

A Social Behaviour Change Communication (SBCC) Strategy to raise awareness on AMR



Co-Funded by the Health Programme of the European Union

EU-JAMRAI

Joint Action on Antimicrobial Resistance (AMR) and Healthcare-Associated Infections (HCAIs)

44 partners and more than **40 stakeholders**

Our mission

fostering synergies to keep antibiotics working

Our objective

to support EU MS by developing and implementing **effective One Health policies** to tackle AMR and to reduce HCAIs

8 Recommendations based on a the analysis of AMR Awareness Campaigns



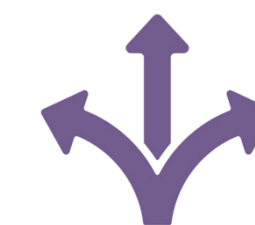
Target your audience.



Tailor your message to match your target group.



Use simple key messages.



Combine different channels.



Engage healthcare professionals early.



Adapt your campaign over time.



Expose your audience over long periods of time.



Evaluate!

Main keywords & terms

Social media listening

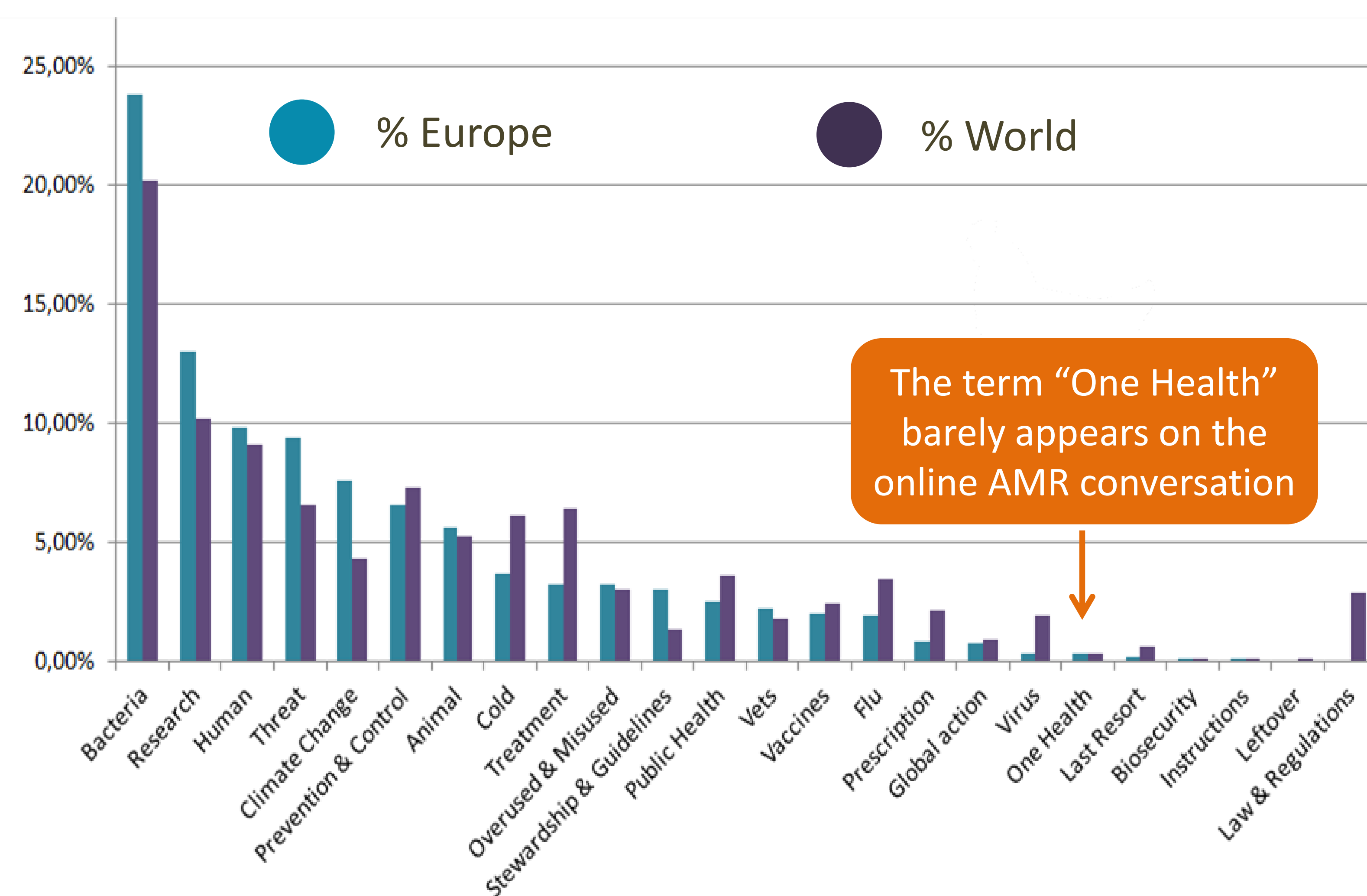
Process of **tracking conversations** around specific topics, keywords, phrases, brands or industries, and leveraging your insights to **discover opportunities** or **create content** for those audiences.

Period: April – June 2018

Universe: Antibiotic Resistance

Language: English

Tool: Oraquo



In Europe, the AMR conversation happened on Twitter.

Besides WHO, initiatives from UK led authors & publications.

The social media activity of individual authors was lead by Spain.

Sectors: Health, Research, Science, University.

GLOCAL APPROACH

Think global, act local

Joint Action Implementation Period

EU-JAMRAI Communication Team (with partners support)

After Joint Action

EU-JAMRAI Partners

Sustainable long-term results

1

Identify & design activities

2.1

Com Team implements activities at EU level

2.2

Partners implement activities at local level

3

Evaluate activities impact

4

Replicate most successful activities at local level

5

Sustainable Behaviour change & awareness raised.

EU-JAMRAI SBCC strategy vision