



Concept Note

Title: The 2022 Antimicrobial Resistance Communication and Advocacy Workshop for Asia

Responsible Officer: Domingo Caro III, Regional Antimicrobial Resistance Advocacy and Communication Specialist

Background and justification:

The Food and Agriculture Organization of the United Nations (FAO) is continually leading the campaign to address antimicrobial resistance (AMR) in the food and agriculture sectors. Since 2016, FAO has increasingly contributed to events and activities especially in Asia and the Pacific to address AMR spread. One of these events is the consultation and planning workshop among stakeholders and communication focal persons. These consultation workshops have resulted in refining strategies, plans, activities and products for communication and advocacy on AMR, and World Antimicrobial Awareness Week (WAAW).

FAO recently launched its [new Action Plan on AMR \(2021-2025\)](#), which presents a series of objectives on five identified strategic AMR areas - including **increasing stakeholder awareness and engagement to foster change** (Objective 1). This is envisaged to contribute to achieving FAO's goals on AMR: (1) reduce AMR prevalence and slow the emergence and spread of resistance across the food chain and for all food and agriculture sectors; and (2) preserve the ability to treat infections with effective and safe antimicrobials to sustain food and agriculture production. Aligned with this overarching global objective, the FAO Regional Office for Asia and the Pacific (RAP) is developing its Regional Strategy to efficiently and effectively cascade the global FAO Action Plan to countries in the region.

As for the other pillars for the FAO Action Plan, a regional strategy for Objective 1 is being developed to guide FAO RAP and FAO field offices in increasing stakeholder awareness and engagement to foster change. The draft takes off from an output from the 2021 Internal Workshop of the FAO AMR communications focal persons in the Asia-Pacific region held last [23-24 June 2021](#).

The proposed draft regional strategy for Objective 1 will be an amalgamation of the collective inputs and actual experiences from the region, and the overarching aspirations of FAO at the global level. Initiatives on AMR campaigns and advocacies, including the annual WAAW celebration, may now refer to this regional strategy as a guideline for a more regionally- and globally cohesive approach.

FAO RAP will again virtually gather communications focal persons on AMR from selected FAO field offices in Asia, specifically offices with Emergency Centre for Transboundary Animal Diseases (ECTAD) teams and AMR focal persons on 30-31 March 2022, to review lessons learned, draft the regional strategy for FAO Action Plan Objective 1 (AMR awareness and engagement), and plan for WAAW 2022.



Objectives/Outcomes

This meeting-workshop aims to:

1. Review outputs of the 2021 AMR internal consultation and planning workshop on communication and advocacy.
2. Discuss lessons learned and plan for 2022 AMR communication and advocacy, and WAAW.
3. Discuss and draft regional strategy for Objective 1.

Expected Outputs:

At the end of the meeting/workshop, it is expected that:

1. A workshop report will be prepared which will provide the following details:
 - a. Lessons learned from 2021 AMR communication and advocacy campaign including WAAW
 - b. Work plan for 2022 AMR communication and advocacy, and WAAW.
 - i. List of 2022 AMR communication and advocacy events, products and activities.
 - c. Action items in drafting regional strategy for Objective 1.

Key inputs/Main Activities:

1. Report on highlights of regional/country AMR communication and advocacy
2. Focus group discussions on lessons learned from the 2021 AMR communication and advocacy campaign, and WAAW
3. Workshop on the drafting of the regional strategy for Objective 1.

Timing/duration and Location:

Date: 30-31 March 2022

Location: Virtual

Expected number of participants: Total = 18 pax

- FAO HQ (2)
- FAO RAP (Animal Health/ECTAD/AMR) (6)
- FAO Bangladesh (1)
- FAO Cambodia (1)
- FAO India (1)
- FAO Indonesia (1)
- FAO Lao PDR (1)
- FAO Mongolia (1)
- FAO Myanmar (1)
- FAO Nepal (1)
- FAO Philippines (1)
- FAO Viet Nam (1)

The 2022 antimicrobial resistance communication and advocacy workshop in Asia

Virtual

30-31 March 2022

(14.00—16.00 hours, BKK Time)

AGENDA

Time	Details	Speaker
30 March Day 1		
Welcome & Opening		
14.00—14.05 (05')	Opening and housekeeping rules	Jim Caro, FAO RAP Regional AMR Advocacy and Communication Specialist
14:05—14:15 (10')	Welcome remarks	<ul style="list-style-type: none"> Kachen Wongsthapornchai, FAO RAP ECTAD Regional Manager (TBC) Scott Newman, FAO RAP Senior Animal Health and Production Officer (TBC)
Setting the scene: Highlights of Antimicrobial Resistance Communication and Advocacy Campaigns in the Region		
14.15—14.30 (15')	2021 Global AMR communication and advocacy campaign (TBC)	TBC
14.30—14.45 (15')	The year that was: 2021 Review of Regional AMR Communication and Advocacy Campaign	Jim Caro
14.45—15.00 (15')	TBC [Select country experiences in their AMR campaign/success stories—how are countries coping with the ongoing pandemic]	TBC
15.00—15.40 (40')	Workshop Session 1: Review outputs of the previous consultation; lessons learned from the 2021 AMR communication and advocacy, and WAAW; and consider them in planning for 2022	Participants
15.40—16.00 (20')	Q&A; summary and way forward; wrap-up	TBC
31 March Day 2		
14.00—14.05 (05')	Previous day recap and overview of activities of last day of meeting-workshop	Jim Caro
Ways forward: Action items to drafting FAO Action Plan Objective 1 Regional Strategy and 2022 WAAW		
14.05—14.20 (15')	TBC [Introduction on the FAO RAP AMR Strategy]	TBC
14.20—15.00 (40')	Workshop Session 02: Deliberation on FAO RAP AMR awareness and engagement 2022-2025	Participants
15.00—15.15 (15')	Consolidation of workshop outcomes	TBC
15.15—15.55 (40')	Workshop Session 03: Action items/way forward in implementing 2022 AMR comms and advocacy and 2022 WAAW	Participants
15.55—16.30 (35')	Ways forward and closing remarks	Mary Joy Gordoncillo

Registration Details: <https://fao.zoom.us/meeting/register/tJAtduCsri8iGtBorcimqKG3UFRM7Ulsq7oA>

After registering, you will receive a confirmation email containing information about joining the meeting.