



Food and Agriculture
Organization of the
United Nations



World Organisation
for Animal Health



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**Can PPP help bridge the communication gaps
and overcome barriers related to the responsible
use of antimicrobials?**

The barriers to communicate on AMR



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What are the common barriers?

- **Low awareness**
- **Challenging to communicate on AMR**
- **Misinformation**



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.

AMR is often referred as the “silent pandemic”

It is considered one of the top ten global public health threats to humanity in the 21st century.

NHS research (UK)

By 2050, antimicrobial resistance (AMR) is predicted to overtake cancer as a leading cause of death.



AMR is a burden in Philippines

In 2019, the number of **AMR deaths in Philippines is higher** than deaths from:

- chronic respiratory diseases,
- digestive diseases,
- maternal and neonatal disorders, self-harm and interpersonal violence,
- other non-communicable diseases.

Source: Institute of Health Metrics and Evaluation



AMR is seen as more complex... than other animal health issues





Misinformation and disinformation

Definition

Misinformation

False information, spread without knowingly intending to cause harm.

Common, all around us

Disinformation

False information, spread with intent to deceive, mislead, or cause harm.

Less common, greater risks, may be illegal



Common misinformation about AMR

- **The AMR crisis is only about antibiotics.**
- **Viral infections can be treated with antibiotics.**
- **Antimicrobial can be used for growth promotion, and animals do not get sick**



Your audience is 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.

HEADLINES

DICT: 83% of Pinoys are internet users, but...

Jose Rodel Clapano - The Philippine Star

June 4, 2023 | 12:00am





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A large group of brown chickens with red combs are gathered around a white plastic feed trough. The trough is filled with dark, granular feed. The chickens are looking into the trough, and some are pecking at the feed. The background is dark and out of focus.

**The Private sector is needed
for mitigating AMR**



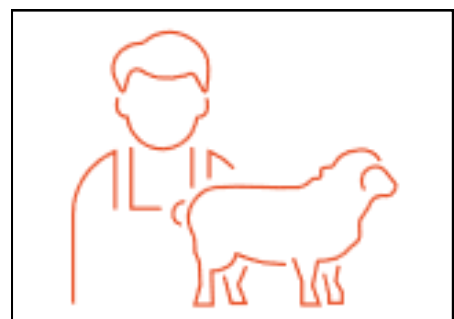
Private sector is essential



- 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

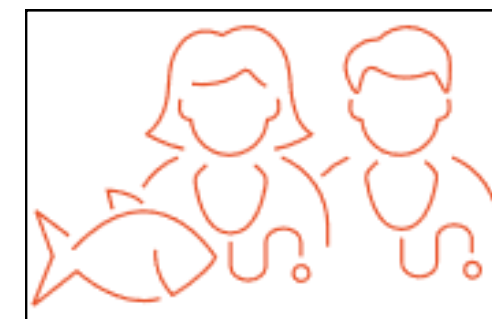


Diversity of sectors for mitigating AMR



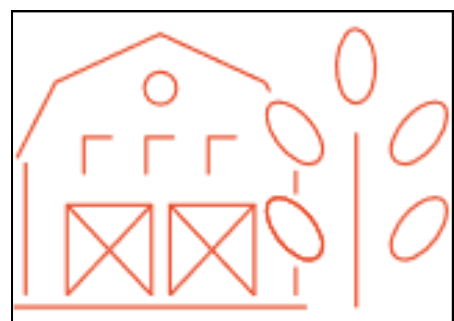
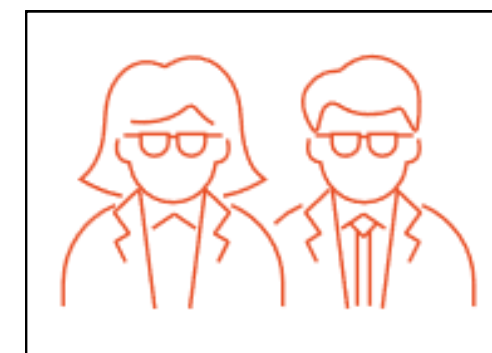
Farmer/Animal
producers

Aquatic Animal Health
Professional



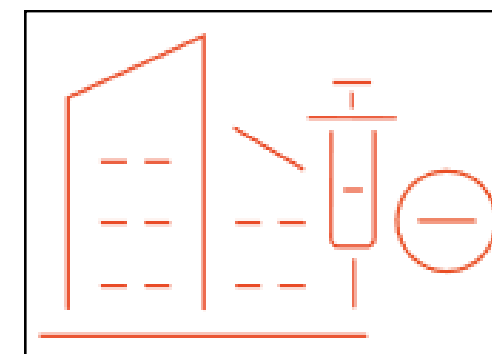
Animal Aquatic
Producer

Veterinarians



Feed industry

Pharmaceutical
industry



4 out of 6 stakeholders are part of the private sector



Why is the private sector **MUST** be part of the solution?

Massive Communication Reach

Private companies have:

- Extensive marketing platforms (ads, packaging, digital media)
- Access to millions of consumers and clients; and veterinarians
- Influence over public perception of antimicrobials, health, and food safety
- Pre-bunk and debunk misinformation



The potential achievements could be great

The private sector can:

- Raise awareness on AMR through communication campaigns
- Promote responsible behaviour towards the staff (e.g. “using antibiotics only when prescribed”)
- Contribute to social behaviour change
- Correct misinformation around antibiotic use in animals and food



Private sector is more visible on social media

Number of followers on social media



32.7 K followers on X



2.7 K followers on X



47K followers on Facebook



8.7 K followers on X



Why a message shared by multiple voices is more credible

1. **Social Proof**

People trust information endorsed by many others.

2. **Perceived Consensus**

Agreement across different stakeholders suggests accuracy and reliability.

3. **Diverse Perspectives**

Input from various sectors reduces the risk of bias.

4. **Consistency**

Repetition across channels makes the message more familiar and memorable.

5. **Credibility of the messenger**

Support from respected figures transfers their trustworthiness to the message.



Tobacco Control Campaigns

1. **Social Proof**

When doctors, teachers, and former smokers all warn against tobacco, people see widespread agreement.

2. **Perceived Consensus**

Government, health organisations, and community leaders all say smoking is harmful, making the evidence hard to deny.

3. **Diverse Perspectives**

Messages from medical experts (health risks), economists (cost of treatment), and parents (protecting children) show a well-rounded case.

4. **Consistency**

The same “quit smoking” message repeated in schools, media, and clinics becomes familiar and harder to ignore.

5. **Credibility of the messenger**

Support from WHO, local health departments, and respected celebrities lends extra trust.



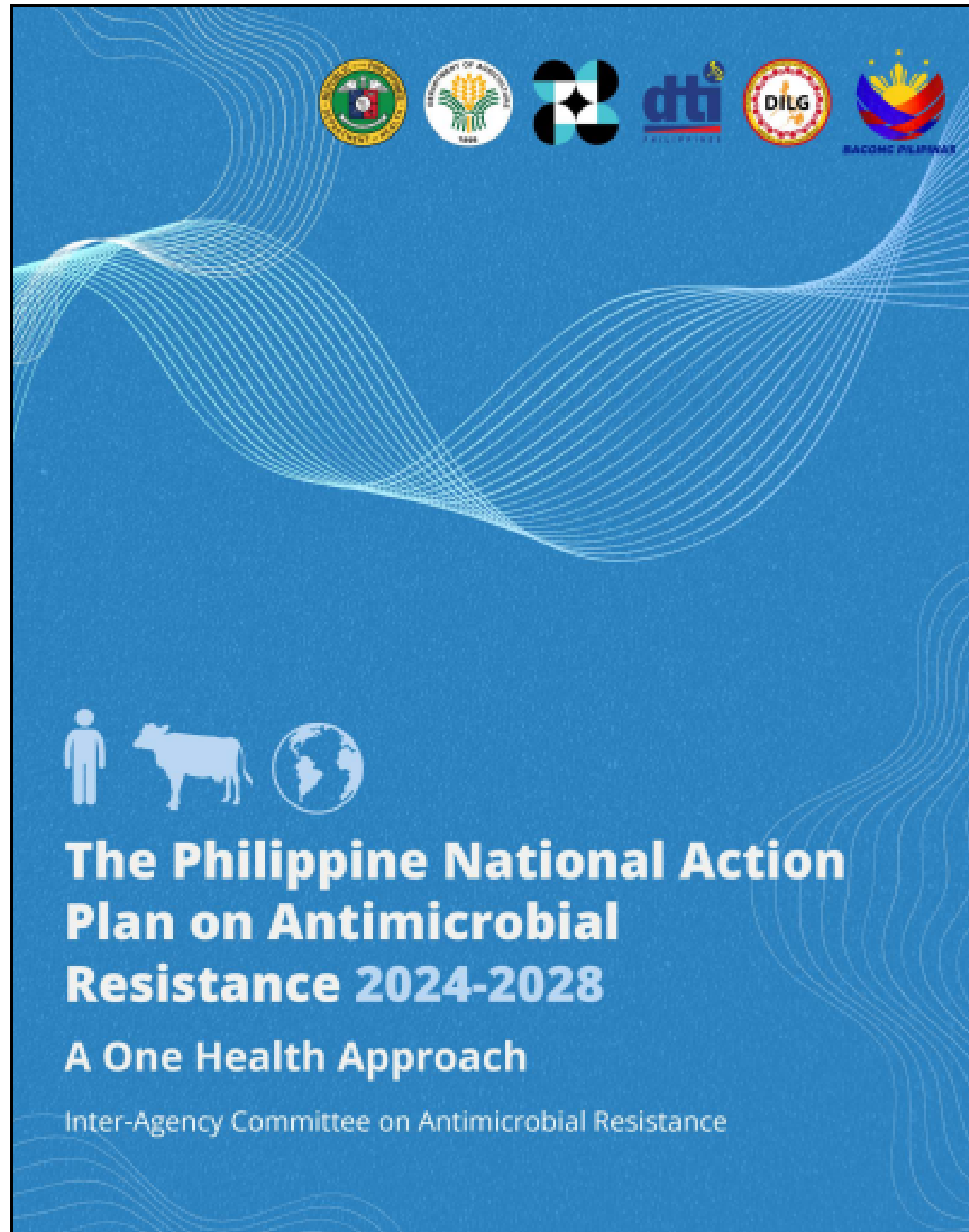
PPP to bridge the communication gaps



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The role of effective communication is recognised in the NAP



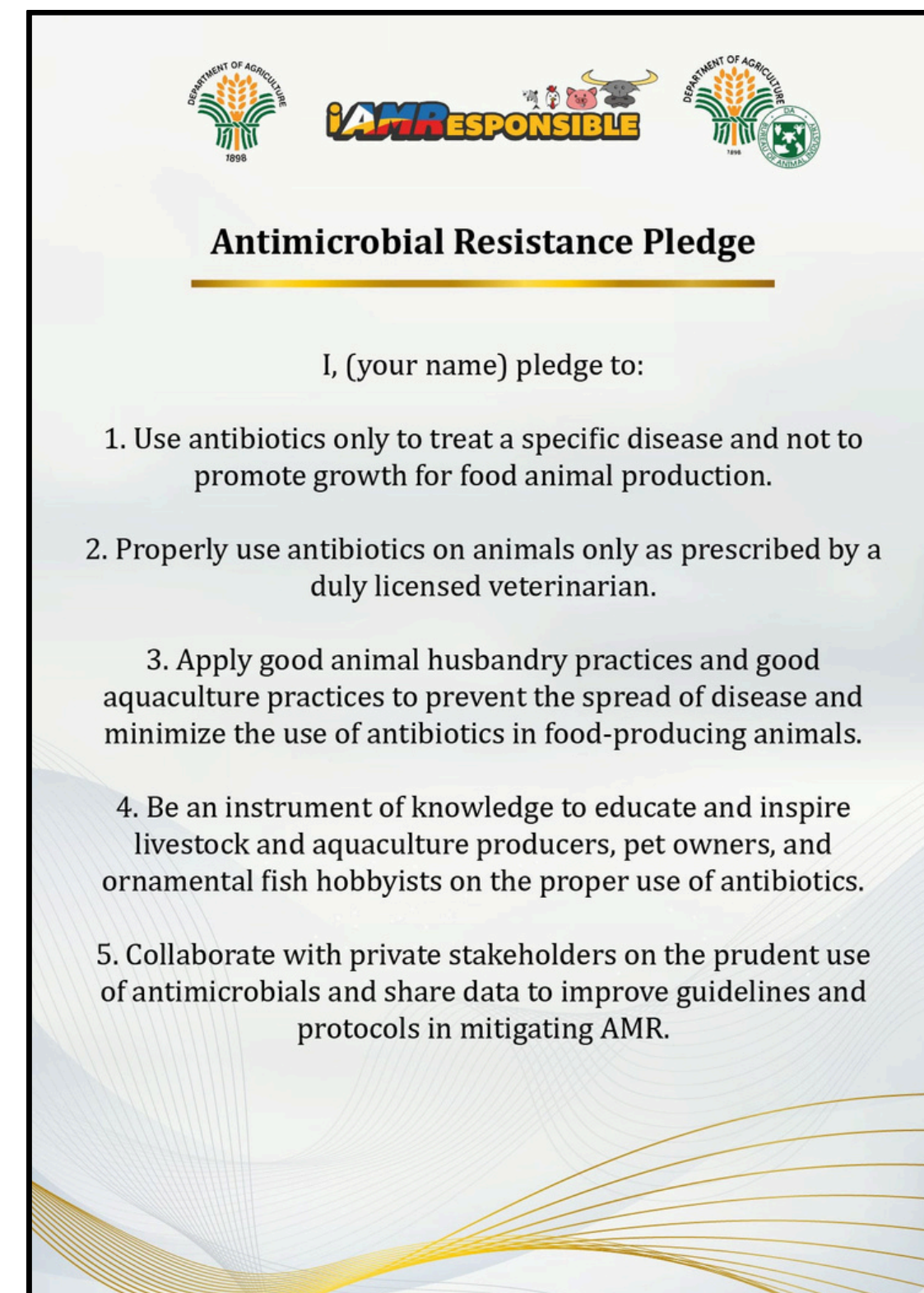
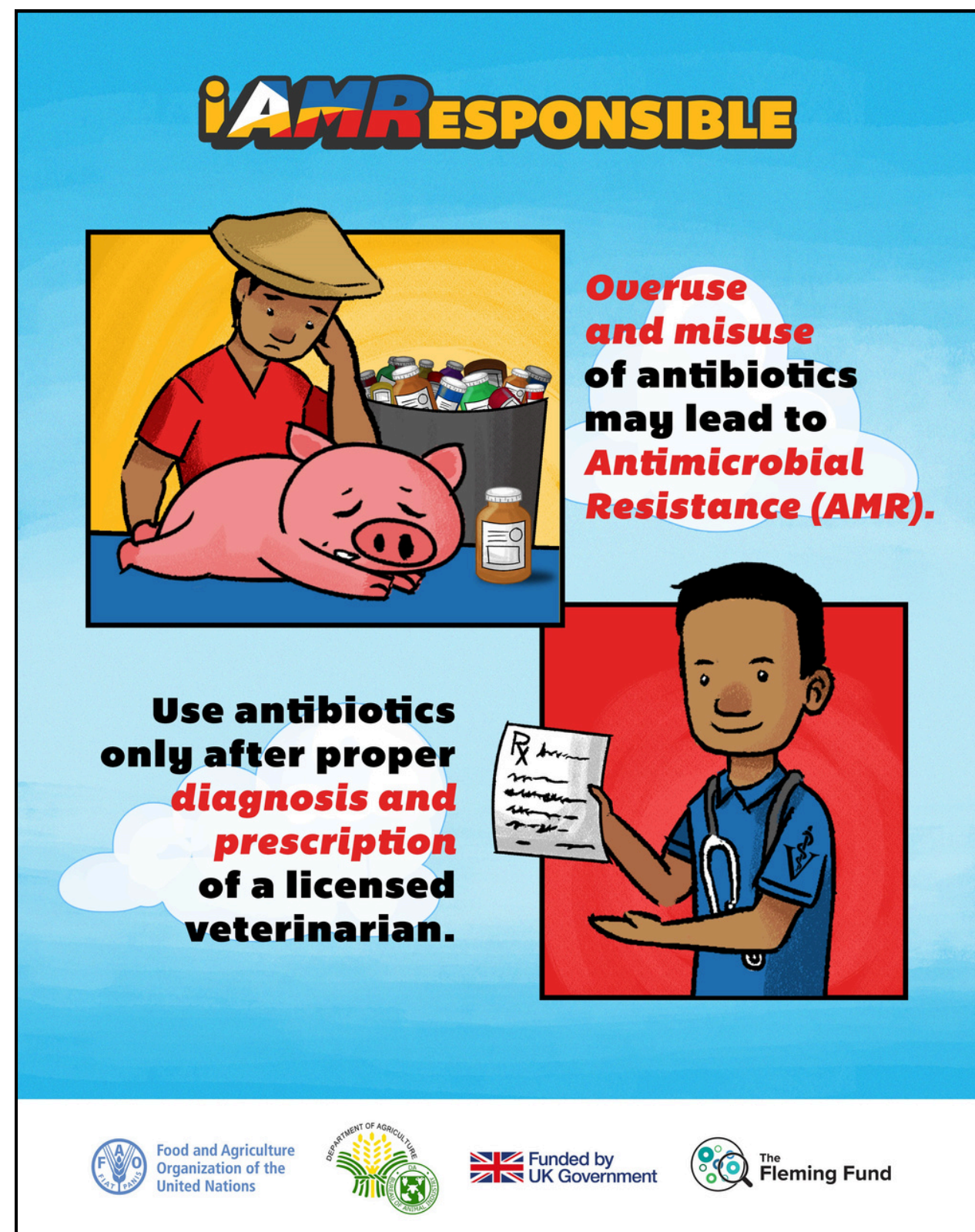
Key Strategy 7:

Improve **awareness** and understanding of antimicrobial resistance through established programs for **dissemination and education across all levels and sectors**

*Awareness efforts, although having actively participated in internationally-led campaigns, would benefit from a more devolved, **tailor-fit approach to effectively reach animal and health workers at the community level beyond social media.***

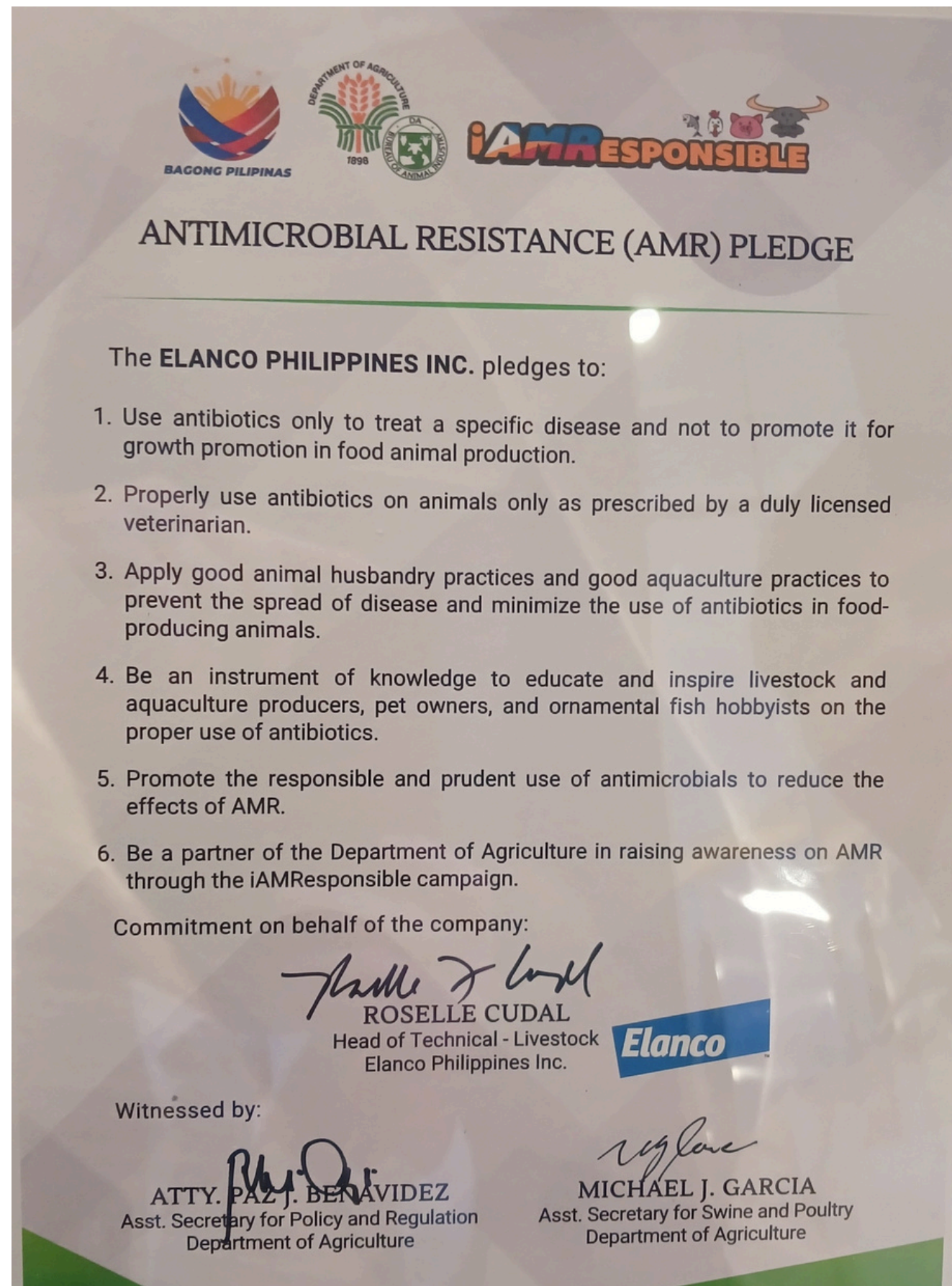


Joining iAMResponsible campaign - an existing initiative





AMR pledge Ceremony





Benefits for businesses

Build Trust with Stakeholders

Consumers, investors, regulators, and civil society increasingly **demand responsible practices.**

Transparent communication shows that the company acknowledges the risks and is taking action.

Trust leads to brand loyalty and reputational strength.



PPP contributes to strengthen relationship with stakeholder

A company's long-term success depends on its ability to create value for everyone affected by its operations, not just its owners.

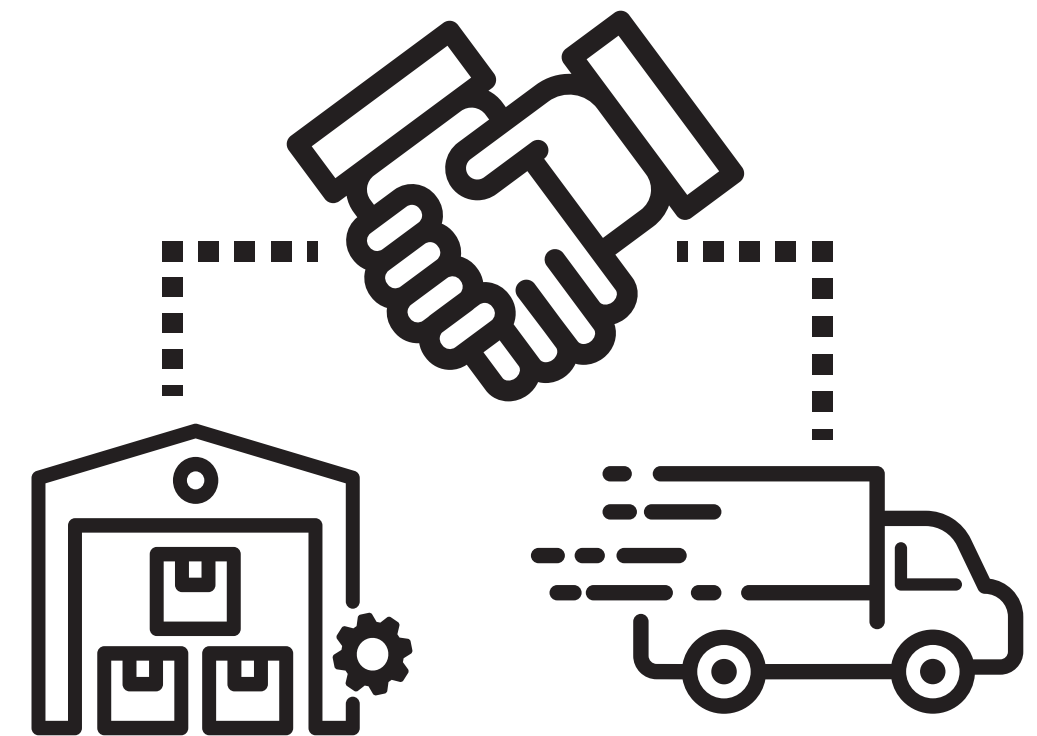
Consumer



Veterinarian



Supplier



Thank you



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