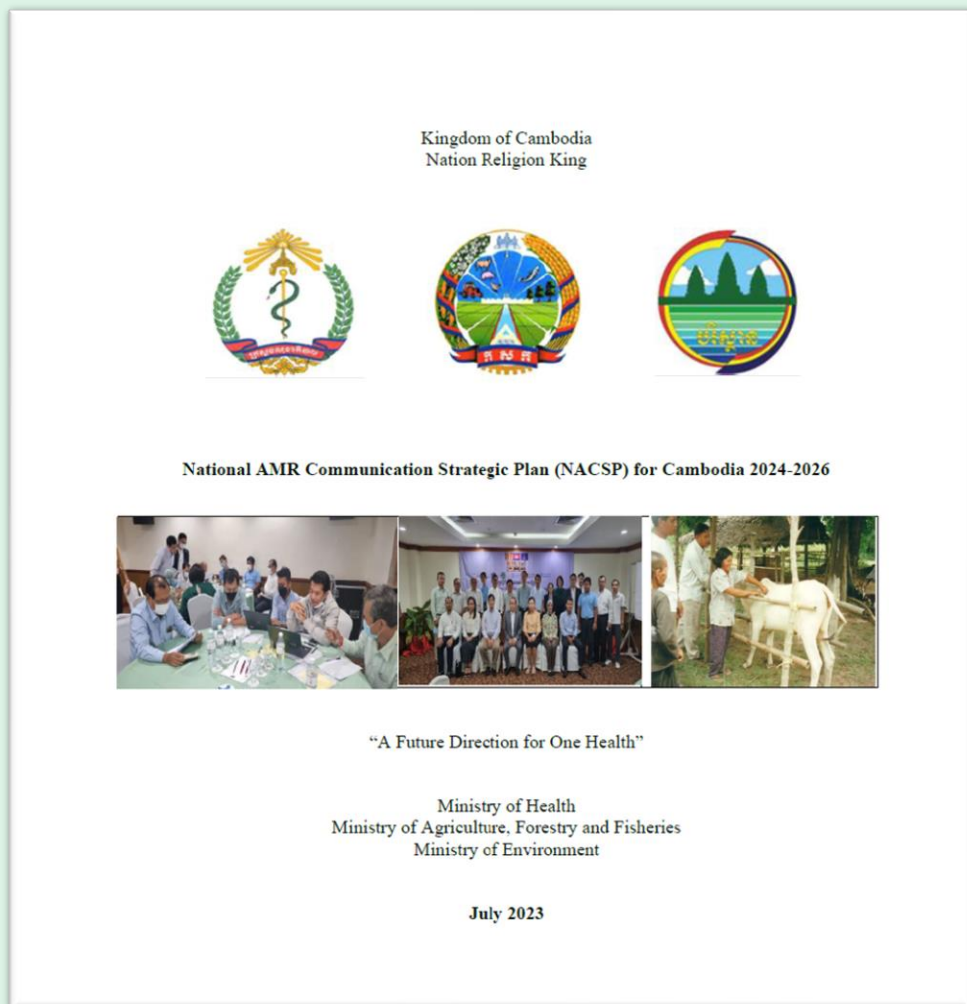


Comm & Advocacy

AMU Monitoring

Comm Strategies Examples

Cambodia – to be endorsed by ministries



• 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

Indonesia



- **Multisectoral One Health Communication and Advocacy Strategy to Mitigate AMR in 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

A photograph of a man in a wooden boat on a river, surrounded by many goats. The man is shirtless and wearing a purple headband, using a long wooden pole to navigate the boat. The goats are of various colors, including white, brown, and black. The background shows a lush green landscape with trees and mountains under a clear sky. The scene is captured in the golden hour, with warm lighting. The text 'Comm & Advocacy Activities' is overlaid in a large, bold, golden font on the right side of the image.

Comm & Advocacy Activities

World AMR Awareness Week (WAAW)

by Global Quadripartite



Week fixed at **18-24 November** every year

Campaign slogan “**Antimicrobials: Handle with Care**”

Cross-sectoral global theme

- 2021: Spread Awareness, Stop Resistance
- 2022: Preventing antimicrobial resistance together
- 2023: Preventing antimicrobial resistance together



Fiji



Bangladesh

Cambodia



Fiji WAAW2022 Article in local newspaper

Fiji **NARC** (National AMR Committee; comprised of human & animal health sectors) published a newspaper article on weekends during WAAW2022, including **coloring pictures** to attract attention by **general public including children**.



Engaging Indonesian Media in the Fight Against AMR

40 journalists participated in the first edition of the media training organised in Jakarta in the framework of the **MPTF** and in cooperation with the largest Indonesian **association of independent journalists (AJI)**. Shortly after the training, published articles related to AMR in mass media.



A second training was organised in Surabaya, the main city of East-Java Province of Indonesia, under the support of **UK Fleming Fund**. These professionals usually face several challenges in terms of access to information and resources, which are **barriers to prioritise science communications**.



Thank you

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