

CONCEPT NOTE

Title : Regional Communication Planning Workshop on antimicrobial resistance/use

Background and justification:

Antimicrobials play a crucial role in treating diseases in animals and people. However, myths about its potential and abuse of its use contribute to increasing problem of antimicrobial resistance (AMR). The problem of AMR is now well recognized¹ and there is a worldwide effort to address it both in public and animal health sectors. Regionally, AMR mitigation measures in the livestock production industry—from guidelines for prudent use of antimicrobials to monitoring antimicrobial use (AMU) and enhancing AMR surveillance—lag behind the human health sector. The O’Neill AMR Review Report places a global approach in public awareness on AMR as a leading priority in the campaign to manage AMR.

Key challenges in addressing AMU in the livestock production industry of relevance in Asia include: policy, regulatory environment, and harmonization of standards; and advocacy, awareness raising and compliance. The Association of Southeast Asian Nations (ASEAN) recently held a special session on AMR and listed raising awareness as one of the priority actions in the campaign of AMR prudent use.

As a result of the special session, a regional communication planning workshop with special focus on advocacy and education is proposed. The main expected output of the workshop is an AMR communication plan, which participants can refer to when making specific animal health communication plan.

Objectives/Outcomes

- Develop a communication, advocacy and education plan;
- Develop an implementation, monitoring and evaluation plan;
- Discuss and draft operational mechanism or way forward.

Expected Outputs:

AMR Communication Plan and Workshop Report

Expected number of participants/participant type:

24 participants from ASEAN Member States composed of focal persons for veterinary products, communications group and FAO country offices.

¹ O’Neill Report, http://amr-review.org/sites/default/files/160525_Final%20paper_with%20cover.pdf