AMR Comm Strategy by WOAH Members

Nahoko Ieda, Ph.D. AMR Regional Project Officer 20 Feb 2024, Dhaka

 World
 Organisation
 Organ

 Organisation
 mondiale
 Mund

 for Animal
 de la santé
 de Sa

 Health
 animale
 Anima

 Founded in 1924
 Fandée en 1924
 Funded in 2006



World Organisation

for Animal Health

Founded in 1924

2

History of WOAH

An intergovernmental organisation established 20 years before the United Nations



Director General Dr Monique Eloit



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 WOAH RRAP

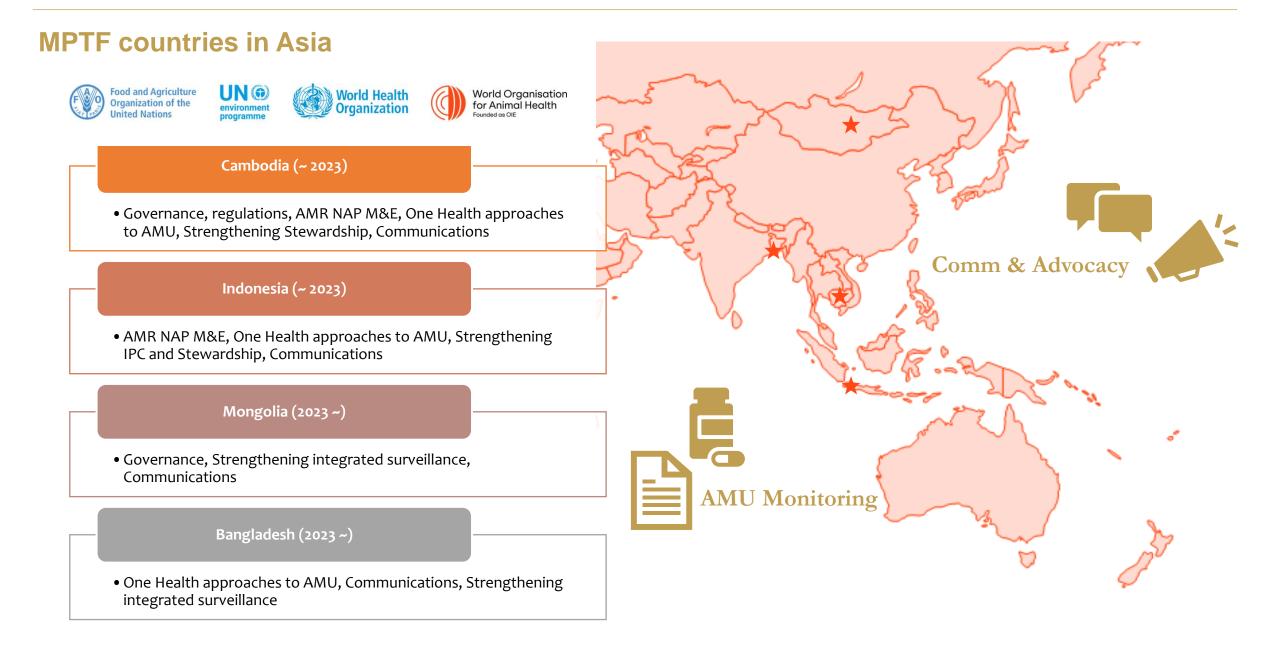
Section 1 MPTF project – regional overviews

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

Date







Title of presentation

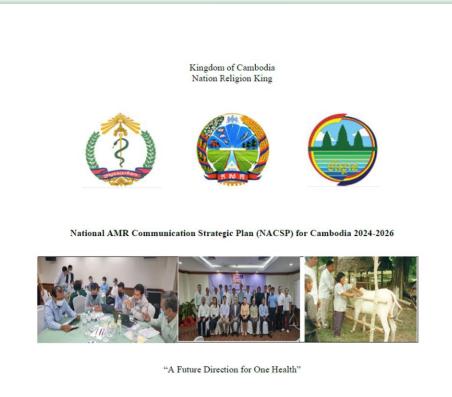
Chapter title

Date

Comm Strategies Examples



Cambodia - to be endorsed by ministries



Ministry of Health Ministry of Agriculture, Forestry and Fisheries Ministry of Environment

July 2023

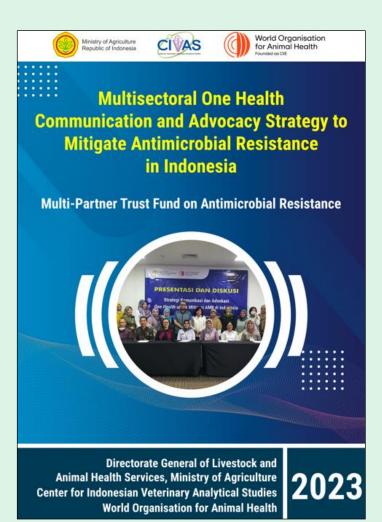
Scope

- 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

7



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

Chapter title

Comm & Advocacy Activities

Date

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



Bangladesh

Cambodia





FIJI SUN | SATURDAY- SUNDAY NOVEMBER 26 - 27, 2022 | FIJISUN.COM.FJ | PAGE 85

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.



the support of the World

simple. It is a complex problem that requires ation for Animal Health (founded as OIE) a multi-faceted approach. We are beginning to realise that such issues need to be looked at from multiple angles, and requires the input

of a multidisciplinary workforce, all working

Human Health

Since the introduction of antibiotics, countless

lives have been saved, however, there has been

pumps, alteration of membrane permeability,

One Health and Antimicrobial Resistance

in collaboration to address the problem. This initially launched as "World Antibiotic method of cross-sectoral, collaboration is called the One Health approact on in 2015". The name was changed and it represents a promising way forward along the path of fighting AMR n 2020 to what it is now to include and raise on other antimicrobial agents that The sectors involved in a One Health approach ilarly in other disease-causing microbes fighting AMR are teria, WAAW was also developed part of One Health initiatives led by the of international organizations, Animal Health

Plant Health the United Nations (FAO), United Nations Environmental Health Programme (UNEP), World Health n (WHO), and World Organization for nal Health (WOAH, founded as OIE). This is a recognition of the cross-species h

mpact of AMR and an acknowledgement of the emphasised less. need to work together with our counterpart the use of special instruments. They in other sectors. Only then can we address a With over 60% of microbial pathogens that

problem that is a threat to the health and safety e only noticed when we become sick due to on. There are many types of microbes of humans, animals, and our stat hat are present all around us, these include Antimicrobial Resistance and ruses, fungi, protozoa and amoebas. The COVID-19 pandemic was caused by a virus

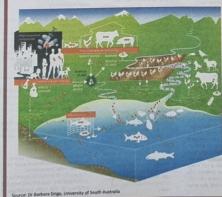
lied SARS-CoV-2 and is an example of both a notic disease and an Antimicrobial Resistant

an emergence of antimicrobial resistance in otic diseases are those we primarily get microbes in part due to antibiotic misuse in both human healthcare and the agriculture sector. om animals or are due to microbes that mainly side in or on animals. Close contact betwee umans and farm or wild animals can lead to Acquired antimicrobial resistance is the ability for on-going surveillance of emerging potential e transmission of diseases. Similarly, we can of a microbe to survive in the presence of an in diseases to our pets and other animals antibiotic at a concentration that would be expected to inhibit growth. There are various hrough close or prolonged contact. This is why mechanisms by which an organism might ac d animal husbandry and infection prevention

nd control are so important in maintaining the and safety of all species involved. applected supert of the

alterations to bypass the effects of the agent. gger picture when it comes to AMR is the Our biome or ecosystem is O'Neill et al. estimated that there are 700,000 deaths per year due to these resistant organisms, prised of the surroundings we share with Il other living beings. A clean and healthy and if we do not take action, by 2050 there will nment promotes healthier living for us all. be 10 million lives lost and 10 trillion US dollars

A polluted environment harbours many diseases spent to try and combat the problem. ates the growth and development of



in helping maintain their easingly recognized that Across the world, uncontrolled and abundant u antimicrobial stewardship (AMS) is the key component in addressing this global AMR crisis. of antibiotics is part of 'traditional' agricultural practices, particularly in the livestock sector AMS is a program that involves multidisciplinary teams including, pharmacists, infectious has been a majo resistance. As a result, animals can act as reserv disease physicians, infection prevention and pools for antimicrobial-resistant pathogens and control practitioners, microbiology laboratories, focal sources of infection or contaminat information technologists and hospital executives not only humans that rou to monitor and promote the judicious use of them, such as livestock personnel, farmers, an antibiotics, especially broad-spectrum, emp populations at risk by infiltrating the food cha antibiotics.

data including culture results are available.

Antimicrobial Resistance and

Animal Health

example as previously mentioned, is the on-goin

recently (7 - 11th November)

AMS was first introduced in the late 1990s and is and envi an emerging field with the core aim of reducing The globalisation of trade in live animals and fo the inappropriate use of antibiotics to improve products adds another problematic dimension by patients' safety and outcomes and reducing the allowing resistant pathogens to spread via trade emergence of antibiotic resistance. There are outes to other parts of the globe; thus, the por also other potential benefits, such as reducing AMR mitigation practices of a country or region hospital stays. Empirical antibiotics are started In hospitalised patients with suspected infection, can still put the rest of the planet at risk. and often, prescribers do not revisit the selection

contributor in antim

rians, but can also put larger huma

interact wi

I the antibiotic after more clinical and laboratory AMR mitigation and pr animal health sector currently underway in Fiji at the national level include working with two majo AMR projects (Enhancing the Management De-escalation of empirical broad-spectrum robial Resistance or EMAR) and COMBAT antimicrobial therapy is done by using a narrower AMR. The development of therapeutic treatment antimicrobial therapy after reviewing microbial mmon diseases in livestock a culture, an important component of an AMS program to help reduce the inappropriate use of oultry, upgrading and streng laboratory capacities for AMR detection an eillance, as well as capacity-building tr with AMR-speci nodules are just some examples of these important is farmer-leve and involvement remains a bers of this community are resistance is brought up in Fijl, the first thing the average person will most probably think crucial in the fight against AMR in the anim of is how it relates to the human health sector. health sector.

This is perhaps also reinforced by the fact that historically, at the national level, the focus of The strengthening of systems for the impo AMR-related activities has largely occurred in distribution and regulation of veterinar the human health sphere while AMR trends in antimicrobials the animal and environmental sectors have been underpin the current and future direction hes. With respect animal health services and AMR, these would are dangerous to man originating from further con ted with the good governance

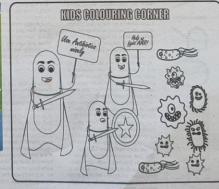
animal sources, the 'One Health' concept has of national animal health systems and a robu become even more critical in harmonising and regulated veterinary coordinating cross-sectoral and multi-disciplinary stakeholders, policies and strategies, in order to curb antimicrobial resistance. A very current

Antimicrobial Resistance and the Environment

COVID-19 nandemic believed to have originate from bats, which, besides its obvious human . AMR is a global threat and the en lat meistance is ke health effects has also demonstrated the critical to the "One Health" approach to tackling th links between the human-animal-environment ongoing crisis. The World may be entering a phainterface as well as highlighting the necessity of nost-antibiotic era where simple infi uses in animals, which also includes be difficult to treat. The problem of AMR in th those that may be caused by antimicrobial environment can be attributed to poor was une AMI management practices which can int ant pollutants such as antibiotics throug

resistance, including producing enzymes, efflux A coordinated multi-sectoral approach, linking land-fills, sewage and effluent. AMR can't be set in the e public health, animal health, environmental tring the target site and metabolic pathway groups, and relevant non-health actors, will thus globally and will affect every living organis in years to come. It is therefore imp help provide a comprehensive detailed picture of the onset of AMR and its diffusion. This was one understand and characterise the AMR-releva of several key messages drawn from the recent pollutants in the er 7th World One Health Congress held in Singapore knowledge gaps on J owledge gaps on AMR-burden and magnitud of the issue in our environment will help bett and and address the problems usin

In terms of animal health and AMR, veterinary the "One Health" approach. A concerted glob practices that involve the responsible and prudent use of antimicrobial agents are critical



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**.





Date

12

Thank you

Regional Representation for Asia and the Pacific Facebook Food Science Building 5F - The University of Tokyo 1-1-1 Yayoi, Bunkyo-ku Tokyo, 113-8657 JAPAN

Twitter Instagram LinkedIn YouTube Flickr

rr.asia-pacific@woah.org rr-asia.woah.org



World mondiale Organisation for Animal de la santé Health animale Fondée en 1924 Founded in 1924

Organisation Organización mondiale Mundial de Sanidad Animal Fundada en 1924

