



Joint Action  
Antimicrobial Resistance and  
Healthcare-Associated Infections



Co-funded by the  
Health Programme  
of the European Union

# Work Package n° 8 :

## WP Title: Awareness raising and communication

WP leader: AEMPS  
Spanish Agency of Medicines and Medical Devices





WP objectives



Work description, progress and achievements towards WP objectives



Timeline: Tasks, Deliverables & Milestones status



Stakeholders involvement



Risks encountered



Next steps for Year 2

## Main Objective

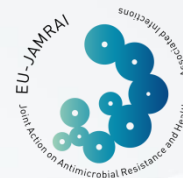
To promote the responsible use of antibiotics and encourage best practices among the general public

## Specific Objective of our Social Behaviour Change Strategy

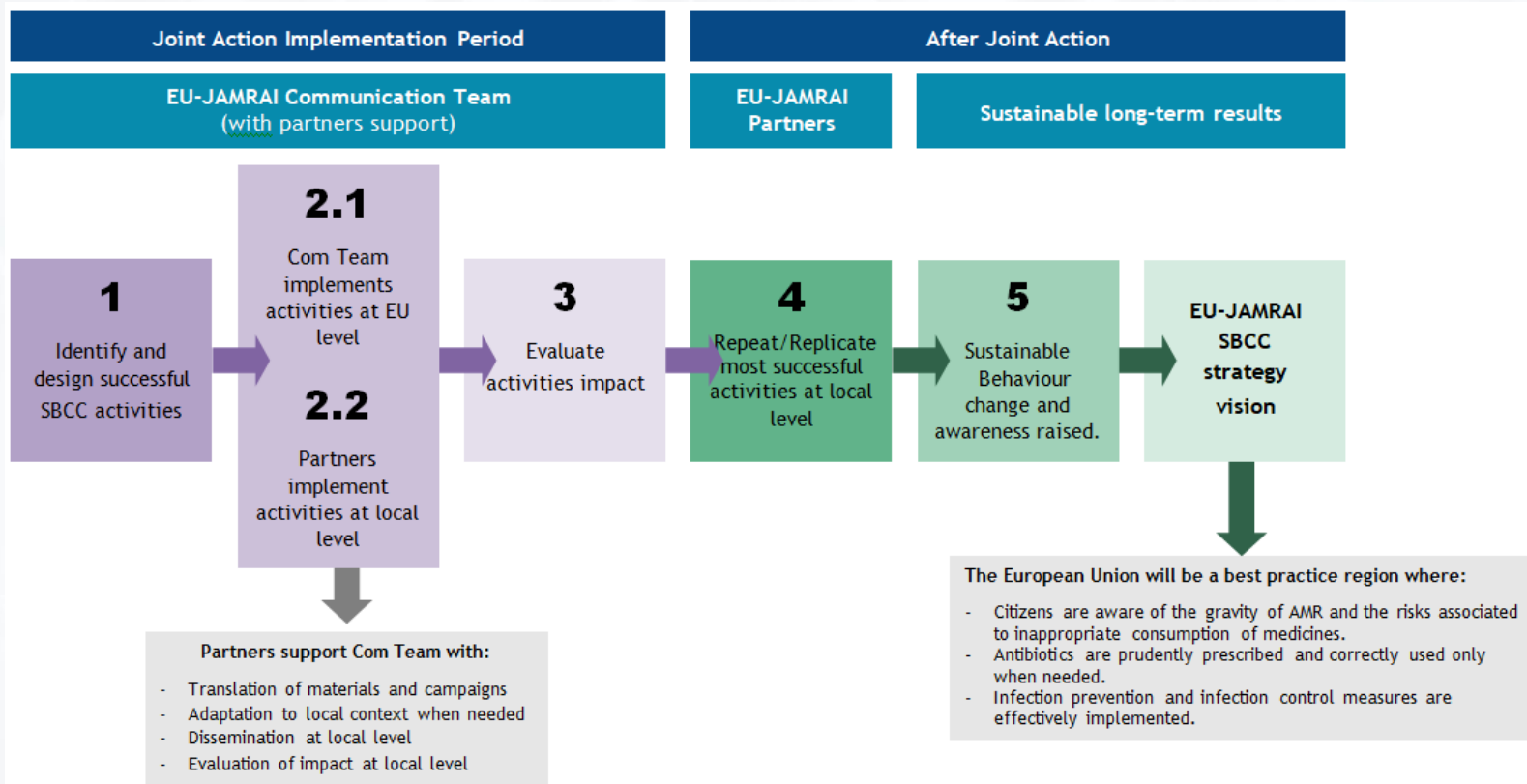
### “GLOCAL Approach”

To offer EU-JAMRAI partners key actions to approach the selected priority audiences ensuring the sustainability of the results even after the end of the Joint Action.

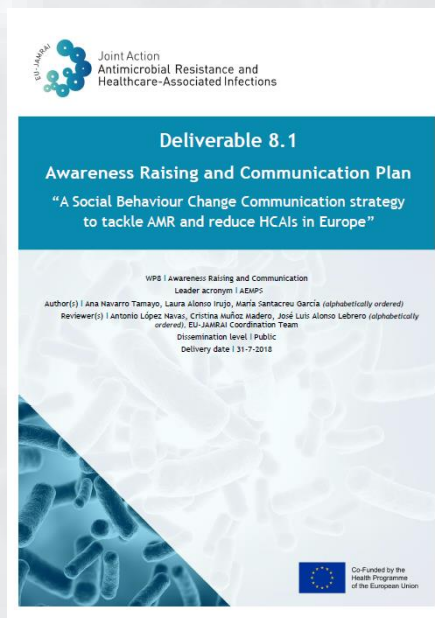
# WP objectives



## How does the GLOCAL approach works?

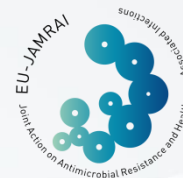


## AWARENESS RAISING PLAN



- WP8 Communication Plan entitled “*A Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe*” developed
- Available at the results section of the website
- Plan uploaded to the European Commission Portal and to ShareFile
- It was explained during the WP8 workshop
- It will be presented tomorrow at the Stakeholder Forum

# Work description, progress and achievements towards WP objectives



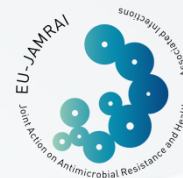
## CAMPAIGNS AND SOCIAL MEDIA

- Report about Communication Good Practices in Awareness Campaigns developed



- Social Media Listening Report developed

# Work description, progress and achievements towards WP objectives



## CAMPAIGNS AND SOCIAL MEDIA

Website created



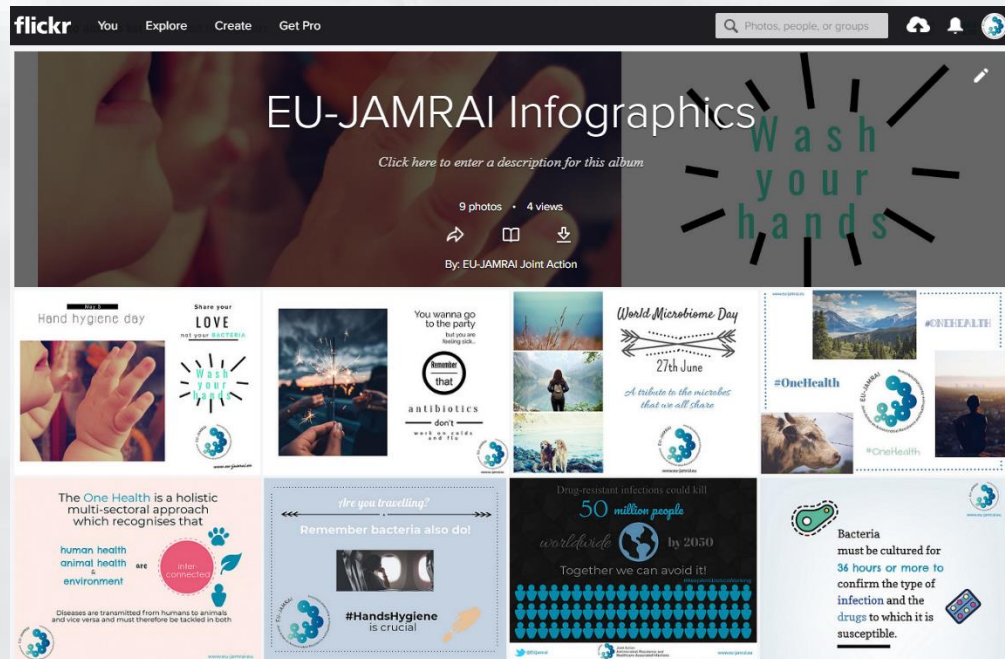
Social media profiles created with daily dynamization followers



# Work description, progress and achievements towards WP objectives

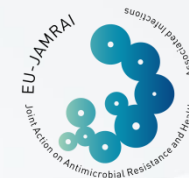
## CAMPAIGNS AND SOCIAL MEDIA

- Infographics designed and shared weekly on social networks (Twitter, Facebook, Flickr)





# Work description, progress and achievements towards WP objectives



## CAMPAIGNS AND SOCIAL MEDIA

- Videoblog created and updated with 5 interview:



### Fostering synergys to keep antibiotics working

Jean-Baptiste Rouffet is a Policy Advisor on European Affairs and a Member of the Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI) coordination team. "We [...]"

Jean-Baptiste Rouffet



### The little indestructible. Will they be the end?

Julia Encinas Núñez is the director of the documentary "Las Pequeñas Indestructibles" (The little indestructible) that was awarded by the Spanish Agency of Medicines and Medical Devices (AEMPS).

Julia Encinas Núñez Director of the documentary "The little indestructible"



### The use of last line antimicrobials is still a challenge

Diamantis Plachouras is a senior expert on Antimicrobial Resistance at the European Centre for Disease Prevention and Control. "The use of last line antimicrobials, especially in [...]"

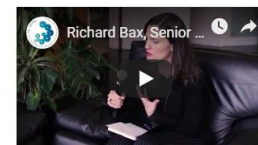
Diamantis Plachouras Senior expert on AMR at ECDC.



### Antimicrobial stewardship programs are intended to help the prescribers to do their work better

Jesús Rodríguez Baño is the president of ESCMID (European Society of Clinical Microbiology and Infectious Diseases) and Professor of the Department of Medicine of the University [...]"

Jesús Rodríguez Baño President of ESCMID



### "Antibiotics have been very easy to use and very easy to abuse"

Richard Bax is Senior Partner of TranScript. He is a Pharmaceutical Physician with over 32 years of industry experience and expert in Infectious Diseases. "Antibiotics have [...]"

Richard Bax Senior Partner of TranScript.

# Work description, progress and achievements towards WP objectives

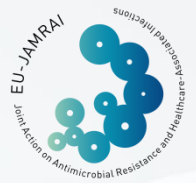


## ONLINE WP8 WORKSHOP

- The objective of this online workshop was engaging the partners beneficiaries/participants of WP8:
  - ✓ Creating a cross-sectoral EU-JAMRAI big communication team that involves partners from all the JA participant countries
  - ✓ Presenting the implementation strategy of the Awareness Raising Plan
  - ✓ Discussing with them the tasks to which they can contribute (translation of materials, scientific advice, local dissemination and promotion of the planned campaigns etc.)



# Work description, progress and achievements towards WP objectives



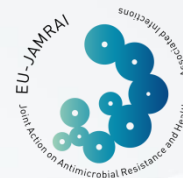
## VIDEO SERIES

### #Don't leave it halfway



- Video series of five chapters with a One Health approach and each video focused on a different audience
- The proposal was prepared and shared with coordination and the project partners to receive your feedback
- Objective: To enhance correct antibiotics use to change individual behaviours in the human, animal and environmental sector
- #DontLeaveItHalfway will be launched on the occasion of the European Antibiotic Awareness week and will be available in 18 languages
- To promote the dissemination of the videos we will make a social media promotion

# Work description, progress and achievements towards WP objectives



## LANDING PAGE

[www.Dontleaveithalfway.eu](http://www.Dontleaveithalfway.eu)

EU-JAMRAI

Home Other Languages The Project Credits Contact

**#Don'tLeaveItHalfway**

Life-saving antibiotics revolutionized our society and economy curing previously deadly diseases. This major achievement is now at risk, mainly due to the excessive and often inappropriate use of antibiotics. Today, antimicrobial resistance (AMR) is a worldwide public health threat.

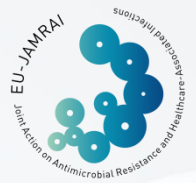
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All Videos

Play Video

www.eu-jamrai.eu

# Work description, progress and achievements towards WP objectives



## VIDEOGAME

- Market analysis to know the existing video games about AMR or about medical issues
- Videogame idea developed
- Videogame/app companies researched
- Working on the content and design
- Will be launched on the next EAAD (2019)3



## EUROPEAN WEBINAR FOR JOURNALISTS



- The main objectives are:
  - ✓ To provide to journalists from across Europe clear and accurate scientific information about AMR and HCAI so they can correctly inform the audience about these major health threats
  - ✓ To create a database of journalists and international media agencies at European level and build a fluid relationship with them
- Content: One Health
- Will be presented by 5 experts from different project areas

# Work description, progress and achievements towards WP objectives

## OUTREACH EVENTS

- Identified and tested innovative outreach science events with the aim of raising awareness of the population on topics related to science through monologues or entertaining talks

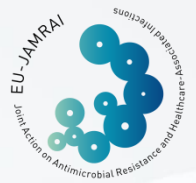


Famelab



Pint of Science

# Work description, progress and achievements towards WP objectives



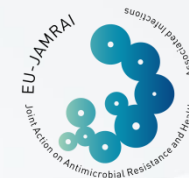
## OUTREACH EVENTS



- European Researchers Night:
  - ✓ Application to participate in the European Researchers Night 2018-2019 submitted.
  - ✓ Candidacy accepted by the organizers. The Com Team attended the first coordination meeting.
  - ✓ Activities that will be developed during the event planned.
- TEDx Talk:
  - ✓ Contacted the organizers of TEDx Madrid
  - ✓ Offered a talk about AMR
  - ✓ Will support our partners to try to participate in the next edition in their countries



# Timeline: Tasks, Deliverables & Milestones status



Different ways of collaboration have been agreed with each stakeholder. Minutes in ShareFile.

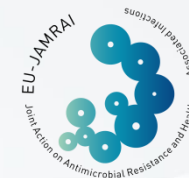
## All stakeholders have agreed to support WP8:

- Giving inputs to the first draft of the “Raising Awareness and Communication Plan”
- Sharing successful raising awareness and behaviour change initiatives, methodologies, challenges, campaigns and materials
- Sharing through their social media channels EU-JAMRAI campaigns
- Sharing good scientific communicators contacts, congresses and any interesting activity at EU or national levels

## Concrete examples of stakeholder support:

- EU-JAMRAI video interviews with
  - ✓ Senior Expert on AMR
  - ✓ JPIAMR Head of Secretariat
  - ✓ ESCMID President
- IFMSA has shared the results and lessons learnt from the initiative Hack4AMR (a global online Hackathon with John Hopkins University involvement)
- EU-JAMRAI com team participated in the Technical Advisory Committee (TAC) for the European Antibiotic Awareness Day
- We are actively participating in the advisory group of the ECDC project: Survey of healthcare workers knowledge and attitudes about antibiotics and antibiotic resistance
- We have organized a WP8 round table for tomorrow, in which various stakeholders will participate

# Risks encountered



## •Risks Foreseen risks from the description of Work (Annex4)

Risk n°	Description of risk	Proposed risk mitigation measures	Comments/updates
1	Partner's commitment declines	<p>Each partner has identified a communication focal points</p> <p>We have organized the first WP8 workshop</p> <p>Support from WP2 Internal communication strategy and reporting back template</p> <p>Coordination support</p>	<p>We have requested partner's participation</p> <ul style="list-style-type: none"> <li>•To identify focal point for communication issues</li> <li>•Attending WP8 workshop</li> <li>•To translate a few sentences for the first video series campaign</li> </ul> <p>After the first year the participation is increasing but still not 100%</p>

## •Unforeseen Risks:

Risk n°	Description of risk	Proposed risk mitigation measures	Comments/updates
2	The success of the "glocal" approach	It completely depends on partners participation	<p>We will see the first results after the implementation of</p> <p>First video series campaign on the occasion of the EAAD</p>

## Next steps for year 2

- ✓ To coordinate the participation of the partners in the next edition of Famelab and Pint of Science
- ✓ To continue with the behaviour change campaigns/messages/activities on social media and increase the followers
- ✓ To maintain the website updated with all the behaviour change activities
- ✓ To design, develop and disseminate the videogame
- ✓ To plan the AMR symbol competition
- ✓ To continue with the interview management with key spokesperson and keep the Videoblog updated
- ✓ To create a new video series for the next European Antibiotic Awareness week

## Social Media Listening Report

Period: From April 15th to  
June 30th

Universe: Antibiotic Resistance

Language: English

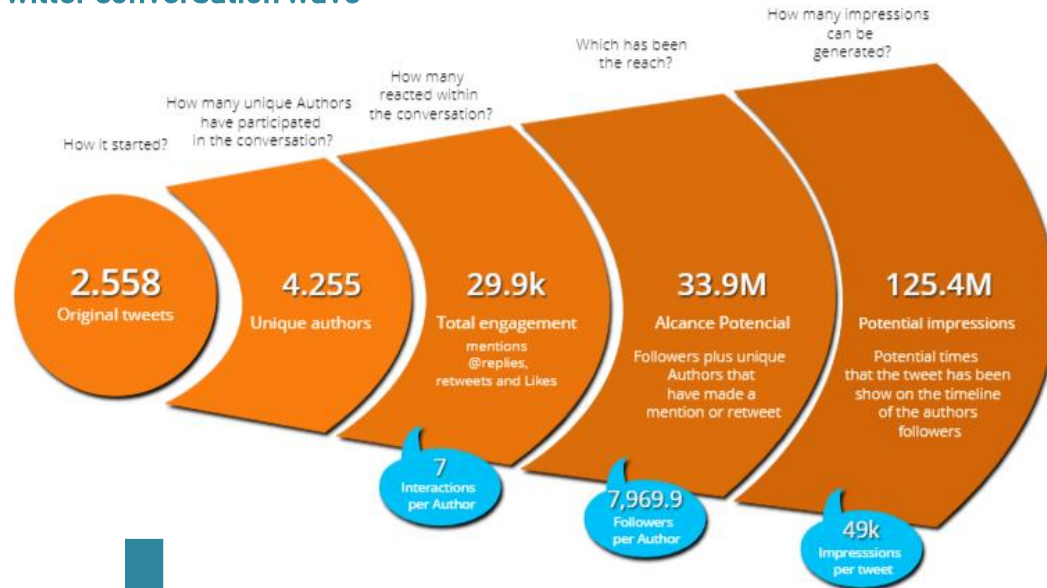
Tool used: Oraquo



Europe

# Social media listening

## Twitter conversation wave



125.4M potencial impressions have been generated from 2.558 original tweets

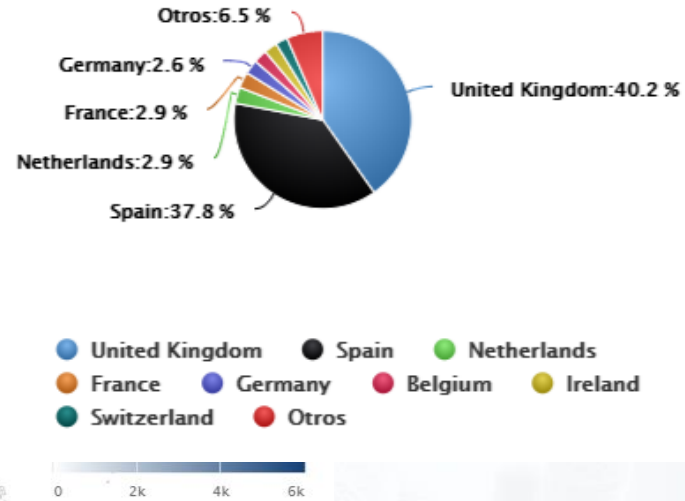


**Impressions** = number of times that the tweet has been shown on the timeline of the authors followers



# Social media listening

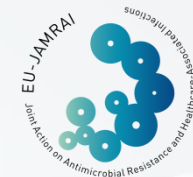
## Distribution by countries



With a total of 4,422 mentions, United Kingdom is where most of the conversation comes from, which 40.2% of total mentions.

Spanish people retweet a lot of content related to AMR from English sources

# Social media listening



## Relevant keywords in the conversation

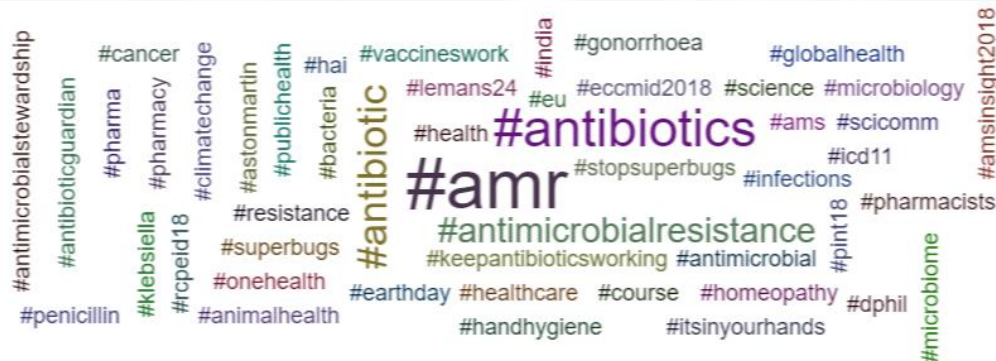


### Most relevant term

*new* is the most relevant term in the conversation, following by these terms in order of relevance:

- ✓ *antibiotics*
- ✓ *use*
- ✓ *bacteria*
- ✓ *health*

## Relevant hashtags in the conversation



### Most relevant hashtag

*#amr* is the most relevant hashtag in this conversation, the following are (in relevance order):

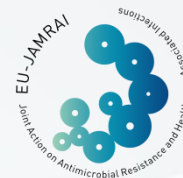
- ✓ *#antibiotics*
- ✓ *#antibioticresistance*
- ✓ *#antibiotic*
- ✓ *#antimicrobialresistance*

Antibiotics  
Bacteria

*#antibiotics*  
*#antibioticresistance*

Terms and hashtags more used within  
‘Antibiotic Resistance’ conversation

# Social media listening



## Relevant keyword map by source type

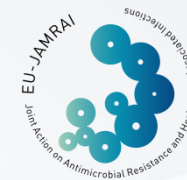


Most relevant keywords by source type



In Europe, the AMR conversation happens on Tweeter

# Social media listening



## Top Authors

Top Authors per activity

Author	Tweets
Nebulized Antibiotic @Neb_Antib_news	444
eClinicalTrial @eClinicalTrial	435
biotechIT @biotechIT	409
Pedro López @noticias_reuma	312
Lidia Campos @on_deporte	304

Top Authors per link

Author	Reach
World Health Organization (WHO) @WHO	27.271.872
The Guardian @guardian	14.436.806
Guardian Science @guardianscience	2.184.550
Science Museum @sciencemuseum	2.017.632
NRDC @NRDC	1.181.964

Most mentioned Authors

Author	Tweets
Longitude Prize @longitude_prize	134
@theurgentneed	87
World Health Organization @who	80
Rich Davis @richdavisphd	78
Science Museum @sciencemuseum	75

Authors per activity (without retweets)

Author	Tweets
AntibioticResearchUK @1Antruk	41
Spectromics @Spectromics	35
Antibiotic Action @TheUrgentNeed	26
AMR Ireland @AMR_Ireland	18
AntibioticResistance @AntibioticResis	17

Top authors per influence

Author	Influence
Carles Borrego @CarlesBorrego	100
Andrew Singer @OxonAndrew	100
World Health Organization (WHO) @WHO	100
Niki @TheZwitterion	100
Harry Frasier @FrasierHarry	100

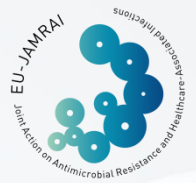
Top Authors by retweets

Author	Tweets
Nebulized Antibiotic @Neb_Antib_news	444
eClinicalTrial @eClinicalTrial	
biotechIT @biotechIT	
Pedro López @noticias_reuma	
Lidia Campos @on_deporte	

Besides WHO, initiatives from UK lead the authors and publication section.

The activity of individual authors is lead by Spain.

# Social media listening



## Authors Bio – Map of relevant terms

health		research			science		university		news
world	global	life	interested	medical	food	resistance	public	nhs	
student	working	microbiology	scientist	love	human	medicine	innovation	amr	biology
		researcher	clinical	twitter	business	healthcare	official	account	group
tweets	care	social	people	professor	uni	european			

Most relevant term

*health* is the most relevant term in the conversation, following by these terms in order of relevance:

- ✓ *research*
- ✓ *science*
- ✓ *university*
- ✓ *news*



People who are talking about AMR are engaged to the following sectors:

Health  
Research  
Science  
University

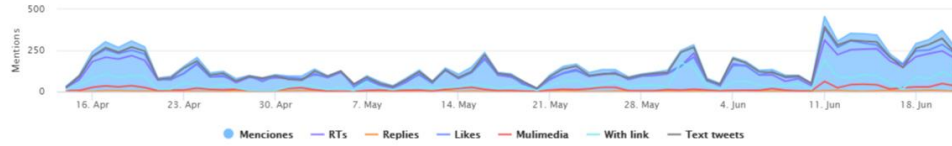
# Social media listening



## Activity



Activity per day



Day with most activity

**11 Jun. 2018**

**186.7%** most activity than the daily average in the selected period

Day with most activity

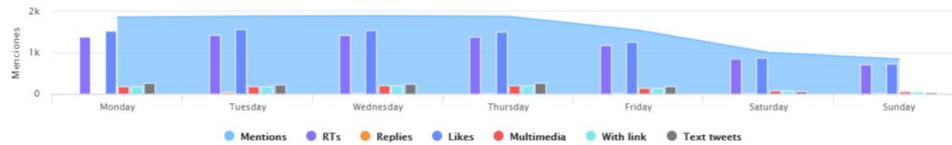
**12h.**

**225.4%** more activity than the average of the period

Day of the week with most activity

**Wednesday**

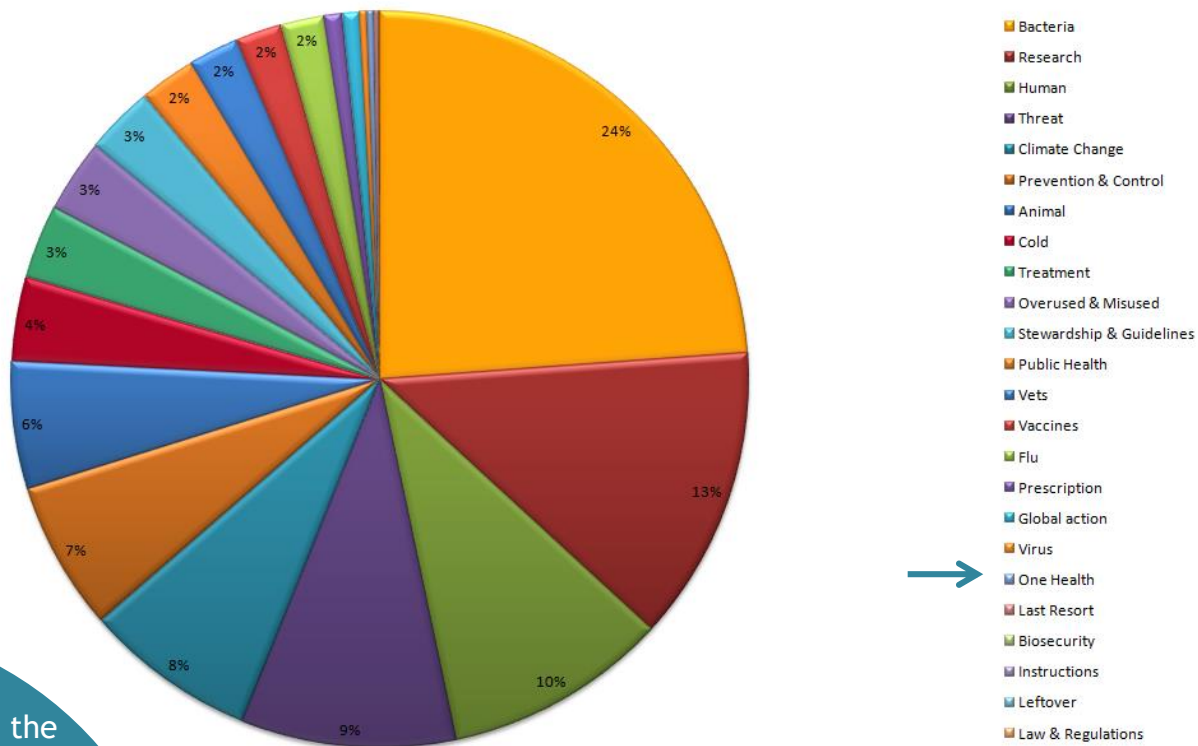
**27.4%** more activity than the average of the period



The conversation is more active on Wednesdays' afternoon

# Social media listening

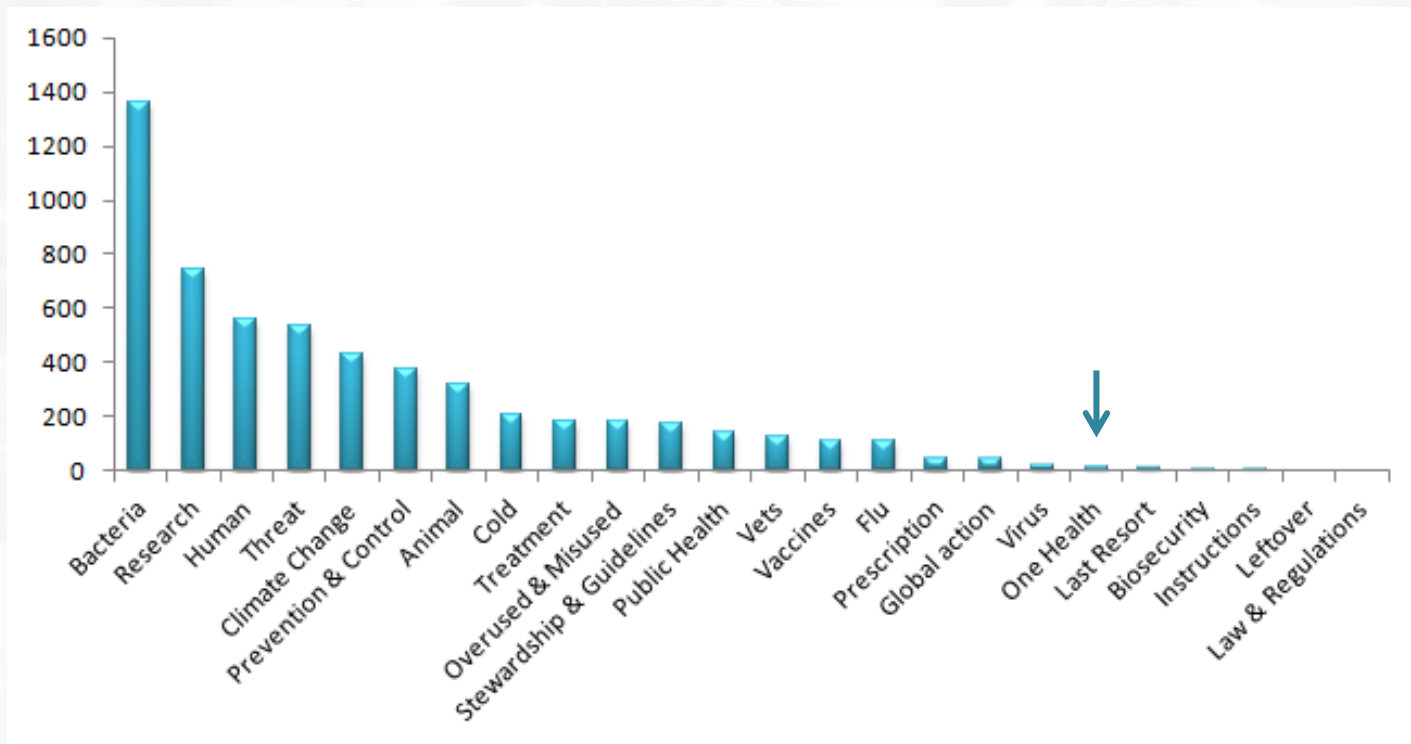
## Terms linked to Antibiotic Resistance



One Health is barely mentioned within the conversation about AMR

# Social media listening

## Terms linked to Antibiotic Resistance

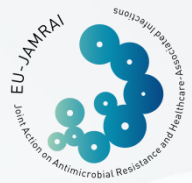






## Europe vs World

# Social media listening



## Relevant keywords in the conversation

Europe

### Most relevant term

*new* is the most relevant term in the conversation, following by these terms in order of relevance:

- ✓ antibiotics
- ✓ bacteria
- ✓ use
- ✓ drug

World

### Most relevant term

*new* is the most relevant term in the conversation, following by these terms in order of relevance:

- ✓ antibiotics
- ✓ use
- ✓ bacteria
- ✓ health

## Relevant hashtags in the conversation

Europe

### Most relevant hashtag

*#amr* is the most relevant hashtag in this conversation, the following are (in relevance order):

- ✓ #antibiotics
- ✓ #antibioticresistance
- ✓ #antibiotic
- ✓ #antimicrobialresistance

World

### Most relevant hashtag

*#antibiotics* is the most relevant hashtag in this conversation, the following are (in relevance order):

- ✓ #antibioticresistance
- ✓ #antimicrobialresistance
- ✓ #antibiotic
- ✓ #icd11

Antibiotics  
Bacteria

#antibiotic  
#antibioticresistance

Terms and hashtags more used within  
'Antibiotic Resistance' conversation  
worldwide

# Social media listening



## Top Authors

Europe

Top Authors per link

Author	Reach
World Health Organization (WHO) @WHO	27.271.872
The Guardian @guardian	14.436.806
Guardian Science @guardianscience	2.184.550
Science Museum @sciencemuseum	2.017.632
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AMR Ireland @AMR_Ireland	18
AntibioticResistance @AntibioticResis	17

World

Top Authors per link

Author	Reach
World Health Organization (WHO) @WHO	27.271.872
NYT Science @NYTScience	6.975.708
CDC @CDCgov	4.313.696
Phys.org @physorg_com	3.496.190
Global News Center @GNews_Center	1.760.335

Most mentioned Authors

Author	Tweets
@liyanamohtar	1.235
World Health Organization @who	432
Centers for Disease Control @cdgov	412
Rich Davis @richdavisphd	390
@whowpro	

Authors per activity (without retweets)

Author	Tweets
Battle Superbugs @battlesuperbugs	
MRSA aid @MRSAaid	
Longitude Prize @longitude_prize	
Save Antibiotics @saveantibiotics	
AntibioticResearchUK @1Antruk	

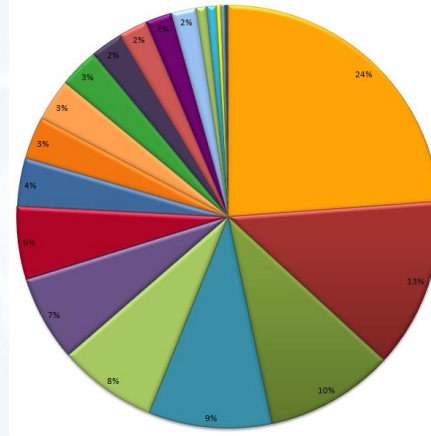


WHO, The Guardian, NYT Science, CDC and Longitude Prize are the most relevant institutions generating content related to AMR worldwide.

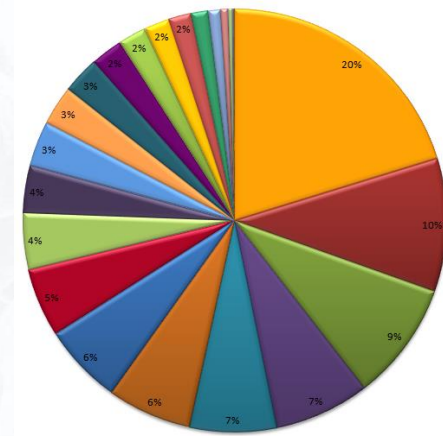
# Social media listening

## Terms linked to Antibiotic Resistance

Europe



World



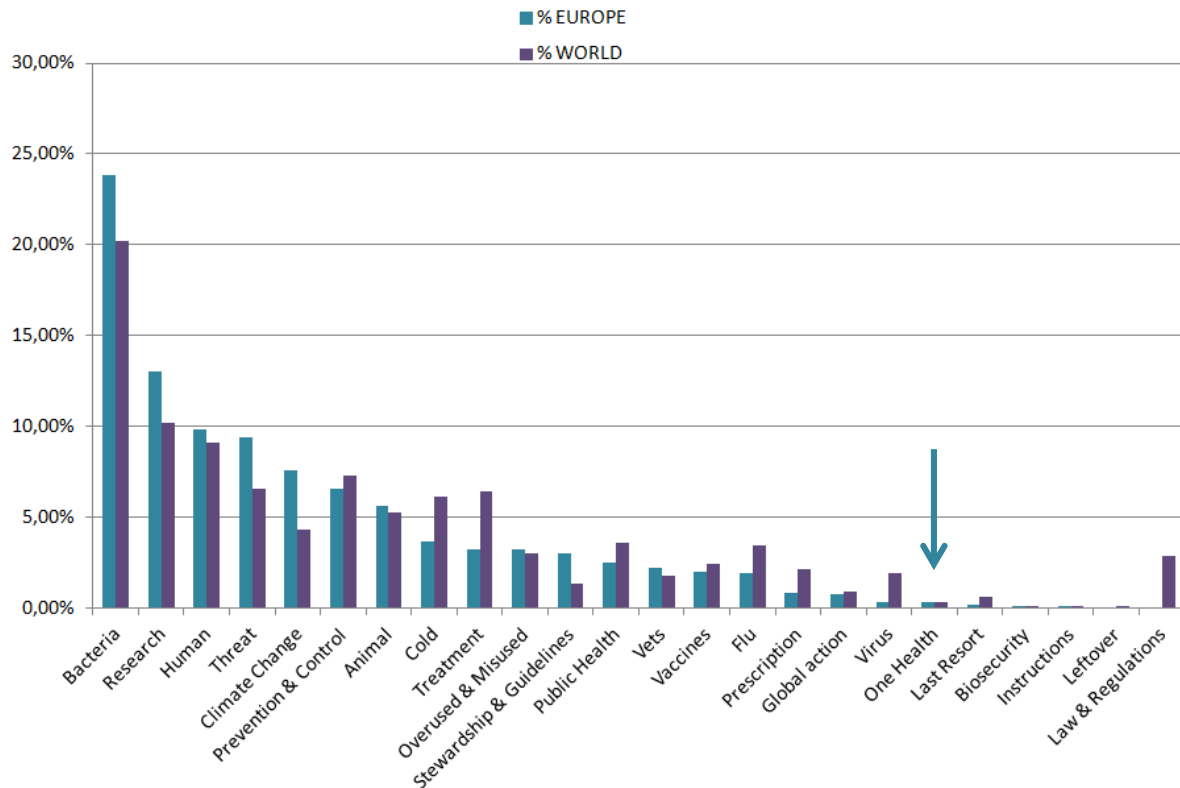
- |                   |             |                |                      |          |                          |
|-------------------|-------------|----------------|----------------------|----------|--------------------------|
| Bacteria          | Research    | Human          | Prevention & Control | Threat   | Treatment                |
| Cold              | Animal      | Climate Change | Public Health        | Flu      | Overused & Misused       |
| Law & Regulations | Vaccines    | Prescription   | Virus                | Vets     | Stewardship & Guidelines |
| Global action     | Last Resort | One Health     | Biosecurity          | Leftover | Instructions             |



One Health  
is barely mentioned  
within the conversation  
about AMR neither  
Europe and the world

# Social media listening

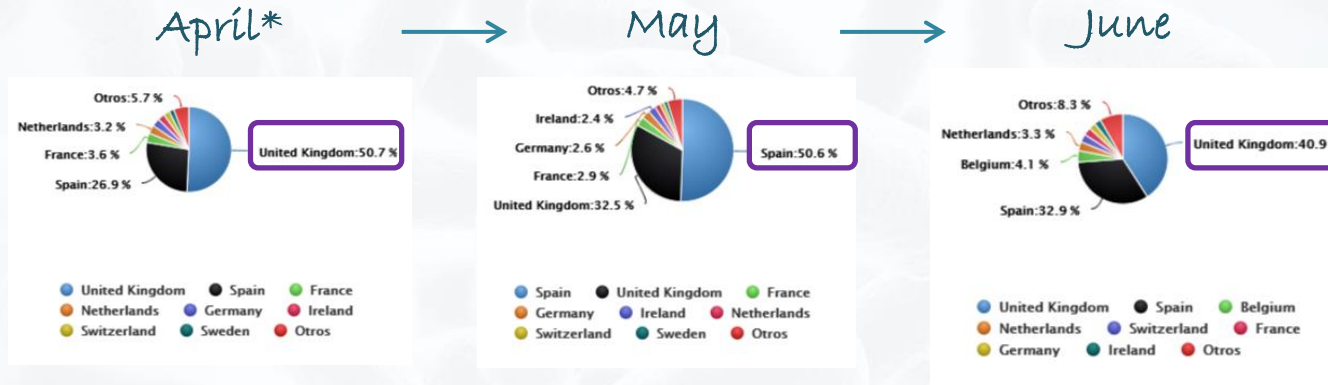
## Terms linked to Antibiotic Resistance



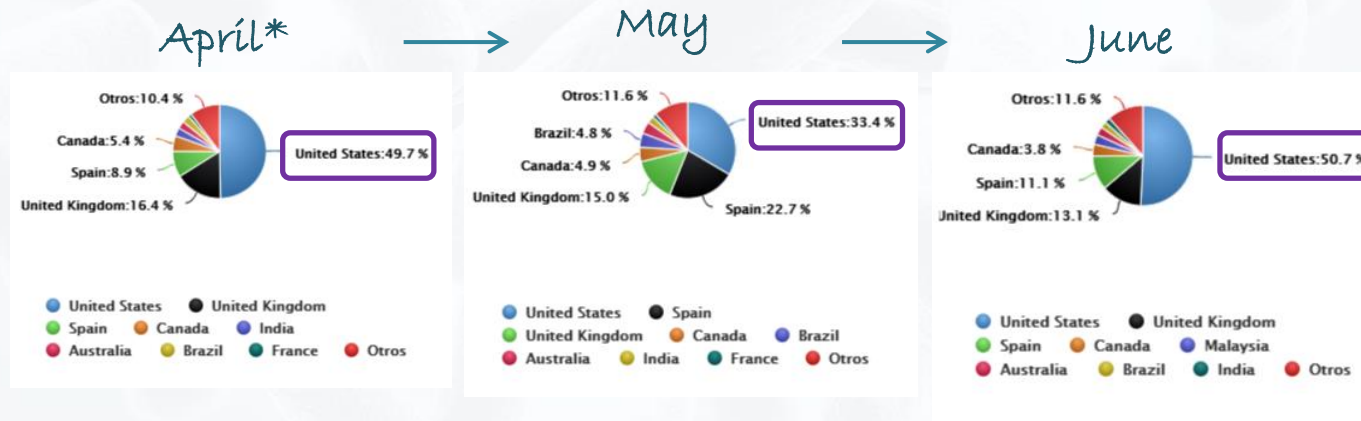
# Social media listening

## Audience evolution

### Europe



### World



# Thank you

*Maria Santacreu  
Ana Navarro*

Communication specialists  
EU-JAMRAI Communication Team

[www.eu-jamrai.eu](http://www.eu-jamrai.eu)



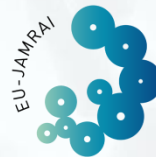
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Joint Action  
Antimicrobial Resistance and  
Healthcare-Associated Infections



Co-funded by the  
Health Programme  
of the European Union



GOBIERNO  
DE ESPAÑA



MINISTERIO  
DE SANIDAD, CONSUMO  
Y BIENESTAR SOCIAL



agencia española de  
medicamentos y  
productos sanitarios

*\* This presentation arises from the Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI), which has received funding from the European Union, under the framework of the Health Program (2014-2020) under the Grant Agreement N° 761296. Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of the information contained herein.*