Development of a Communication Strategy for Animal Health;
Kenya’s Experience with Anti-Microbial Resistance

Dr. Othieno Joseph, PhD, OGW
OIE Communication Focal Point
Kenya
OIE Global Conference on Prudent and Responsible use of Antimicrobial Agents in Animals
Marrakesh Morocco 29 -31 Oct. 2018
Background to AMR in Kenya

2009
Formati
on of multi-
sectora
l team
for AMR)

Change of Governance system- Devolution

Dissemination of SA -National Infection Prevention Advisory Committee in 2013

Appointme
nt of AMR Focal points 2014-2015, Review of IHR progress

Devt. & Launch of the Policy and NAP on AMR 2016- 2017

Situati
on analy
sis on AMR and AMU 2009- 2010

Dissemi
nation of SA Roadmap by Joint Task Force 2011

Recomme
ndation to establish a National multi-sectoral Advisory team 2014

Adopti
on of the Global Action Plan on AMR 2015

Devt. AMR Comm. Strategy 2017-2021
Launch of the National Policy and Action Plan on AMR November 2017
Development of the AMR Comm. Strategy

• Objective of the AMR Policy
• Participatory Approach
• multi-Sectoral team – Vets, Medics, Agrics.
• Under One Health
• Status presentations
• Group work brainstorming on AMR
• Objectives identified
• A skeleton structure developed
Development of the AMR Comm. Strategy cont.

i) Audience Segmentation

**Blockers (Active resisters)**
- Pharmaceutical Suppliers
- Intensive livestock farmers
- Drug manufacturers
- Activists

**Champions (Active supporters)**
- CHEWS/CHVS
- Vets and Medics
- COFEK
- Medical Insurance Co.
- INGO- GARP, EPN
- Patients associations
- Food processors
- Activists

**Avoiders (Passive resisters)**
- Hotel industry
- Quacks
- Slaughterhouse management
- Food vendors
- Market intermediaries

**Silent Boosters (Passive Supporters)**
- Animal and human health workers
- Policy makers
- Guardians
- Farmers/pastoralists
SWOT ANALYSIS

STRENGTHS (+)
- Presence of expertise on AMR
- Existence of secretariat
- AMR Policy and National Action Plan
- AMR surveillance strategy
- Existence of established governance structures
- Presence of an organized medicine distribution chain
- Previous and ongoing successful campaigns

OPPORTUNITIES
- Robust mass media
- Global, national and multi-sectoral efforts and support
- Presence of an organized medicine distribution chain
- Existence of training systems for information diffusion

WEAKNESSES (–)
- Inadequate AMR data
- The covert nature of AMR hence low prioritization
- Low awareness on AMR
- Inadequate regulations
- Weak enforcement of existing regulations
- Inadequate resources
- Unethical practice by professional

THREATS (–)
- Trans-boundary nature of AMR problem
- Easy movement of persons and goods due to globalization/trade
- Resistance from pharmaceutical traders

INTERNAL FACTORS
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## AUDIENCE ANALYSIS

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>EXAMPLES</th>
<th>INFORMATION GAP</th>
<th>CHANNEL</th>
</tr>
</thead>
</table>
| **Primary audience**    | Caregivers/CHWs Community animal health workers /                         | • Low awareness on AMU/AMR  
• Low knowledge levels                                                                                                                                  | • Seminars  
• Learning tours  
• Mass Media Interpersonal                                                                                                                                  |
| Human and Veterinary Professionals |                                                                 | • Poor awareness of the impact and magnitude of AMR  
• Lack of adequate IEC materials  
• Low awareness on importance of observance of ethical practices  
• Unethical practices - treatment before confirmation of diagnosis                                                                                      | • Conferences/Workshops/ Seminars  
• Continuous Professional Development (CPDs)  
• Social media – facebook page, twitter account, blogs  
• IECs  
• Websites                                                                                                                                                    |
| Public/consumers        |                                                                 | • Low levels of awareness  
• Ignorance on importance of withdrawal periods of products after antimicrobial use  
• Ignorance on disposal of expired antimicrobials  
• Lack of awareness on risks of self-medication and sharing of medicines                                                                                  | • Mass Media  
• IECs  
• Social media  
• Talk shows e.g. TV morning shows  
• Skit and drama  
• Road shows  
• Barazas  
• Press briefs  
• Websites                                                                                                                                                    |
Objectives

OVERALL OBJECTIVE
• To improve awareness and understanding of antimicrobial resistance through effective communication, education and training

SPECIFIC OBJECTIVES
• Create Awareness on AMR among the primary audience
• Improve understanding of AMR among secondary audience groups
• Advocate for better policy framework for AMR
• Develop and maintain collaborations with other partners in AMR
# Communication Activities

<table>
<thead>
<tr>
<th>Audience</th>
<th>Activity</th>
<th>Output</th>
<th>Responsibility</th>
<th>Time line</th>
<th>Resources</th>
<th>Budget (Kes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>• Development of Messages</td>
<td></td>
<td>MoH/DVS</td>
<td>1st Year</td>
<td>Workshop Participants</td>
<td>2 m</td>
</tr>
<tr>
<td>All</td>
<td>• IEC Materials Development and Review</td>
<td>100 Billboards put up 1,000,000 Brochures</td>
<td>MOH/DVS/County Government Development Partners</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;Yr</td>
<td>Workshops Printing Dissemination Translation</td>
<td>50 m</td>
</tr>
<tr>
<td>Public/Consumers</td>
<td>• Sensitization campaigns</td>
<td>- Barazas - Skit and drama - Road-shows</td>
<td>County Government Development Partners</td>
<td>Continuous</td>
<td>Human Resource Road shows countrywide</td>
<td>10m</td>
</tr>
<tr>
<td></td>
<td>$$\bullet$$ Mass media campaign - electronic Print</td>
<td>Radio – Adverts, Talk shows, Publicity TV – Adverts, Talk shows, News</td>
<td>MOH/DVS/County Government Development Partners</td>
<td>Continuous</td>
<td>Advertisement fee Documentary development Translation</td>
<td>30m</td>
</tr>
</tbody>
</table>
AMR Comm. Strategy Implementation

https://www.youtube.com/watch?v=xRX4i2GfV3A

Why your sick cows ‘refuses’ to get well

Antibiotic use: As a farmer, you are likely to give wrong dosage, overdose or under dose!

Dr Othilano Joseph

LIVESTOCK

Next week is the World Antibiotics Day. Resistance, a pandemic no doubt, is a concern for a veterinarian to examine a cow come up with a confirmed diagnosis, administer antibiotic but the animal refuse to receive.

As a farmer, you wonder why a cow that is sick refuses to take medicine. You are informed of the many reasons the animal may refuse to receive the medicine but the cause may be related to the cow and the cow that may have an antibiotic resistance. Antibiotic resistance is an increasing problem. The antibiotic-resistant bacteria that can cause infections and are difficult to treat. Antibiotics are important to be used wisely to ensure they are effective.

Withdrawal period

Antibiotics are administered with a withdrawal period. This is the period it takes before the antibiotic is no longer present in the body of the animal. This is a critical period for the animal to avoid the risk of developing resistance to the antibiotic. The withdrawal period varies depending on the antibiotic used and the weight of the animal. It is important to follow the withdrawal period guidelines to avoid the risk of residues in the animal’s tissue, which can cause health problems for humans who consume these animal products.

Farmers should not use antibiotics to promote growth in livestock

By Dr Othilano Joseph

You are here » Home » Smart Harvest

Farmers should not use antibiotics to promote growth in livestock

We export RICE

Cairose Rice, Parboiled Rice, Milk, Cheese

مصنع للأرز للتصدير

الغذاء الأساسي

begroupindustries.com
Mass media and Students Sensitization on AMR
Utilizing the Tools

• Behavior Change Communication (BCC)
• Know the attitude that informs behavior (KAP)
• Wear the shoes of the targeted audiences
• Use audience analysis to come up with a message that initiates and action (SOCO)
• Pretest the messages
• Continuous feedback and review of strategy
• Open minded
Further Refinement of AMR Messages

Antibiotic Resistance

Antibiotic Resistance is the failure of diseases causing bacteria to respond to antibiotics that they were previously susceptible to.

- Antibiotic Resistance is caused by inappropriate use of antibiotics
- Do not treat animals without seeking professional advice
- Give the full dose of antibiotics
- Always store medicine as recommended by the manufacturer
- Never use expired drugs

All have a role to play in preventing Antibiotic Resistance. Use Antibiotics prudently

A Meat Inspector examining meat from a local Maasai herdsman – he has condemned the meat.
Further Refinement of AMR Messages

Impact of Antibiotic Resistance
Why is Resistance to Antibiotics a problem?

- Economic losses
- Loss of productivity
- Loss of livelihoods
- Loss of lives

1. What are Antibiotics?
Antibiotics are medicines used to treat infections caused by bacteria.

2. What is Antibiotic Resistance?
It is the failure of diseases causing bacteria to respond to antibiotics that they were previously susceptible to.

- What causes antimicrobial resistance?
  - Poor diagnosis based on clinical/tentative diagnosis and not laboratory diagnosis
  - Inappropriate dispensing; overuse, underuse, misuse or abuse.
  - Inappropriate use; self-medication or non-adherence
  - Non-compliance to treatment guidelines
  - Inappropriate storage of medicines
  - Low vaccination coverage

ANTIMICROBIAL RESISTANCE
Frequently Asked Questions
Challenges

• Inadequate resources (HR & Financial)
• Engaging with and sustaining collaboration at multiple levels of government and sectors
• Multiple responsibilities for appointed focal points
• Sustaining the momentum across multiple sectors.
• Sustainability of the policy outcomes.
Lessons Learnt

- Mass media presents an opportunity but this is never exploited?
- AMR Communication Strategy is important (Strong BCC Component)
- Multiple channels of communication should be utilized
- Involvement of all audience groups
- **Involvement of partners**
- Use Social Media
ASANTENI
SANA

WE ARE TIRED OF PATIENTS ASKING FOR ANTIBIOTICS FOR FLU!!!