



Kingdom of Cambodia
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World Organisation
for Animal Health

ARM Communication Progress in Cambodia **(2023-2025)**

“A Future Direction for One Health”

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

Kampot Province, Cambodia
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Outline of the presentation

1. Policy Context
2. Progress to date
3. Cambodia AMR Communication Action Plan (2024-2026)
4. Challenges
5. Way Forward



1. Policy Context

- The following policies have helped shape the AMR Communication strategy and will assist in its execution in the future:
 - AMR Country Situation Analysis Report 2013,
 - National Policy to Combat Antimicrobial Resistance in Cambodia (22 July 2014), and
 - National Strategy to Combat Antimicrobial Resistance, 2015-2017
 - Multi-Sectoral Action Plan on Antimicrobial Resistance in Cambodia 2019-2023. It offers a more robust strategy, involves a variety of sectors, and benefits consumers as well as those in human and veterinary medicine, agriculture, food, finance, and the environment.
- MAFF organized four consultation workshops in 2016–2017, with assistance from FAO to strengthen the food and agriculture sector's involvement with AMR efforts in Cambodia
- The MOH, MOE, & MAFF AMR Technical Working Groups, officially established in October 2017 and consisting of 15 members from the General Directorates at MAFF, oversaw the work with assistance from FAO WHO, and WOAHA on a technical level.
- The AMR-MPTF was established in 2019 by the Tripartite, a long-standing partnership between the World Organization for Animal Health (WOAH), the World Health Organization (WHO), and the Food and Agriculture Organization of the United Nations (FAO)

2. Progress to date

- Good collaboration among the Quadripartite (FAO, UNEP, WHO, and WOAHA), funding institutions, and other partners on AMR issues
- Strong political commitments by the government toward AMR mitigation
- Engagement of Civil Society Organizations
- Availability of guidelines and tools and materials relating the AMR/AMU are developed for field works as well as extension and education campaigns (leaflets, Posters, Videos etc.)
- Increasing strong AMR understanding and better control by relevant ministries
- AMR working groups from the concerned agencies established and functional

2. Progress to date, Cont.

- WAAW were conducted at both National and Sub-national levels with (1 065 participants including 327 females)
- Improving technical working groups on communication to have continuous discussion on AMR/AMU communication issues
- The strong commitment of the multisector ministries to support the AMR communication program
- Engagement of Tripartite, WHO, FAO, WAOH, and other partners for developing action plans and implementation
- Integrate Multisectoral ministries, development partners, private sectors in the development of communication strategies, materials and tools
- Cambodia AMR communication action plan (CACAP) – endorsement

3. Cambodia AMR Communication Action Plan (2024-2026)

Purpose: To develop a National AMR communication strategy framework for improving the effects of the networks and information system among the concerned parties to combating AMR in Cambodia through:

- Incorporating the existing resources from the National AMR communication strategy workshop;
- Consulting with other relevant agencies for additional inputs as well as their strong support to National strategy development in Cambodia.

Two workshops have been conducted to obtain inputs for drafting the strategic plan

- The National Multi-Sectoral Consultation Workshop to Develop AMR Communication Strategy in Cambodia was held by GDAHP for three days (10–12 November 2021) in Kampong Cham province
- Consultative Workshop on “Cambodian National AMR Communication Strategy 2023-2025: A Future Direction for One Health” Ministry of Health, Ministry of Agriculture, Forestry, and Fishery, and Ministry of Environment, Phnom Penh Hotel, 17 January 2023
- Consultation among AMR TWGs as well as IMCC _OH for finalization

a. AMR Communication Strategies

Vision: “Bring behavioral changes toward the use of antimicrobials in the human, animal, plant, and environmental sectors of Cambodia”

Mission: “Work together to encourage the rational and prudent use of antimicrobials that will contribute to slowing antimicrobial resistance in Cambodia.”

Strategic Goal: “By 2026, target groups' national and subnational awareness of AMR and its effects will have increased by 30%”.

The specific strategic objectives are the following:

Objective 1. Increase national awareness of AMR

Objective 2. Improve knowledge of AMR and related topics

Objective 3. Strengthen evidence to establish an appropriate communication system and institutionalize coordination for communication between the three ministries

Strategy 1. Communication awareness, approach, and advocacy

Strategy 2. Human resources and capacity building

Strategy 3.1 Communication facility development

Strategy 3.2. Institutional development, fundraising, and resources mobilization

b. Budget Estimation

Budget requirement for implementing the ACS 2024-2026

No.	Strategy	Budget Requirement, USD		
		2023	2024	2025
1	Strategy 1. Communication awareness, approach, and advocacy	100,000	100,000	100,000
2	Strategy 2. Human resources and capacity building	150,000	200,000	150,000
3	Strategy 3.1. Communication facility development	100,000	100,000	100,000
4	Strategy 3.2. Institutional development, fundraising, and resource mobilization	100,000	100,000	100,000
	Total, USD	450,000	500,000	450,000
	Grand Total, USD	1,400,000		

4. Challenges

- Very few relevant sectors consider AMR mitigation a priority
- Climate change-induced temperature increase, affecting Cambodia in particular to cause changes in pathogenic germs' growth, virulence, and transmission that could lead to an increased AMR and AMU
- Misuse and overuse of antimicrobials in animal and human sectors could seriously affect the health of the human, animals, and the environment
- Limited partnerships between public and private sectors may affect the development of networking and sharing information system
- Limited budget allocation for public events at sub-national levels.

4. Ways forward

- ⌚ Increasing interest from potential donors
- ⌚ AMR pillars are cross-cutting with other programs
- ⌚ More focus on adopting the One Health approach to tackle AMR
- ⌚ The private sector and NGOs can be engaged in AMR awareness campaigns
- ⌚ Academic institutions are engaged to provide advisory and educational support
- ⌚ Policymakers can be informed to address the AMR-related problems
- ⌚ Social media can be utilized to convey positive media campaigns for developing the awareness materials to provide holistic information on AMR/AMU issues
- ⌚ AMR issue can be included in National strategic policy.

Thank you

