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AMR Communications Officer

Global Communication on AMR in Animal Health:
Tripartite and OIE Efforts

Marrakech, Morocco
29 – 31 October 2018
AMR Communication Tripartite Collaboration: A 3-year Success Story
Awareness on AMR: a Clear & Shared Objective

**Five Objectives:**

1. Improve awareness and understanding of AMR through effective communication, education and training

2. Strengthen the knowledge and evidence base through surveillance and research...

3. Reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures

4. Optimize the use of antimicrobial medicines in human and animal health

5. Develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines, diagnostic tools, vaccines and other interventions
Awareness on AMR: a Clear & Shared Objective

- **Objective 1:**
  Improve awareness and understanding among Member Countries, veterinarians, farmers, stakeholders and citizens

- **Focus Area 1:**
  Improve awareness on Antimicrobial Resistance and related threats
World Antibiotic Awareness Week

Objectives

- Make antibiotic resistance a **globally recognised health issue**
- Raise **awareness** of the need to protect antibiotics through appropriate use
- Increase recognition of the **role** that individuals, human and animal health, agriculture professionals, and governments must all play in tackling antibiotic resistance
- Encourage **behaviour change** and **convey the message** that simple actions can make a huge difference
First Step: Handle with Care

From a WHO to a Tripartite « slogan »

- We started with a logo in 2015
First step: Handle with Care

*From a WHO to a Tripartite « slogan »*

- We continued with a common visual identity and tripartite common messages in 2016
Since 2017: a Common Platform

Central Source of Information
All Tools Accessible in One Place
2018: Tripartite + Communication Workplan

→ Participation & support to the annual World Antibiotic Awareness Week

→ Promotion of continuous communication activities through AMR national action plans

→ Capacity building in Behaviour Change

→ A global repository of Communication and Behaviour Change tools and initiatives
Overarching Theme:
Safeguarding Antibiotics; Prudent and Responsible Use of Antimicrobials

Focus:
- To ensure all actors are well informed on AMR communication and have access to information to understand and implement international Standards on antimicrobials
- Release of Antibiotic Consumption Report
Chapter 2

The WE NEED YOU Campaign: An OIE Long-term Effort
Antimicrobial Use and Alternatives

OIE Strategy

Consolidated work programme under 4 key objectives aligned with the GAP

- Improve awareness and understanding
- Strengthen knowledge through surveillance and research
- Support governance and capacity building
- Encourage implementation of international standards
How to communicate on OIE Standards?

Objectives

- Improve awareness on & encourage implementation of responsible and prudent use of antimicrobials in animals, in line with OIE international Standards
- Create a toolkit easy to use for Member countries

Requirements

- Worldwide campaign
- Multi-cultural
- Multi-stakeholders
- Engaging for all animal health sector players
- Visually impactful & memorable
- Sharing multiple information under a common message designed to generate action
WE NEED YOU TO HANDLE ANTIMICROBIALS WITH CARE
An Easy to Use Toolkit

A global survey for our Member Countries Veterinary Services
➢ 133 respondents, from 95 Countries

QUESTIONS:
Did you ever use printed material / events / media / digital channels in previous communication campaigns?
A global survey for our Member Countries Veterinary Services

- 133 respondents, from 95 Countries

**An Easy to Use Toolkit**

**QUESTION:**
What is the Internet access situation in your country?
(select one or more situations that described your country situation)

- My targets have no (or little) access to internet
- Internet access isn't described as an "easy / good access" nor "no / little access"
- My targets have an easy and good access to internet

14%  
19%  
67%
WE NEED YOU Campaign

Outline of Toolkit

- WE NEED YOU Animal Posters
- Series of Leaflets
- Campaign Videos
- Social Media Squares
- Website Banners
- Infographic & Radio Script
- Campaign Website

www.oie-antimicrobial.com
Posters of the Family

For Print
Leaflets

Targeting Key Audiences
Media Tools

Social Media Toolkit and Web Banners
WE NEED YOU

To Handle Antimicrobials with Care Video
The WE NEED YOU Campaign Results?

A Global Success Thanks to You!

Assessment Survey (2017)

- 99 respondents from 81 countries
- 90% found tools appropriate
- 37 countries reported to have used the campaign
- 14 countries did translate it and adapt it

To which targets have you disseminated your communication material (OIE or other)?
The WE NEED YOU Campaign Future?

2018 In Development

• 98% of countries expect to communicate in 2018;
  • Among which 51% already have a plan
• Translations ongoing in 8 additional languages
• New tools have been available since August 2018
• Additional tools in 2018 for:
  • Veterinary Services (new posters, new video, radio script)
  • Veterinary Students (leaflet)
  • Farmers (leaflet, infographic)
  • Media Resources (leaflet)
• Website Now Available: www.oie-antimicrobial.com
Chapter 3

From Communication to Behaviour Change: A capacity building process
Building Capacity in Communication

How can we improve communication impact?

Since 2014, OIE Focal Points of Communication Regional Seminars strengthen capacities of Veterinary Services on Risk communication.

→ 13 Regional and sub-regional seminars organized

→ Participation of WHO & FAO experts

→ Around 350 members of the national Veterinary services trained

→ OIE Communication handbook available on:
  www.oie.int/communication_handbook
In 2017-18, OIE Com FP seminars included a morning dedicated to behaviour change capacity building, with one main topic: Antimicrobial resistance.
Building Capacity in Behaviour Change

Beyond Communication: How can we change behaviour?

Behaviour change concepts and methods were presented to Focal points, then turned into practices through an exercise.
# Behaviour Change Exercise

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<thead>
<tr>
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<th>Barriers</th>
<th>Interventions</th>
<th>Timeline</th>
<th>Measurements</th>
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Thank you for your attention