



Joint Action  
Antimicrobial Resistance and  
Healthcare-Associated Infections

# *Report*

## AMR Webinar for journalists: Europe together to tackle a global health challenge

WP8 | Awareness Raising and Communication

Leader acronym | AEMPS

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Reviewer(s) |

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# Table of Contents

<b>1. About the webinar .....</b>	<b>3</b>
<b>What is it?.....</b>	<b>3</b>
<b>Objectives .....</b>	<b>3</b>
<b>2. The Strategy.....</b>	<b>4</b>
<b>Content, Agenda and Speakers .....</b>	<b>4</b>
<b>Timeline.....</b>	<b>5</b>
<b>The Platform .....</b>	<b>6</b>
<b>Dissemination .....</b>	<b>6</b>
Invitation and webpage of the event.....	6
Database.....	7
WP8 Partners and Stakeholders.....	7
Social media .....	7
<b>Follow up .....</b>	<b>7</b>
<b>New life for the webinar .....</b>	<b>8</b>
<b>3. The Results .....</b>	<b>8</b>
<b>The countries and schedule.....</b>	<b>8</b>
<b>Impact and reach.....</b>	<b>9</b>
Twitter .....	9
Website .....	12
<b>Stakeholders .....</b>	<b>12</b>
<b>Satisfaction survey .....</b>	<b>13</b>
<b>4. Lessons learned.....</b>	<b>17</b>



## 1. About the webinar

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### What is it?

Webinar (synonym: online seminar, web conference) is an online meeting or presentation held via Internet in real time. To put it simply, it is an online event, which connects speakers with viewers across the world.

The main feature of live webinars is interactivity, or the ability to discuss, send and receive information in real time. During an event, you can invite other participants to act as a presenter, communicate via online chat, share desktop and use a variety of digital materials.

### Advantages of Webinars

Online seminars are convenient for both presenters and attendees. This is why the format is becoming more and more popular every year.

Webinars make holding conferences and meetings possible at any time and place. Anyone can participate in a webinar without leaving work or just while staying at home or on a business trip.

### Objectives

The main objectives of the webinar were:

- To train journalists from across Europe providing clear and accurate scientific information about Antimicrobial Resistance (AMR) and Healthcare-Associated Infections (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 with the objectives of:
  - Being recognized as a reliable source of information that can be contacted when journalists need to inform about AMR and HCAI.

## 2. The Strategy

### Content, Agenda and Speakers

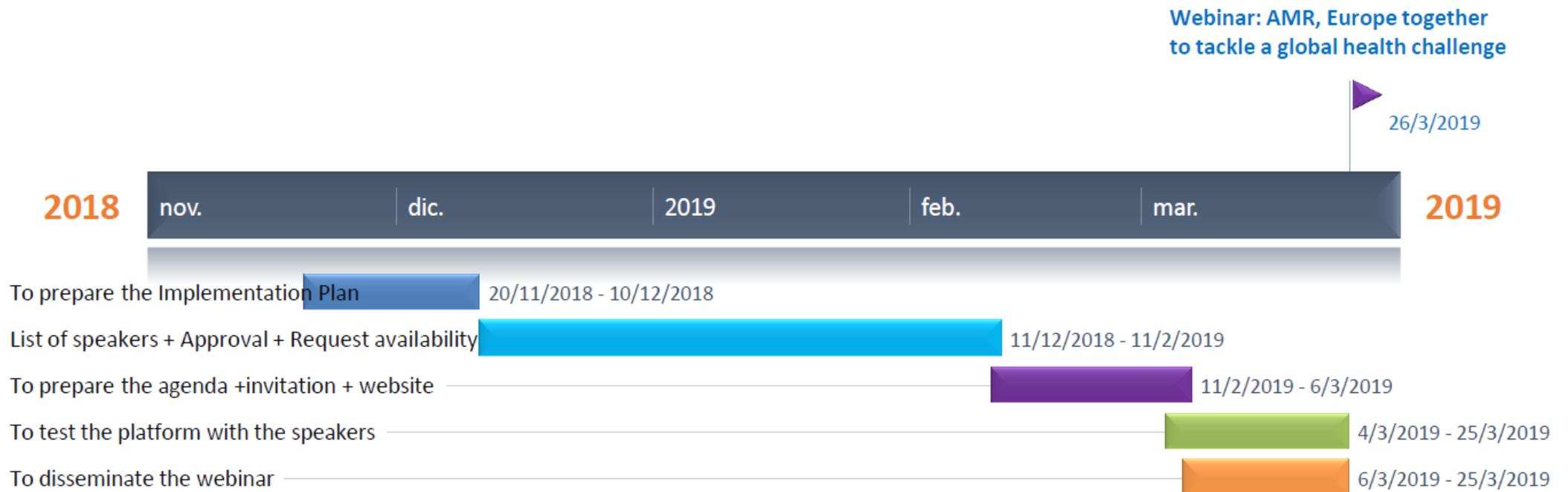
The organization of this webinar was focused on providing information on the current situation of antibiotic resistance by the hand of the main actors of AMR, how are we facing this problem and to present different initiatives at European level.

Resistance to antibiotics affects human and animal health, and also the environment. Everything is connected and therefore it is important to approach this problem from a One Health perspective. To this end, it was decided that the agenda of the webinar should include the One Health approach and involve the following organizations and topics:



Time	Agenda Topic / Presenter
10:00 -10:05	Opening Remarks
10:05 -10:25	<b>The global challenge of AMR and HCAI: Major drivers</b> <i>Pr Céline PULCINI, Coordinator of the French AMR National Action Plan, MoH</i>
10:25 -10:30	Q&A
10:30 - 10:50	<b>Roadmap against AMR: International initiatives</b> <i>Pr Marie-Cécile Ploy, Inserm, EU-JAMRAI Coordinator</i>
10:50 -10:55	Q&A
10:55 - 11:15	<b>Best practices: Human health</b> <i>Dominique Monnet, Head of Disease Programme Antimicrobial Resistance, ECDC</i>
11:15 -11:20	Q&A
11:20 - 11:40	<b>Best practices: Animal health</b> <i>Juan Lubroth, Chief Veterinary Officer and AMR coordinator, FAO</i>
11:40 -11:45	Q&A
11:45 - 12:05	<b>Awareness raising and Behaviour Change: We all have a role to play: the media too!</b> <i>Andrea Nilsson, Communication Coordination Specialist, ECDC</i>
12:05 -12:10	Q&A
12:10 - 12:15	Closing remarks

## Timeline



## The Platform

The platform selected for the Webinar was Webex. The WebEx Training Center makes it easy to provide both live and on-demand training sessions. Offer remote learners an engaging, high-touch learning experience. Webex application allows to:

- Share at the same time the presentation and the audio & video of each speaker.
- Connect online learners with remote computers and applications.
- Boost interaction (Q&A) showing questions and related responses.
- Simplify session registration and easily track attendance.
- Record the sessions and share them latter.

## Dissemination

### Invitation and webpage of the event

A specific webpage was created for the webinar in which all the information, agenda and the registration form were included.

**Webpage:** <https://eu-jamrai.eu/amr-webinar-for-journalists/>

The following invitation linked to the registration webpage was disseminated through all the communication channels of EU-JAMRAI.



EU-JAMRAI  
Joint Action  
Antimicrobial Resistance and  
Healthcare-Associated Infections

ONLINE

**AMR WEBINAR  
FOR  
JOURNALISTS**

Europe together to tackle a  
global health challenge

26th March | 10am to 12pm

**More info & Registration:**  
<https://eu-jamrai.eu/amr-webinar-for-journalists/>

WITH THE PARTICIPATION OF

ecdc  
Food and Agriculture  
Organization of the  
United Nations



## Database

The communication team of EU-JAMRAI already had a database of 38 European media agencies to which the invitation was shared.

In addition, a search of European and world scientific communication associations was made and they were contacted and informed about the event.

## WP8 Partners and Stakeholders

With the aim of spreading the webinar in the countries and locally, it was requested to all the WP8 partners to share the event with their media contacts.

It was also shared with our stakeholders to ask for their support on the dissemination.

## Social media

The AMR Webinar for journalists was shared in the following EU-JAMRAI social media channels:

- Twitter
- Facebook
- Instagram
- EU-JAMRAI quarterly [Newsletter](#)

## Follow up

Once the webinar was finished, the following steps were taken to follow-up the event:

1. Thank-you email to the speakers and request authorization to share their presentations with the attendees.
2. Sending satisfaction survey.
3. Sending email to attendees including:
  - The Diploma
  - The presentations of the speakers.
  - A suggestion to subscribe to our newsletter.

## New life for the webinar

With the aim of continuing to achieve subscribers and thus, continue to **increase our database** of contacts (journalists, microbiologists, doctors, etc.), the webinar was recorded.

It will be uploaded in a private webpage in the EU-JAMRAI website and disseminated as an **“online course”** that can be accessed through subscription.

## 3. The Results

### The countries and schedule

The webinar was planned to be disseminated in Europe. But as antibiotic resistance knows no borders, communication does not either. Finally **106 people registered**, of which 40 were connected on the day of the webinar. We had participants from **33 countries** and **more than 90 different organizations and media**.

Although the webinar was focused on journalists, we also had the participation of master and doctorate students in communication, doctors, microbiologists, etc.





## Impact and reach

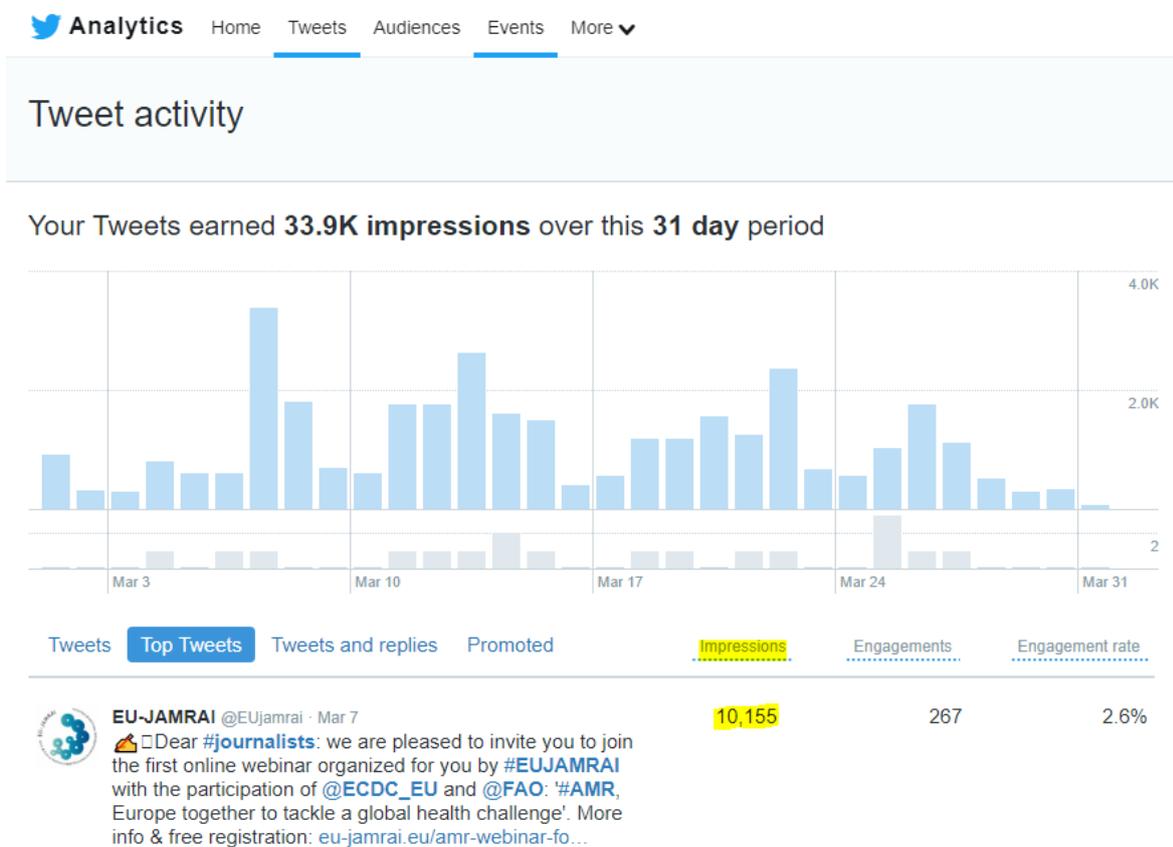
The **impact of the webinar was visible especially on Twitter and on the EU-JAMRAI website**, obtaining great visibility results, serving to publicize the Joint Action to new audiences that did not know it until now.

The main visibility data are summarized below.

### Twitter

The **tweet launched to announce the Webinar** has been the one that has had most impressions<sup>1</sup> in the last 9 months (except for the tweets related to the social media promotions of #DontLeaveltHalfway campaign) with a total amount of **10.155 impressions**.

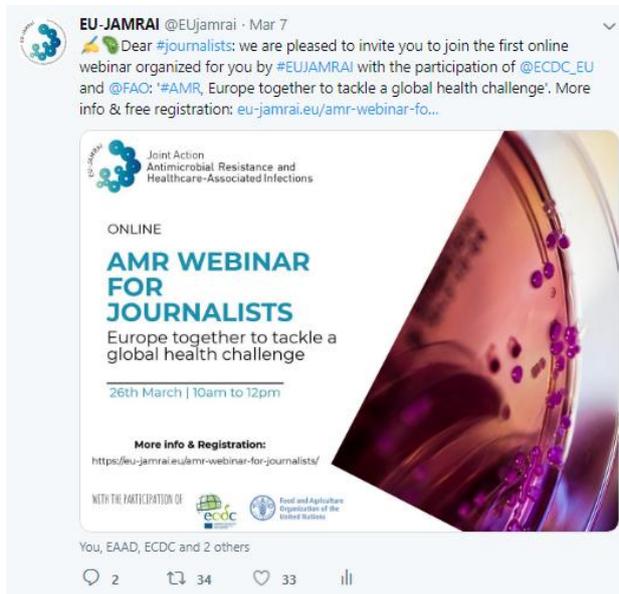
The dissemination of the webinar during the month of March provided a total of **33.900 impressions**.



<sup>1</sup> **Impressions:** it is the total number of times that the posts have been shown in the timeline of the users.



Example of some of the main tweets and re-tweets that supported the dissemination:





Joint Action  
Antimicrobial Resistance and  
Healthcare-Associated Infections



**NIJZ** @NIJZ\_pr · Mar 26

Spletni seminar za novinarje o protimikrobni odpornosti, ki ga organizirajo @EUjamrai, @ECDC\_EU in @FAO, se začne ob 10h. Registracija je brezplačna.



**EU-JAMRAI** @EUjamrai  
Dear #journalists: we are pleased to invite you to join the first online webinar organized for you by #EUJAMRAI with the participation of @ECDC\_EU and @FAO: '#AMR, Europe together to tackle a global...

Translate Tweet

2 3

Tweets 2,619  
Following 863  
Followers 13.3K  
Likes 6,134



**Dr. Melvin Sanicas** @Vaccinologist · Mar 26

Now attending the first online webinar organized for #journalists by @EUjamrai + @ECDC\_EU + @FAO on #AMR #AntimicrobialResistance & how to tackle this important #globalhealth challenge.



Joint Action  
Antimicrobial Resistance and  
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FOR  
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Europe together to tackle a  
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1 6 41

Show this thread



**SEGAL Food Safety** @segalfs · Mar 13

Titulares rápidos y no siempre reales, en el sector de la salud y la ciencia, los #periodistas pueden cometer muchos errores. @EUjamrai lanza este webinar gratuito sobre resistencia antimicrobiana para periodistas y comunicadores. #foodsfty #foodnews

Translate Tweet



Webinar for journalists: AMR, Europe together to tackle a global heal...  
26th March 2019 / From 10:00h. to 12:00h. (GMT+1) / Online  
eu.jamrai.eu

Tweets 6,715  
Following 2,038  
Followers 2,721  
Likes 335  
Lists 7  
Moments 1



**Susan Hopkins** @SMHopkins · Mar 7

Worthwhile attending for those wishing to understand the one health AMR issues



**EU-JAMRAI** @EUjamrai  
Dear #journalists: we are pleased to invite you to join the first online webinar organized for you by #EUJAMRAI with the participation of @ECDC\_EU and @FAO: '#AMR, Europe together to tackle a global...



## Website

The diffusion of the webinar attracted to the website a total traffic of 1,302 users during March, of which 82.5% (1,074) were new users on EU-JAMRAI website.

The days with the highest number of visits were on March 7, in which the dissemination of the webinar on social networks began, and on the 22<sup>nd</sup>, in which connection data were sent to all attendees.

### Audience Overview



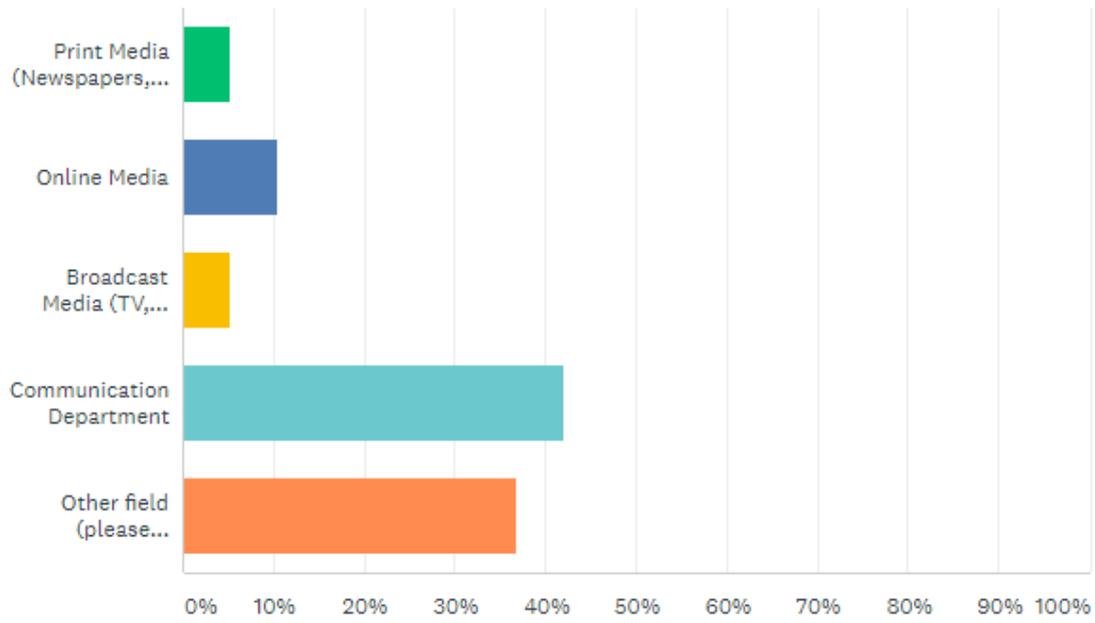
## Stakeholders

Having the participation of some of our main stakeholders as speakers (ECDC and FAO) was crucial for both the content of the webinar and its dissemination.

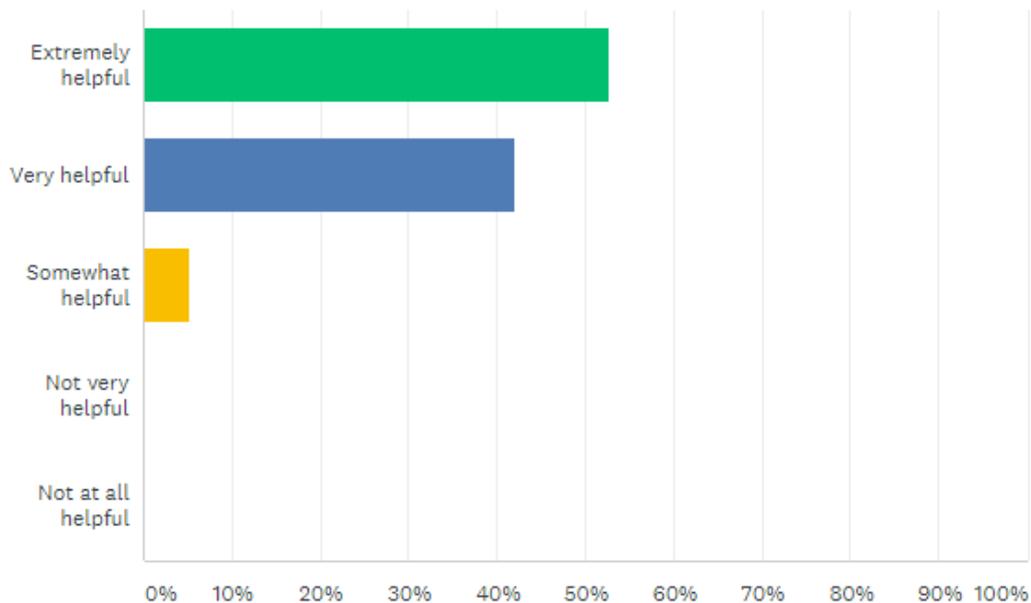
## Satisfaction survey

Once the webinar was finished, a satisfaction survey was sent to all the attendees including the following questions and results:

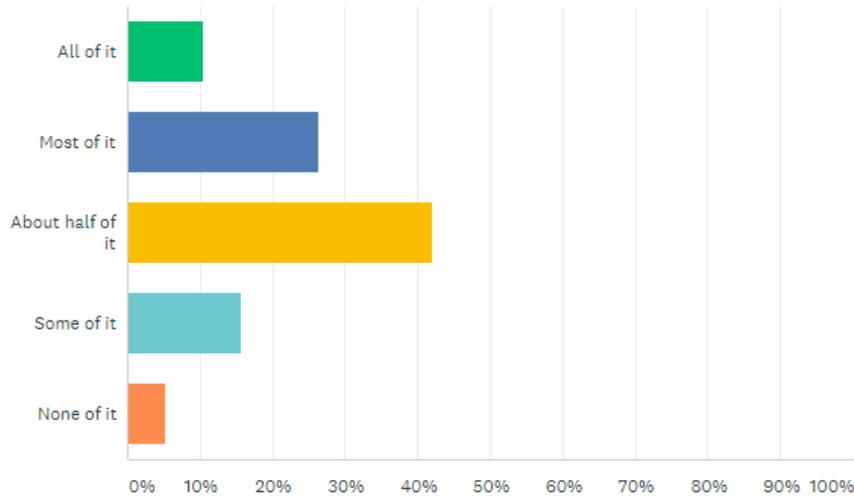
### 1. For what kind of media are you working at the moment?



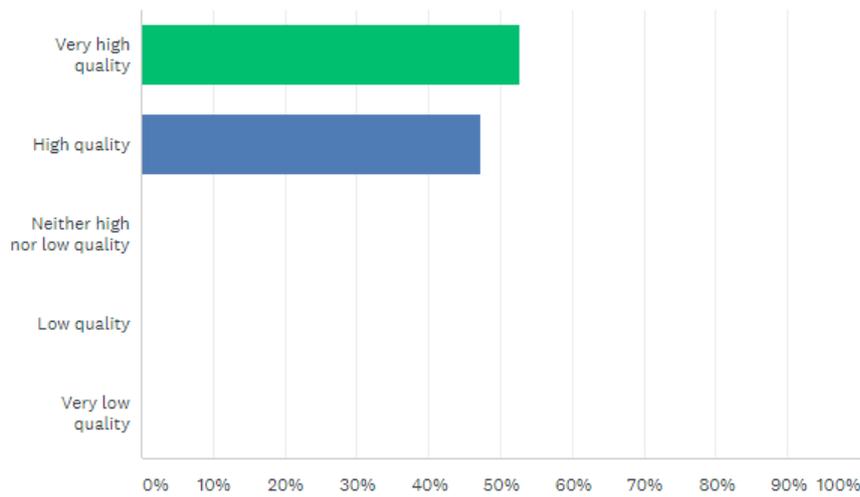
### 2. How helpful was the content presented at the AMR webinar?



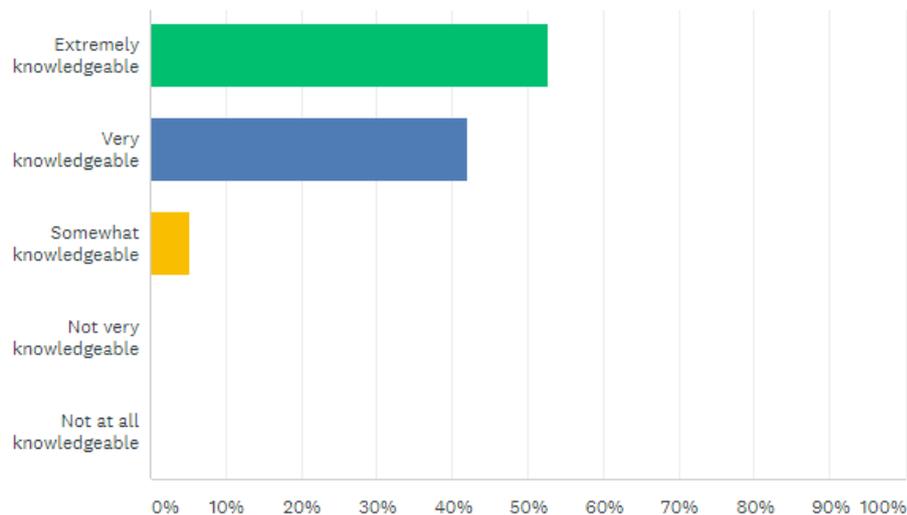
### 3. How much of the information presented at the AMR webinar was new to you?



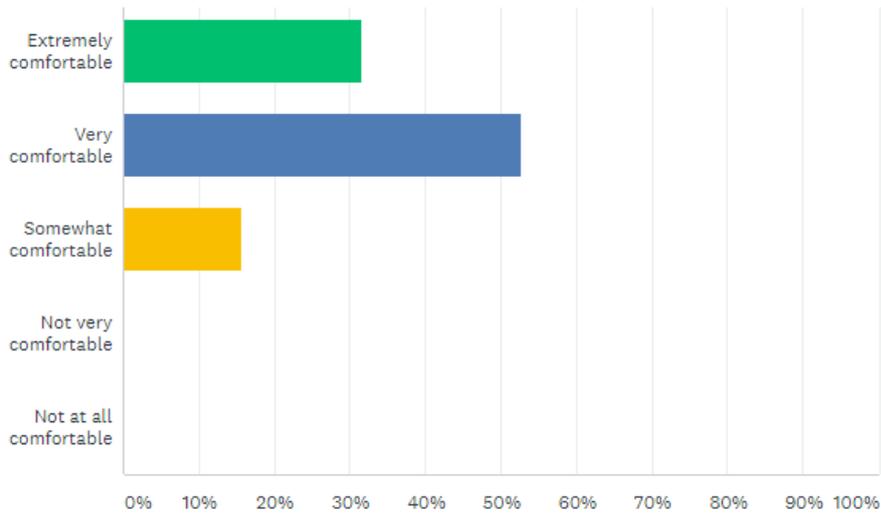
### 4. How would you rate the quality of presentations?



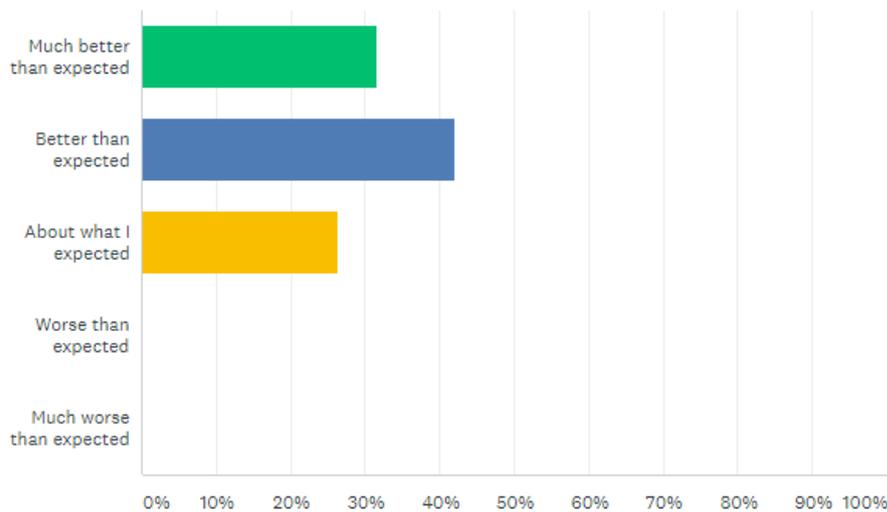
### 5. How knowledgeable were the speakers at the webinar?



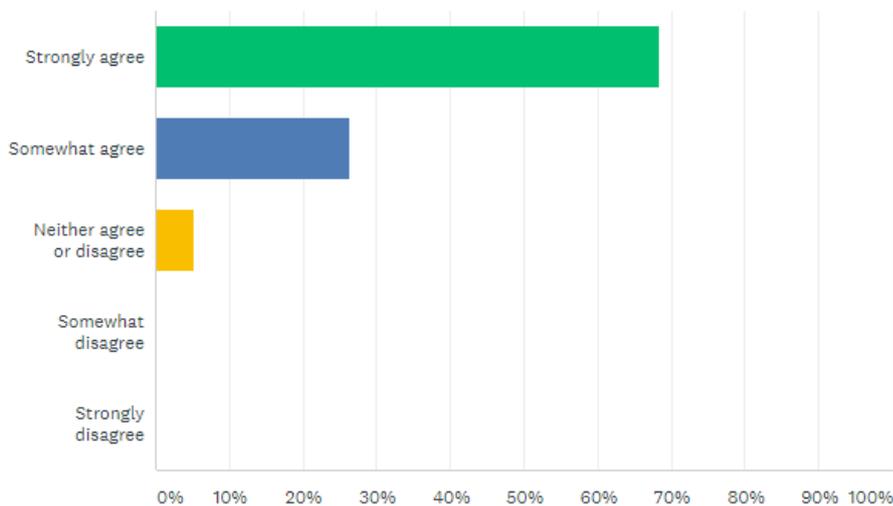
**6. How comfortable did you feel asking questions through the chat?**



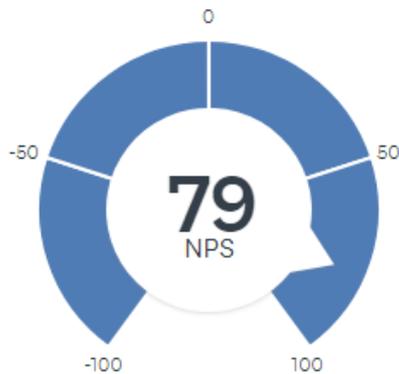
**7. How well did the AMR webinar meet your expectations?**



**8. Please select your level of agreement with this statement: "My knowledge about the AMR challenge has improved after this webinar and I feel more prepared to write/communicate about this topic"**



9. How likely is it that you would recommend the AMR webinar to a friend or colleague?



The main conclusions of the survey were:

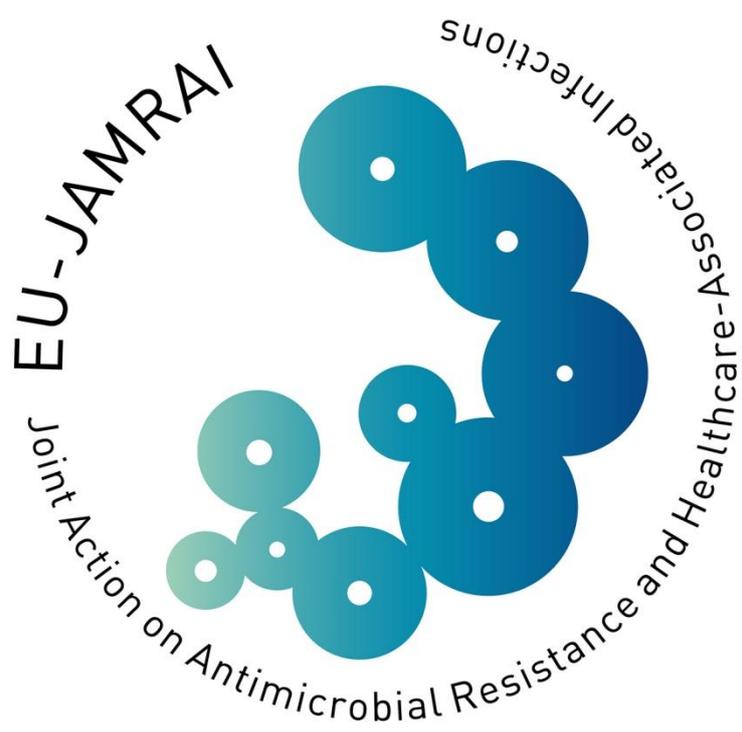
- All the webinar attendees found this activity very helpful.
- 75% of the attendees acknowledged having received new information during the course.
- 100% rated the presentations as high or very high quality and the speakers with a high level of experience.
- All attendees covered their expectations about the webinar or even surpassed them, and feel more prepared to communicate about this topic.
- Almost 80% would recommend the webinar to a friend or colleague.



## 4. Lessons learned

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- In the preparation of this type of activities we must first have very clear the contents we want to present. This will help us when searching the speakers.
- Speakers should be contacted well in advance in order to find a suitable date for all of them.
- It is advisable to pre-test the platform with all the speakers to ensure that the equipment they use is compatible with the platform.
- Webex-specific tips:
  - It is important to record the webinar since you can use this type of courses in the future to continue disseminating project information.
  - In courses that have a large number of attendees, the chat is a more fluent way to ask the questions (rather than opening the microphone of every attendee).
  - To make the change from one speaker to another more fluid, we recommend the organizer to be the one who shares the screen with everyone's presentations.
- Despite wondering to focus on a very specific audience, it is inevitable that other types of key audiences will be interested in the contents of the course.
- When a large database is not yet available, having the support of partners and stakeholder in the dissemination is crucial.
- Analyzing the impact results, this type of initiatives spread quickly through social networks and provide good visibility results in a short time.



*\* This document arises from the Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI), which has received funding from the European Union, in 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.*



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