

## Concept Note

**Title: Regional Strategy Review and Planning for Antimicrobial Resistance Communication and Advocacy**

**Responsible Officer: Domingo Caro**, *Regional Advocacy and Development Communications Coordinator*

### **Background and justification:**

Two years since the United Nations (UN) identified antimicrobial resistance (AMR) as [a priority health issue in September 2016](#), the campaign to mitigate the spread of AMR is becoming stronger. Overall, the animal health sector still lag behind the public health sector in addressing AMR but the regional efforts, especially in Southeast Asia, are well underway to better AMR and antimicrobial use (AMU) surveillance and improved public awareness. Countries have cooperated with the Association of Southeast Asian Nations (ASEAN) in implementing its endorsed [Regional Strategy for AMR Communication and Advocacy](#) and technical activities are coordinated regionally.

Public awareness remains to be the top priority goal in the campaign to mitigate AMR. The ASEAN AMR Regional Strategy for Communication and Advocacy aims to fulfill this through key components—technical; awareness and education; networking and collaboration; and resource mobilization (TANR). Main activities to be focused on are the implementation of the enhanced assessment of knowledge, attitudes and practices branded as KAP+<sup>1</sup>; documentation of good animal husbandry practices; and, implementation of antibiotic awareness week.

A regional workshop among communications specialists of FAO-RAP, country teams, technical officers; and, focal persons for the ASEAN Communication Group for Livestock (ACGL) is proposed. The main goals of the regional workshop is to build on awareness activities of the preceding year, consolidate gains and use these to embark on a more coordinated campaign in ASEAN Member States. It is proposed to be held in Indonesia to precede the annual ACGL meeting.

### **Objectives/Outcomes**

- To review and refine current AMR communication campaign strategies and activities;
- To plan, identify regional and country activities for WAAW and finalize the AAW communication toolkit; and,
- To define and agree on coordination mechanism/modality and key M&E milestones.

### **Expected Outputs:**

- Summary of outputs in a Workshop Report.
- Draft Regional AAW Communication Toolkit.
- Plan of action with timelines culminating to the AAW.

### **Key inputs/ Main Activities:**

- Review of ASEAN AMR Communication Strategy. Specifically reviewing what has been done in relation to country strategy, policy and plans.

<sup>1</sup> Knowledge, attitudes and practices Plus (KAP+) is a novel approach to implementing communication strategies and/or campaigns. It has three phases: assessment; intervention design; and, planning and implementation phase. It is different from other approaches as it ensures that implementation is integrated soon after assessment.

- Discussions on possible regional and country AAW activities.
- Discuss what to include in the AAW communication toolkit.
- Discuss roles and communication mechanism to ensure coordinated effort on AAW and AMR campaign.

**Timing/duration and Location:**

7-8 August 2018; Yogyakarta, Indonesia

**Expected number of participants/participant type:**

Total of 27 people from FAO country offices, FAO RAP, ASEAN and ASEAN Secretariat (ASEC)

- 10 ACGL Focal Persons (Brunei, Cambodia, Lao PDR, Singapore, Indonesia, Malaysia, Myanmar, Philippines, Thailand and Viet Nam)
- FAO-RAP (2)
- ASEC (3)