

WOAH Communication on AMR in South-East Asia

Guillaume Maltaverne
Regional Communication Officer

Kampot, Cambodia
27 March



World Organisation
for Animal Health

Understand your audience





Low awareness on Antibiotics and AMR

Survey in 12 countries by WHO in 2015

In Japan, **80% of the participants** did not know that antibiotics do not kill viruses and that antibiotics are ineffective against cold and flu.



Challenges on communicating on AMR

- **Not visible**
- **In competition with other animal health topics (e.g. ASF, HPAI, rabies)**
- **Multi stakeholders' solution**
- **Effects felt in middle term vs short term focus**

Overwhelmed by information...

Today, a person is subjected to more information in a single day than a person in the middle age was in its entire life.



Meet your audience needs

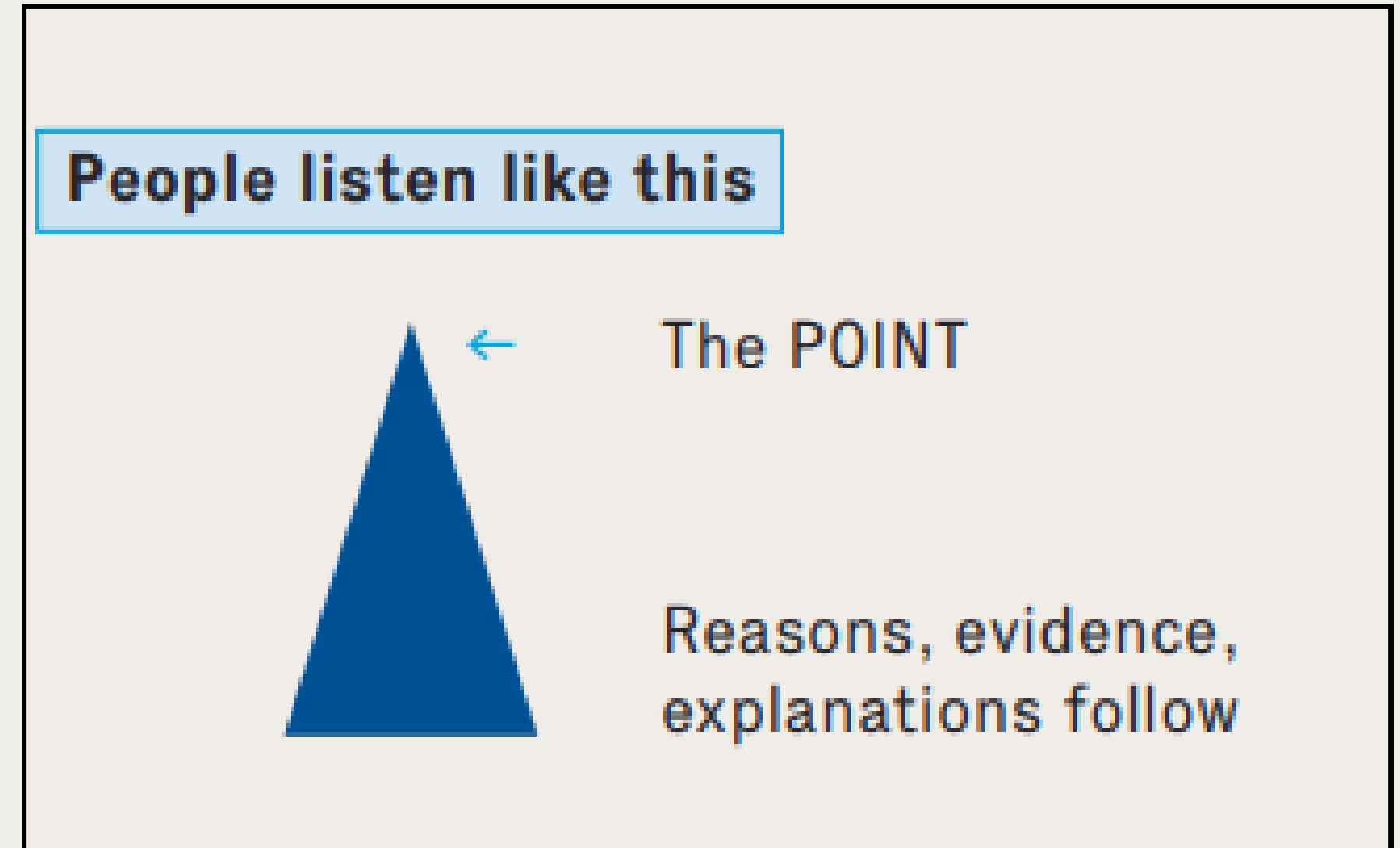
What is she thinking:

- **Why is this important for me?**
- **Why should I care?**
- **How will this benefit me and my family?**



Get to your POINT... as fast as possible

- Once you know where you are aiming, you must get there as fast as possible
- We tend to listen when our attention is grabbed quickly and focus is achieved



Make your message stick

What Neuroscience tells us about adult brains:

- Our brains are wired to forget, not to remember.
- Multisensory communications increases understanding and retention of information.
- When people have something to do, they tend to remember messages more.
- A call to action helps to boost memorisation
- People remember what is outstanding or things that have particular meaning to THEM





World Organisation
for Animal Health



**Information, Education and
communication Materials**



IEC materials to mitigate AMR can vary significantly...

WE NEED YOU

TO HANDLE
ANTIMICROBIALS
WITH CARE

Fight #AntiMicrobialResistance

- Misuse and overuse of antimicrobials increase resistance risk, endangering both animal and human health and welfare.
- But you can help. By acting prudently when using antimicrobials, you can preserve their efficacy for our future.





WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future



Funded by
UK Government

ຕໍ່ສູ້ກັບການຕໍ່ຕ້ານຢາຕ້ານເຊື້ອໃນຖານະຊາວກະສິກອນ

ຢ່າມມີປັດບາດສຳຄັນໃນການຮັກສາປະສິດທິພາບຂອງຢາຕ້ານເຊື້ອທົ່ວໂລກ
ຕົ້ນທາງການຕິດຕື່ມໃຈທີ່ດີທີ່ສຸດທີ່ຢ່າງສາມາດເຮັດໄດ້ເພື່ອຫຼຸດຜ່ອນການຕໍ່ຕ້ານຢາທຸກມື້

ສັດລ້ຽງຂອງຂ້ອຍສະບາຍ

ປ້ອງກັນ

ແຕ່ລະຄັ້ງທີ່ຈາກກະຊວງຂ້ອຍເລີ່ມ
ມີອາການຕິດພາຍດີ ແລະ
ອາດຈະປ່ວຍ

ຂ້ອຍແບກສັດປ່ວຍອອກຈາກກັນ
(ເມື່ອເໝາະສົມ)

ຂ້ອຍເລີ່ມສ້າງຄວາມປະສານໃນທາງຊີວະພາບ
ແລະ ການລ້ຽງ ເຊັ່ນ:
• ຂ້ອຍຫຼີກລ້ຽງການໃຊ້ຢາຕ້ານເຊື້ອທີ່ບໍ່ເໝາະ
ການສັດລ້ຽງ
• ຂ້ອຍສ້າງສື່ສານກະຊວງ ແລະ ຄູ່ປະກອບ
• ຂ້ອຍສະແດງໃຫ້ຮູ້ກ່ຽວກັບ ແລະ ຕົວໃນສາມ

ຂ້ອຍເລີ່ມສ້າງຄວາມສຸຂະພາບສັດລ້ຽງ
ເພື່ອພັດທະນາການປະເມີນ
ຜົນກະທົບສ້າງວິທະຍາສາດການ

ຂ້ອຍບັນທຶກໃນສິ່ງທີ່ຂ້ອຍເຮັດ/
ຢາໃຊ້ ແລະ
ສິດທິໄດ້ຮັບການສຶກສາ

ສັດລ້ຽງຂອງຂ້ອຍບໍ່ສະບາຍ

ຂ້ອຍໄຫຼ່ໜ້າສູ່ຄູ່ຊາວກະຊວງສະພາບລົດນໍ້າ

ຂ້ອຍໄຫຼ່ໜ້າສັດຕະວະແຜນ

ຫຼັງຈາກທີ່ເກາະສັດລ້ຽງຂອງຂ້ອຍ ແລະ
ຄຳມັ້ນການວິໄນໃນທາງສ້າງຄວາມສຸຂະພາບ
ບໍ່ສຸຂະພາບສະພາບສັດລ້ຽງທີ່ບໍ່ເໝາະສົມ ແລະ
ຜົນກະທົບສ້າງວິທະຍາສາດການສຶກສາ

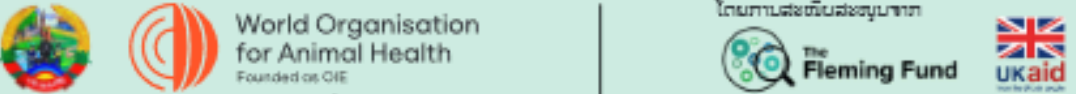
ສາມາດເລືອກໃຊ້ຢາ
ທີ່ບໍ່ຕ້ານເຊື້ອ ຫຼື
ທາງເລືອກອື່ນໆ
ຢາຕ້ານເຊື້ອໄດ້

ຢາຕ້ານເຊື້ອສາມາດ
ເຊັ່ນຢາຕ້ານເຊື້ອແມ່ນຈຳເປັນ.

ຂ້ອຍສັ່ນຢາຕ້ານເຊື້ອ ຫຼື ຢາລົດ
ທີ່ຈຳເປັນຈາກແຫຼ່ງທີ່ໄດ້ຮັບການອະນຸມັດ
ແລະ ບໍ່ໃຫ້ຖາມເພື່ອບ້ານ

ຂ້ອຍເຮັດຕາມຄຳສັ່ນຢາຂອງຊາວກະຊວງສະພາບລົດນໍ້າ
ກ່ຽວກັບສະພາບ, ຄວາມຕື່ນເຕັ້ນ ແລະ
ໄລຍະເວລາຂອງການສຶກສາ.
ຂ້ອຍປະຕິບັດຕາມໄລຍະເວລາຖອນຢາຕ້ານເຊື້ອ
ຜູ້ບໍລິໂພກ

ຂ້ອຍເກັບມ້ຽນ ຫຼື ກຳກັດຢາຕ້ານເຊື້ອ ຫຼື
ຢາຕ້ານເຊື້ອໃນສິ່ງທີ່ຂ້ອຍໃຊ້ໃນສິ່ງທີ່ຂ້ອຍສ້າງຄວາມສຸຂະພາບ
ບໍ່ໃຊ້ຢາຕ້ານເຊື້ອໂດຍບໍ່ສະຫງວນການສ້າງຄວາມສຸຂະພາບ

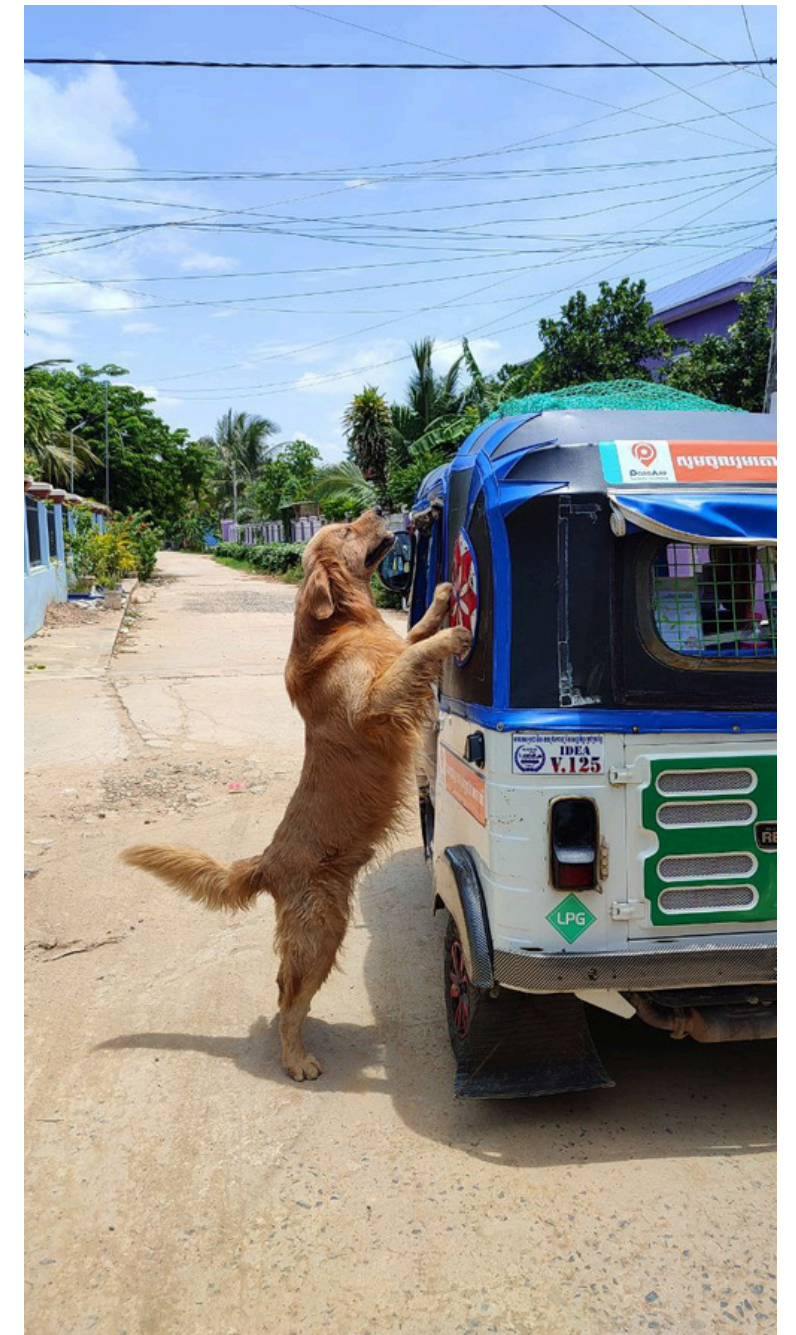


World Organisation for Animal Health
Founded as OIE
www.woah.org

ໂດຍການສະໜັບສະໜູນຈາກ
The Fleming Fund
UKaid



AMR is complex... compared to other animal health issues





- Leaflets
- Guidelines
- Posters
- Flyers
- Billboards
- Video

Ultimate Objective: changing behaviour in a sustainable manner



How IEC materials are developed in 5 steps

Theory

Current behaviour



Consequences



Call-to action



Tone



Key message

Example: Farmer

Antibiotics are used as growth promoter



Bacteria no longer respond to drugs



Implementing other operation procedure



Informative and formal



Use Antimicrobial with care



WOAH Inventory and Communication Activities

- Launch of a campaign in 2022 with new IEC materials
- Activities during World AMR Awareness Week (every year – 18-24 November)
- Inserting communication into workshops
- Media training
- Launch of advocacy materials



Community Engagement

Community engagement involves a strategic, collaborative approach where organizations and communities work together to build relationships, share information, and address issues affecting the well-being of the community.

Mostly carried out by the authorities



Community Engagement

Cambodia has implemented community engagement activities

Target audience:
Backyard farms



Community forum





Community Engagement





Raising awareness at school

Improve Awareness and Understanding of Antimicrobial Resistance through Effective Communication, Education and Training

Strategies

- 1.1 Increase national awareness of AMR through public communication programmes in human and animal health.
- 1.2 Establish AMR as a core component of professional education, training and development for the human and animal health sectors.
- 1.3 Include AMR in **school** extra-curricular activities in order to promote better understanding and awareness.
- 1.4 Provide the public media with accurate and relevant information on AMR.



World Organisation
for Animal Health

Engaging the Private Sector

សិក្ខាសាលាពិគ្រោះយោបល់

Consultation Workshop

ការវាយតម្លៃសហគមន៍កសិកម្ម

Assessing the Agricultural Cooperatives

ដើម្បីរួមចំណែកជាធាតុចូលសម្រាប់ការកែទម្រង់នយោបាយ
ស្តីពីភាពជាដៃគូរវាងវិស័យសាធារណៈ វិស័យឯកជន និងផលិតករ

for Developing Policy on Public, Private and
Producer Partnership

ថ្ងៃអង្គារ ១១កើត ខែកទ្របទ ឆ្នាំខាល ចត្វាស័ក ព.ស.២៥៦៦

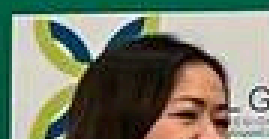
06 August 2022

ថ្ងៃទី០៦ ខែកញ្ញា ឆ្នាំ២០២២ សណ្ឋាគារកាំបូឌីយ៉ាណា ភ្នំពេញ

Hotel Cambodiana, Phnom Penh

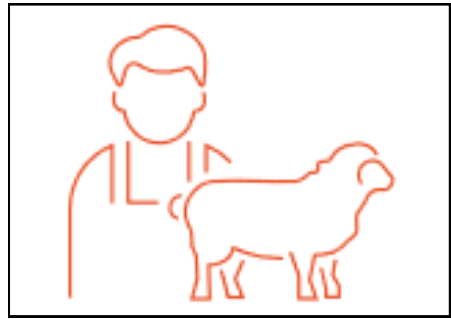
ឧបត្ថម្ភមូលនិធិដោយ | Funded by:

សហការរៀបចំដោយ | Co-organized by:



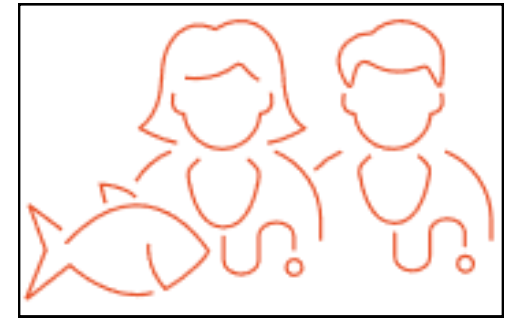


Who are the stakeholders targeted?



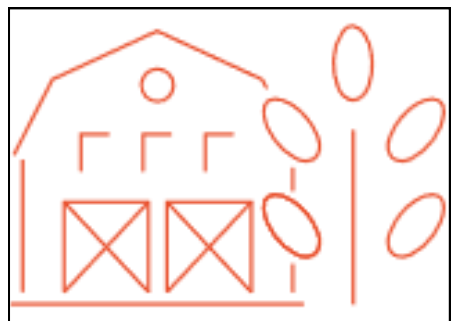
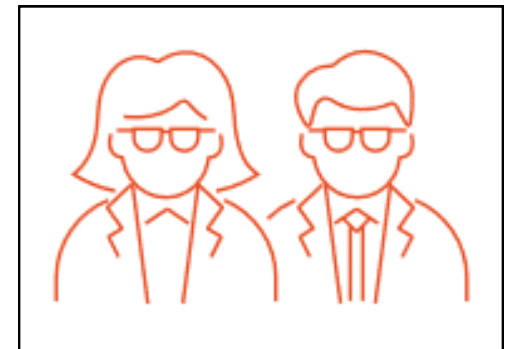
Farmer

Aquatic Animal Health
Professional



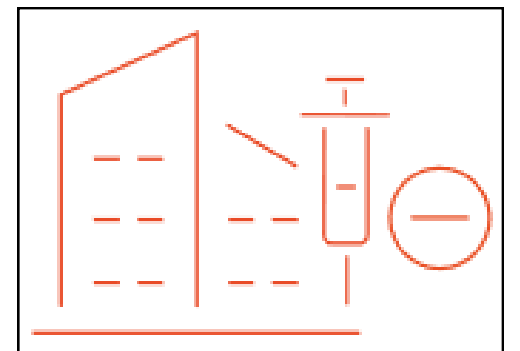
Animal Aquatic
Producer

Veterinary Authority



Feed industry

Pharmaceutical
industry



4 out of 6 stakeholders are part of the private sector



Private sector is essential to mitigate AMR

One of the main stakeholders



- The private sector comprises **90% of the jobs** worldwide (source: IFC)
- Educate employees (staff and managers)
- Antimicrobials are used in animal production
- Great impacts on consumer protection
- South-East Asia is a hotspot for AMR



Challenges to engage private sector

- Rare interaction with private sector
- Veterinary Services cooperation with private sector differs greatly depending on country
- A wide range of different types of companies in animal production (MNC, SMEs, informal sector...)
- Lack of transparency (social-cultural context)
- Fierce competition on the market
- Limited resources



Private sector is broad

In 2018, the total number of registered Small and Medium Enterprises (SMEs) was **155,745**.

More than **90 %** of registered firms in Cambodia are **SMEs**.

However, **95 %** are not registered yet.

		Micro	Small	Medium
Agriculture, Forestry and Fishing	Number of full time employee	1 to 2	3 to 49	50-199
	Assets	\$50,000 and below	\$50,000-\$500,000	\$500,000-\$1,000,000



Key messages to the private sector

- Using antimicrobial with care
- Implement biosecurity
- Follow guidelines

Cost-Benefice will be improved



Private sector engagement – Case study: Indonesia

Talk show during World AMR Awareness Week in 2022

- Around 50 participants
- 90 participants online
- Private sector:
 - Speakers
 - Observers





Joint Statement co-signed by Ministry of Agriculture

Commitments made public

1. **Using antimicrobials wisely** with the right type and dosage for the recommended period according to the prescription
2. Improving **biosecurity** and vaccination to reduce infection rates
3. **Reducing the use of antimicrobials on farms** and implementing good waste management
4. **Investing** in the use of vaccines, innovative antimicrobials and new technologies
5. Collaborate between industry and academia to **share data** and information in efforts to combat antimicrobial resistance





Press conference

- Transparency
- Create trust
- All stakeholders working together
- Public relation





World Organisation
for Animal Health

Engaging the media





Media training

Venue: Jakarta, Capital of Indonesia

Date: 27 May 2023

Project: MPTF

42 participants



Venue: Surabaya, East-Java Province

Date: 11 November 2023

44 participants





Never tell a journalist what he/she should write about

- Raising awareness on AMR
- Encouraging investigative reporting of AMR associated incidences
- Providing the tools to disseminate validated information on AMR : science journalism



Challenges met by journalists

- Time constraint
- Fierce competition between media
- Lack of resources (financial and HR)
- Bad practices among journalists
- Lack of methodology on investigation



Approach to succeed

- Sharing good practices (science journalism)
- A panel with different profile of speakers: authorities, experts and senior journalists
- Interactive format





Outcomes

More than 240 publication in media: TV radio, newspaper, online media, and social media

Television



Newspaper

Stop Minum Antibiotik Berlebihan, Waspada Resistensi Antimikroba!

Reporter: Muhammad Fachrizal Hamdani | Editor: Salman Muhiddin | Senin 27-11-2023, 02:05 WIB



Ilustrasi mengonsumsi antibiotik berlebihan. Hindari segera kebiasaan ini agar tidak memicu resistensi antimikroba. -HelloSehat-

HARIAN DISWAY - Resistensi antimikroba atau *antimicrobial resistance (AMR)* tengah menjadi perhatian utama WHO akhir-akhir ini. Pasalnya, WHO meluncurkan kampanye *Pekan Peduli antimikroba Dunia (The World AMR Awareness Week atau WAAW)*.

Kampanye tersebut diperingati setiap tahunnya pada 18-24 November. Adapun tema WAAW tahun 2023 adalah *Mencegah Resistensi Antimikroba Bersama-Sama*.

Dilansir dari WHO, tujuan kampanye global ini adalah meningkatkan kesadaran dan pemahaman tentang resistensi antimikroba dan mempromosikan praktik terbaik di antara pemangku kepentingan.

Instagram





World Organisation
for Animal Health





Communication plan within the NAP

- Institutionalisation of a communication campaign on AMR
- Consistency of activities
- Improve visibility of government's effort
- Enhance donor's relation
- More consideration on communication



Communicating with little funding

- Social media campaign (for free)
- Requests towards International Partners (Kfw)
- Advocate towards policy makers
- Using existing IEC materials (don't develop more)
- Coordination with projects that not only focus on AMR (finding synergies)



Thank you

