

Concept Note

Title: Consultation Workshop on Communication and Advocacy on Antimicrobial Resistance and Antimicrobial Use

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

Background and justification:

The United Nations (UN) identified antimicrobial resistance (AMR) as a priority health issue last year. It is a historical event as it is the fourth time that the UN discussed a health issue at the General Assembly (HIV, non-communicable diseases and Ebola were the first three). It urged a multisectoral and interagency effort to address AMR. There have been some advances in the public health sector; however, the animal health sector has lagged behind in the campaign to mitigate AMR.

A global action plan on AMR has been in place to guide the Food and Agriculture Organization of the United Nations (FAO), World Organisation of Animal Health (OIE) and World Health Organization (WHO) to enable stakeholders to treat and prevent infectious diseases with effective medicines.

The FAO also drafted its action plan to better address AMR in food and agriculture and has identified four focus areas, namely, improve awareness on AMR and related threats; develop capacity for surveillance and monitoring of AMR and antimicrobial use (AMU) in food and agriculture; strengthen governance related to AMU and AMR in food and agriculture; and, promote good practices in food and agriculture systems and the prudent use of antimicrobials.

Improving awareness on AMR and related threats are some of the focus areas of the FAO action plan in the campaign to address AMR. Despite some advances in the public health sector in raising awareness and promoting positive behaviour change on antibiotic resistance awareness and responsible use, these two issues remain challenges in the food and agriculture sector.

There is a global effort to improve communication of AMR issues especially in Asia and the Pacific. As a result of this effort, there is a need for collective effort to establish well tested mechanisms and/or strategy to ensure that the communication and advocacy of AMR advances sooner. An AMR Communication Strategy has been accepted and endorsed by the Association of Southeast Asian Nations (ASEAN). There are three main priority activities identified in the ASEAN AMR communication strategy. The activities include a modified assessment of knowledge, attitudes and practices branded as KAP+¹; documentation of good animal husbandry practices; and, implementation of antibiotic awareness week.

A consultation workshop among communications specialists of FAO-RAP and country teams; and, technical officers is proposed. The main aim of the consultative workshop is to strengthen FAO's position and strategy in the communication and advocacy to mitigate AMR.

Objectives/Outcomes

- Discuss how to identify and document good production practices and herd/flock health management practices;
- Discuss and develop KAP+ platform; and,

¹ 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.

- Plan activities and materials to be used at a regional and country levels in celebration of the antibiotic awareness week (AAW).

Expected Outputs:

- Documentation plan of good production practices and herd/flock health management practices.
- Guidelines in the conduct and implementation of KAP+.
- Work plan detailing complementary activities at the regional and country levels in celebration of the antibiotic awareness week.

Key inputs/ Main Activities:

- Presentation of ASEAN AMR Communication Strategy.
- Presentation of key regional activities (KAP+, documentation of good production practices and proposed activities and materials for AAW).
- Presentation of current and planned AMR communication and advocacy activities.
- Focus group discussion to achieve key outputs.

Timing/duration and Location:

24-25 July 2017; Bangkok, Thailand

Expected number of participants/participant type:

Total of 23 people from FAO country offices and FAO RAP

- FAO country office ECTAD team leaders (10)
- FAO country office/ECTAD country communications officers/AMR Focal Person (6)
- FAO-RAP (7)

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Draft Agenda

24-25 July, Bangkok, Thailand

Date/Time	Detailed Activities	Speaker/Facilitator
Day 1	Monday, 24 July 2017	
0830 – 0900	<i>Registration</i>	
0900 – 1000	<i>Session 1: Opening Session and Introduction to the Workshop</i>	
0900 – 0920	Opening remarks Introductions	<ul style="list-style-type: none"> • FAO-RAP • Emcee/Participants
0920 – 0930	Introduction of the workshop and its objectives	Domingo (Jim) Caro
0930 – 10:00	Introduction to the global action plan and FAO action plan	Carolyn Benigno
<i>1000 – 1030</i>	<i>Refreshment and Group Photo</i>	
1030 – 1430	<i>Session 2: Capturing good practices</i>	
1030 – 11:00	Regional AMR communication and advocacy initiatives <ul style="list-style-type: none"> • What are the regional activities on AMR communication and advocacy? • What are the priority campaigns? 	<ul style="list-style-type: none"> • Domingo (Jim) Caro
1100 – 1230	Storytelling showcase <ul style="list-style-type: none"> • Country teams present their showcase nominee for good production practices • Country teams develop a picture essay • They are free to approach the presentation however they like or be creative to present it • It should be a dry-run of how they would document good production practices and herd/flock management practices 	<ul style="list-style-type: none"> • Bangladesh • Cambodia • China • India • Indonesia • Lao PDR • Myanmar • Nepal • Philippines • Viet Nam
1230 - 1330	<i>Lunch</i>	
1330 – 1400	Open forum/focus group discussion on storytelling showcase	FAO-RAP and Participants
1400 – 1430	Workshop to discuss how to document good production practices and herd/flock management practices	FAO-RAP and Participants
1430 – 1700	<i>Session 3: Priority AMR and AMU communication and advocacy activities through KAP+</i>	
1430 – 15:30	Workshop to discuss and develop KAP+ platform	FAO-RAP and Participants
<i>1530 - 1600</i>	<i>Refreshment</i>	
1600 - 1630	Workshop to discuss and develop KAP+ platform (continuation)	FAO-RAP and Participants
17:00	End of Day 1	

Day 2	Tuesday 25 July 2017	
0900 – 1200	Session 4: Planning for the AMR communication and advocacy campaign for the AAW	
0900 - 1000	Workshop on identification of activities and materials to be used at a regional and country levels in celebration of the antibiotic awareness week	FAO-RAP and Country Participants
1000 – 1030	Agree and finalize plan on how to document good production practices and showcase them	FAO-RAP and Country Participants
<i>1030 - 1100</i>	<i>Refreshment</i>	
1100 – 12:00	Agree and finalize plan on guidelines to conduct and implement KAP+	FAO-RAP and Country Participants
1200 - 1300	Lunch	
	Session 5: Consolidating the Work plan and follow-up action in the AMR communication and advocacy campaign	
1300 – 1400	Work plan detailing complementary activities at the regional and country levels in celebration of the antibiotic awareness week. <ul style="list-style-type: none"> • Work plan for regional and country activities • Identification of action items 	FAO-RAP and Country Participants
1400 - 1500	Way forward and other business <ul style="list-style-type: none"> • Planning for next regional consultation meeting/review • Reporting of achievements 	
<i>1500 - 1530</i>	<i>Refreshment</i>	
1530	Closing	FAO-RAP and Country Participants
	Meeting Conclusion	