COMMUNICATION STRATEGY TO TACKLE AMR/AMU IN BANGLADESH - BLUEPRINT

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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.
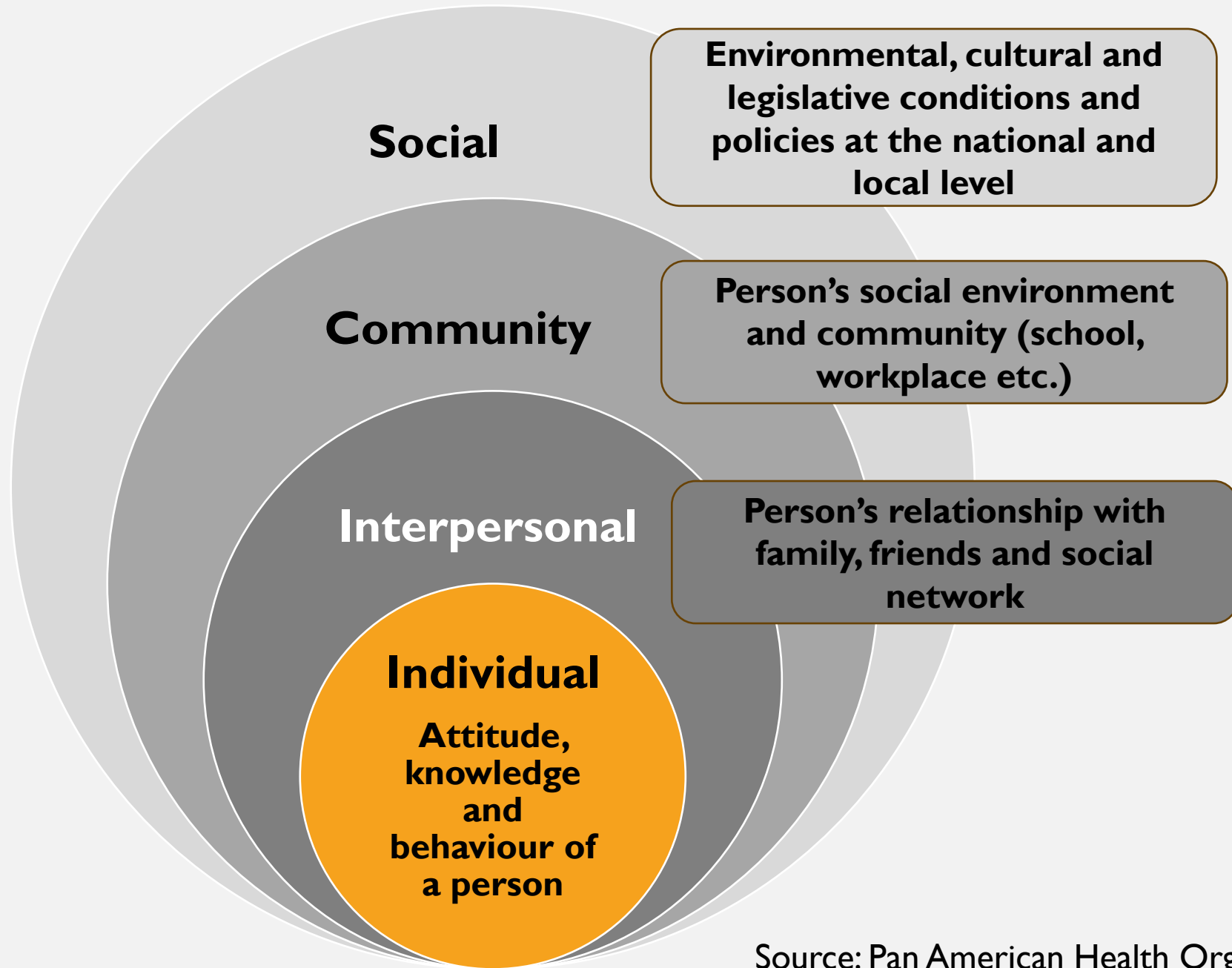
THE SOCIAL AND BIHAVIORAL CHANGE COMMUNICATION (SBCC)

- is a research-based, consultative process that uses **communication to promote** and **facilitate behaviour changes**
- the approach believes that behaviour change works at **one or more levels:**
  - behaviour or action of an individual,
  - collective actions taken by groups,
  - social and cultural structures, and
  - enabling environment.

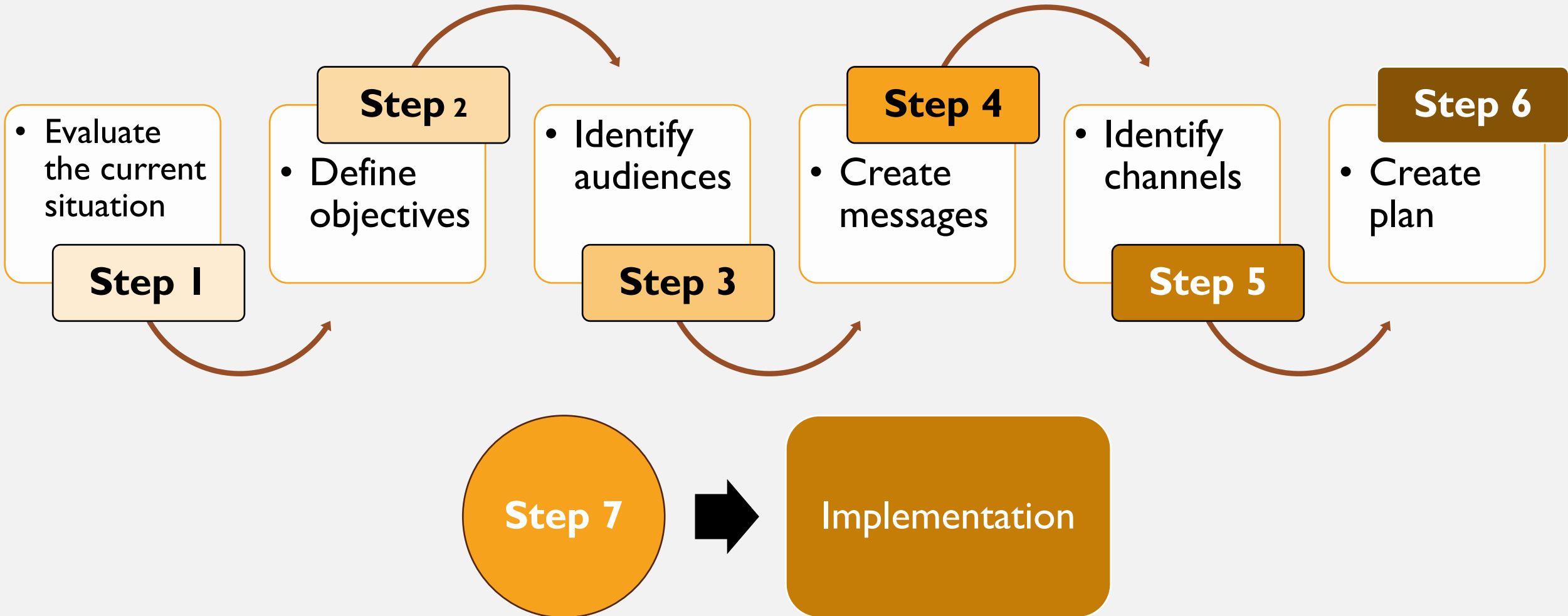## THE SOCIAL AND BIHAVIORAL CHANGE COMMUNICATION (SBCC)

- SBCC framework is used to address **individual**, **interpersonal**, **community**, **organizational** and **policy** levels using **five major SBCC approaches**:

    1) advocacy,

    2) social mobilization,

    3) capacity strengthening,

    4) development of information, education, and communication (IEC) materials, and

    5) public campaign

THE SOCIAL-ECOLOGICAL MODEL
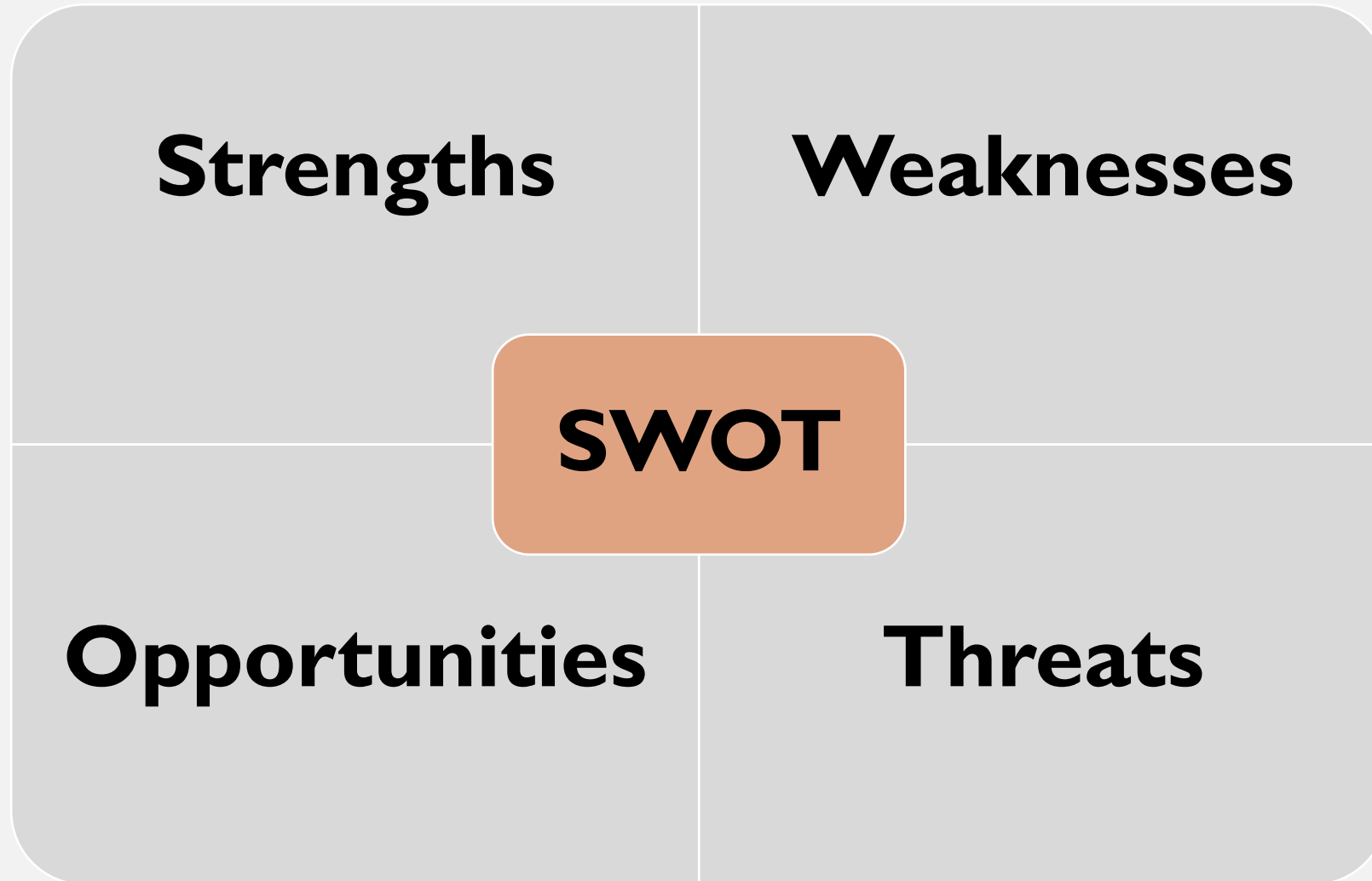
Social — Environmental, cultural and legislative conditions and policies at the national and local level

Community — Person's social environment and community (school, workplace etc.)

Interpersonal — Person's relationship with family, friends and social network

Individual — Attitude, knowledge and behaviour of a person

Source: Pan American Health Organization, 2021

STEPS IN A COMMUNICATION STRATEGY

Step 1
- Evaluate the current situation

Step 2
- Define objectives

Step 3
- Identify audiences

Step 4
- Create messages

Step 5
- Identify channels

Step 6
- Create plan

Step 7 → Implementation

Strengths

The government has shown commitment by developing national policies, guidelines, and regulations related to AMR communication and surveillance

Weaknesses

Limited financial resources and infrastructure pose challenges in implementing comprehensive communication strategies on AMR throughout the country

SWOT

Opportunities

The widespread use of mobile phones and internet access in Bangladesh provides an opportunity to leverage technology-based communication platforms

Threats

Inadequate enforcement of regulations related to responsible antibiotic use in both human healthcare and animal agriculture may undermine the impact of communication efforts

STEPS 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

STEPS 2: DEFINE OBJECTIVES

Specific objectives

1. Raise **awareness** among **farmers**, veterinarians, policymakers, and the **general public** about the **risks and consequences** of AMR in 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

- According to **social ecological model**, communication audiences can be divided into –
  - **Primary group**
  - **Secondary group**
  - **Tartiary group**

STEP 3: IDENTIFY AUDIENCES

- **Primary group**: whose positive changes in **knowledge, attitudes**, and **behaviours** would collectively influence actions
  - Farmers
  - Consumers
  - Farm workers including managers, daily labours etc.

STEP 3: IDENTIFY AUDIENCES

- **Secondary group:** could **mobilize themselves and others** to provide a **supportive environment** to influence and inspire the adoption of the recommended attitudes and behaviours

- Health professionals (doctors, dentists, veterinarians, midwives, nurses, paramedics, pharmacists)
- Technical Services or Representatives of drug companies

- Community health volunteers
- Primary health care facilities
- Farmers associations
- Consumers associations
- Universities

- **Tertiary group:** whom **advocacy** will be addressed to create an **enabling environment** with needed **policies, structures**, and **resources**
  - Ministries, e.g. MoFL, MoHFW etc.
  - Government Services, e.g. Department of Livestock Services
  - Drug Administration
  - Food Safety Authority

STEP 4: CREATE MESSAGE

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

STEP 4: CREATE MESSAGE

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

STEP 5: IDENTIFY CHANNELS

- **SBCC approach can be employed to decide channels**
  - **Advocacy** – to influence policy makers, officials, managers of related corporations, and media at the national and local levels
  - **Social mobilization** – address organizational and community level change
  - **Capacity strengthening** – building interpersonal communication and counselling skills among primary and secondary groups
  - **Development of IEC materials** – to reinforce the key messages on prudent and responsible use of antimicrobials, good animal production practices, and IPC
  - **Public campaign** – engaging communities and fostering participation

STEP 6: CREATE PLAN

- Activities or interventions to implement the strategy and achieve the communication objectives

- Indicative activity
- Target group
- Lead organization
- Supporting organization
- Time line

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 & EVALUATION

- Monitor the implementation of the communication strategy as per the plan

- Evaluate the success of the communication i.e. did communication lead behavioral change intended by the strategy?

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THANK YOU