



What are the main gaps identified that need to be addressed using the PPP approach?



Farmer-Level Gaps

Technical jargon vs. local understanding: Farmers often hear complex terms (“antimicrobial resistance,” “residues,” “withdrawal period”) that aren’t translated into simple, actionable messages.

Limited trusted sources: Farmers rely more on input suppliers, peers, or para-vets than official advisories or veterinarians, creating a disconnect between official messages and day-to-day practices.

Cost vs. risk framing: Communication often stresses global risks, while farmers are more concerned about immediate profitability and flock survival.

Value Chain Gaps

Veterinarian–farmer dialogue: Many vets are more focused on treatment than prevention, and preventive communication (biosecurity, vaccination) is not emphasized.

Feed and medicine suppliers: They are critical influencers but are rarely included in AMR awareness campaigns.

Integration mismatch: Small-scale and contract farmers may receive different advice depending on their integrators, leading to inconsistent practices.

Consumer and Market Gaps

Consumer demand signals: Farmers rarely hear what consumers expect regarding “antibiotic-free” or “safe” poultry; there’s little feedback loop.

Retail labeling and trust: Communication about “residue-free,” “organic,” or “antibiotic-free” is often unclear, leading to skepticism and confusion.



Policy and Scientific Gaps

- **One-way communication:** Much of AMR communication is top-down (from policymakers to stakeholders) rather than participatory, which limits buy-in.
- **Evidence framing:** Messages often emphasize human health risks but don't sufficiently highlight poultry productivity, farm profitability, or trade implications that resonate with stakeholders.
- **Fragmented narratives:** Different ministries (health, agriculture, trade) sometimes push inconsistent messages.

Cultural and Social Gaps

- **Trust issues:** Farmers may perceive AMR communication as policing or regulation rather than support, creating resistance to change.
- **Cultural framing:** Risk messages are not always tailored to local beliefs, practices, and languages.

Can Public-Private Partnerships (PPP) focused on communication regarding Antimicrobial Resistance (AMR) help bridge these communication gaps?



What should be the roles and responsibilities of public and private stakeholders in enhancing communication within the

Message- Science to story

Tool and Channel for communication



Public Partners

(+ other public Stakeholders)

Private Partner

(+other private stakeholders)



How can stakeholders from both sectors be engaged and involved in communication and

Joint activity
Monitoring and evaluation
Ensuring sustainability



Joint
Activities

Monitoring and
Evaluation

Ensuring
sustainability



Roadmap

PPP proposal development on
Communication for action to
contain AMR

Sign the MoU for Joint Activities
until the end of the National Action
Plan (NAP-AMR) in 2028.

Regular review and feedback to
the development of the National
PPP Framework in the Ministry of
Agriculture