



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Deliverable D8.4

Awareness and Communication High Level Meeting

WP8 | Awareness Raising

Leader acronym | AEMPS

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1. About the Awareness and Communication High Level Meeting

During the EU-JAMRAI Final Conference, held on February 11 and 12, the communication team celebrated a special session dedicated to Awareness Raising and Communication with high level speakers.

The EU-JAMRAI Awareness and Communication High Level Meeting gathered key speakers from the Antimicrobial Resistance (AMR) field. With the participation of institutions such as DG SANTE, WHO, ECDC and EFSA, among others, the Communication team presented the results of three and a half years of work through a dynamic video.

This video was followed by discussions with representatives from key organizations in the areas of policy making, human and animal health, food safety and communication, among others.

Objectives

With this session we intended:

- To show the results and experiences developed by EU-JAMRAI on awareness raising and behaviour change to a wide audience.
- To demonstrate that communication is not only a cross-sectoral area that supports other working areas, but that it should be programmatic.

In this sense, to make available all the EU-JAMRAI experiences and lessons learnt, the communication team has produced:

- A [video](#) that summarizes all the work done.



- Different activities and reports, aimed both at Member States and at scientific, health, educational and awareness raising communities that can be found here: <https://eu-jamrai.eu/results>
- A [“Toolkit for awareness raising and behaviour change communication on AMR”](#), that summarizes all the necessary steps to develop an awareness raising communication plan, and all the lessons learnt by EU-JAMRAI communication team. The main objective of this document is to make all these activities available to EU National Action Plans and scale up their impact.

2. The strategy

The event, which was scheduled to take place in the Spanish Ministry of Health, was finally adapted to an online format due to the COVID-19 circumstances.

Agenda and speakers

Time	Agenda Topic / Presenter
10:25-10:35	<i>Break</i>
10:35-11:10	<p>Session 2: Raising Awareness and Promoting Behaviour Change</p> <p><i>Chairs: Laura ALONSO IRUJO & María SANTACREU, EU-JAMRAI communication specialists - WP2 & WP8. Spanish Agency for Medicines and Medical Devices (AEMPS), Spain.</i></p> <p><i>10:35-10:45: EU-JAMRAI presentation on Raising Awareness and Promoting Behaviour Change</i></p> <p><i>10:45-10:55: Concrete supports/implementation by stakeholders with:</i></p> <ul style="list-style-type: none"> • John KINSMAN, (ECDC) • Mariona BORRELL, International Federation of Medical Students Associations (IFMSA) • Anders BJERS, Joint Programming Initiative on Antimicrobial Resistance (JPIAMR) • Despoina IATRIDOU, European Platform for the Responsible Use of Medicines in Animals (EPRUMA) • Jade PASSEY, One Health European Joint Programme <p><i>10:55-11:10: Round Table on “Supporting countries to move from communication to action”</i></p> <ul style="list-style-type: none"> • Charles PRICE, DG SANTE • Danilo Lo Fo WONG, World Health Organization (WHO) • Sascha MARSCHANG, European Public Health Alliance (EPHA) • Jens DEGETT, European Union of Science Journalists' Associations (EUSJA) • Dominique MONNET, European Centre for Disease Prevention and Control (ECDC)

Structure & content

The session was divided into the following parts:

- Video introduction with all the work developed for awareness raising and behaviour change during the Joint Action.
- A session with some representatives from the stakeholder forum showing the concrete support and implementation provided to EU-JAMRAI activities on awareness raising and communication. The speakers were:
 - John KINSMAN, Behaviour Change Expert (ECDC)
 - Mariona BORRELL, International Federation of Medical Students Associations (IFMSA)
 - Anders BJERS, Joint Programming Initiative on Antimicrobial Resistance (JPIAMR)
 - Despoina IATRIDOU, European Platform for the Responsible Use of Medicines in Animals (EPRUMA)
 - Jade PASSEY, One Health European Joint Programme
- A high-level round table under the title *“Supporting countries to move from communication to action”*, with the following speakers:
 - Charles PRICE, DG SANTE
 - Danilo Lo Fo WONG, World Health Organization (WHO)
 - Sascha MARSCHANG, European Public Health Alliance (EPHA)
 - Jens DEGETT, European Union of Science Journalists' Associations (EUSJA)
 - Dominique MONNET, European Centre for Disease Prevention and Control (ECDC)

The questions made to the high-level speakers participating in the round table were:

1. **To Danilo Lo Fo Wong & Dominique Monnet:** Every year the EAAD and the World Antibiotic Awareness Week engage different target audiences in the fight against antibiotic resistance. You support countries providing evidence and producing high quality communication materials and key messages. In your opinion, what else needs to be done to ensure that countries benefit from the big communication efforts done by ECDC and WHO?
2. **To Charles Price:** Countries often argue not having enough resources to make communication a cornerstone of their National Action Plans. From the policy making point of view, what else could be done at EU level to support countries in their communication efforts?

3. To **Sascha Marschang**: EPHA's goal for 2020 was "to make sure that public health objectives and the reduction of health inequalities" were "mainstreamed" through all relevant EU policies and programmes. Which are your proposals to get AMR become mainstream, not only for policy makers, but also for the population?
4. To **Jens Degett**: What could the general media do to convey scientific information on AMR more effectively and comprehensively to the public?

The platform

In order to organize an event in an attractive and dynamic format for the attendees, a specialized company was hired ([Salman](#)). The event was organized through *Zoom premium* platform with two different connections, one for speakers and another one for attendees. The communication team coordinated the following tasks with them:

- The preparation of a script for the event.
- The design of a virtual background, adapted to the corporate identity of EU-JAMRAI, in which the logos of the project and the European Commission were visible throughout the event, as well as the name of the event and of each one of the participants who appeared on screen.
- To send the different links to connect to the event (one for speakers and another one for attendees).
- To provide the speakers with the technical instructions for the correct development of the session.
- The coordination of technical test with the speakers.

To view the full recording of the meeting:

<https://www.youtube.com/watch?v=uA7CYypQHgE>





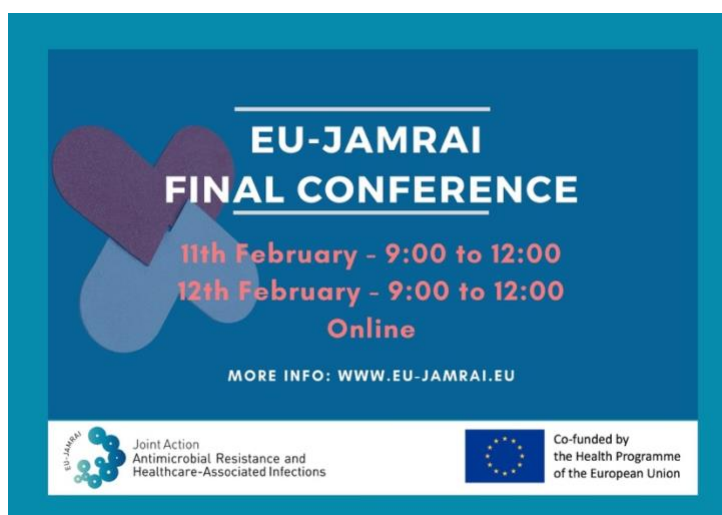
Dissemination

Invitation and webpage of the event

As the Awareness Raising and High Level Meeting was one of the sessions that took place during the Final Conference, its dissemination was made through the invitation sent to this event. A specific webpage was created for the conference, where all the information, agenda and the link to a specific registration webpage were included.

Webpage: <https://eu-jamrai.eu/eu-jamrai-final-conference/>

The following invitation linked to the registration webpage was disseminated through all the communication channels of EU-JAMRAI: social media, newsletter and to the database of partners and stakeholders



Social Media

The following posts were shared on Twitter during the Awareness Raising session:



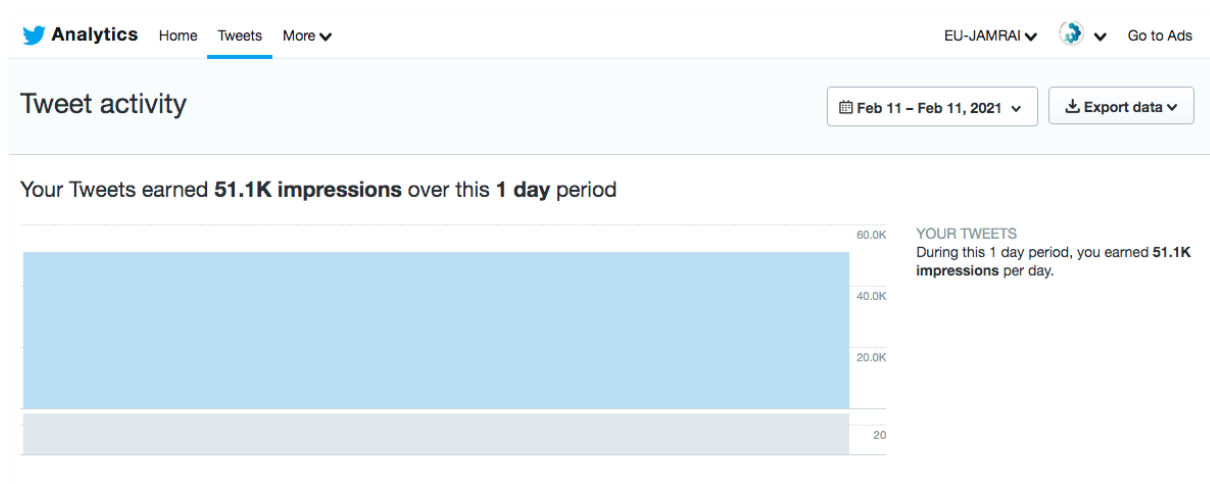
	Day 1
Total # participants that connected	410
Connected during Awareness and Communication High Level Meeting	299
Connected more than 30'	379
Connected more than 60'	355
Connected more than 90'	322
Connected more than 120'	281

	Day 1
Master Ceremony + chairs + speakers	30

Impact and reach

Social Media

The event was promoted and spread on Twitter with very dynamic posts telling what was happening during the event. It got **51.1 K impressions**¹ only in Twitter.



The posts shared on Twitter during the Awareness High Level Meeting had a remarkable impact on social media with approximately an average of 4.500 impressions.

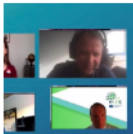
¹ All the times the **tweet** has been seen. This includes not only the times it appears in a one of your followers' timeline but also those that it has been shown in search or as a result of someone liking the **tweet**.

EU-JAMRAI @EUjamrai

Dominique Monnet: "We need to continue investing in raising children and young people's awareness of antibiotic resistance. Initiatives such as the [#MicroCombatApp](#) are a good one for that".

[#EUjamraiConf](#) [#AMR](#)

Impressions	6,518
Total engagements	31
Detail expands	20
Likes	7
Replies	2
Retweets	2

**EU-JAMRAI** @EUjamrai

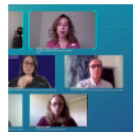
It's time for the round table, with:

- ✓ Charles PRICE, [@EU_Health](#)
- ✓ Danilo Lo Fo WONG, [@WHO_Europe](#)
- ✓ Sascha MARSCHANG, [@EPHA_EU](#)
- ✓ Jens DEGETT [@eusja](#)
- ✓ Dominique MONNET, [@ECDC_EU](#)

[#EUjamraiConf](#) [#AMR](#)

pic.twitter.com/GM1GF9lpMc

Impressions	5,780
Total engagements	38
Detail expands	11
Media engagements	8
Likes	7
Profile clicks	7
Retweets	4
Replies	1

**EU-JAMRAI** @EUjamrai

Mariona Borrell ([@IFMSA](#)), Anders Bjers ([@JPIAMR](#)), Despoina Iatridou ([@epruma1](#)) and Jade Passey ([@OneHealthEJP](#)) explain how they've supported EU-JAMRAI's communication initiatives, such as [#ARSSymbol](#) or [#MicroCombatApp](#)

Working together we're stronger! 💪

[#EUjamraiConf](#) [#AMR](#)

pic.twitter.com/jUpffLFYt

Impressions	3,644
Total engagements	82
Media engagements	29
Detail expands	18
Likes	17
Retweets	8
Profile clicks	8
Replies	1
Hashtag clicks	1

EU-JAMRAI @EUjamrai

👉 Time to speak about communication!

② Session 2 it's focused on raising awareness and promoting behaviour change.

The chairs are [@LAlonsoIrujo](#) and [@MariaSantacreuG](#), members of the EU-JAMRAI Communication Team and [@AEMPSGOB](#)

[#EUjamraiConf](#) [#AMR](#) [#KeepAntibioticsWorking](#)

Impressions	2,609
Total engagements	33
Detail expands	12
Profile clicks	9
Likes	7
Retweets	4
Replies	1

4. Main conclusions from the meeting

This chapter gathers some of the main conclusions and highlights quotes from the participants.

- Communication is often seen as a cross-sectoral area that supports other working areas, but it is more than that: it should be **programmatic**. Making communication a cornerstone of all national action plans will really make an impact on the reduction of AMR.
- It is essential to count on **communication professionals** (journalists, social media strategists, media officers...), motivated and well-trained in the AMR area, which are able to convey scientific information to ordinary citizens in a comprehensible way.

JENS DEGETT: “In order to make changes, you have to explain why antibiotic resistance is important. A very national based communication is needed. You also have to be specific and be aware that you should communicate different messages in different countries and to different stakeholders”.

- **Icons are important** to draw people's attention to an issue and help them understand the impact it has on their daily lives. That is why the EU-JAMRAI launched a design contest to get the first global Antibiotic Resistance Symbol, aimed to become as iconic as the AIDS red ribbon.

JOHN KINSMAN: “One of the problems with AMR is that there is no sort of internationally recognised brand or iconic feature. With climate change we have the polar bear or Greta Thunberg. With HIV/AIDS we have the red ribbon. Now we have the Antibiotic Resistance Symbol and I hope that this will become something that people can really focus on”.

- In the fight against AMR, we need to educate and raise awareness among **all the players involved**: policy makers, human and animal health professionals, teachers...

MARIONA BORRELL: “We believe that educating healthcare providers on appropriate antimicrobial use is key in reducing resistance. IFMSA has been taking an active role in promoting awareness about antimicrobial resistance in Europe and around the world”.

- Cross-sector and cross-border **collaboration** to join forces and share best practices between European networks and organisations is absolutely essential. These networks need to be **sustainable** to achieve their goals: beating AMR and changing social behaviour take time.

ANDERS BJERS: “We have the grand challenge to curb AMR on a global scale. We are not finished with the work: we need is to keep collaborating, keep listening and keep engaging. I firmly believe that we are better together!”.

DESPOINA IATRIDOU: “We enthusiastically joined EU-JAMRAI since the beginning as we share the same objectives: to facilitate one health best practices exchange against AMR and to contribute to the discussion among policy makers”.

- The EU-JAMRAI is over, but partners and stakeholders can **pick up the torch** to keep its work and findings alive, at a local, national and European level, with the European Commission’s support.

CHARLES PRICE: “We need more projects like EU-JAMRAI and we can hopefully look at our new EU Health Programme and see how we can support this effort and build on its achievements. We will help support Member States to understand better public awareness on this issue through euro barometers. I would also like to point to the ECDC’s euro barometer for professionals: it is not just reaching out the public, but the veterinary and medical stakeholders, who have an enormous influence with their clients”.

JADE PASSEY: “We have supported EU-JAMRAI’s campaign through our digital platforms over the years and we were able to get many of our consortium members to wear the Antibiotic Resistance Symbol. We plan to use our website as a hub for some of their policy briefs to support the dissemination and promote the sustainability of EU-JAMRAI’s work over the last three and a half years and ensure that its legacy lives”.

SASCHA MARSANG: “We obviously want to help the Commission with the implementation not only of the EU for Health Strategy itself, but also with a lot of the flagship priorities and initiatives, whether it is Europe’s beating cancer plan, the farm to fork strategy, the pharmaceutical strategic actions on health inequalities and AMR. The AMR angle can and must be brought into all of these conversations, and that is where hopefully we can play a really useful role”.

- Likewise, dissemination efforts and communication campaigns **must go on**. Organisations such as ECDC and WHO already support countries' awareness-raising campaigns with high quality communication materials and key messages. However, this co-operation needs to be enhanced to effectively advance to tackle AMR.

DOMINIQUE MONNET: “We have not done enough. It's a snowball effect. We start seeing an increasing number of Member States that are reporting data and are showing a decrease in antimicrobial consumption and that is the first sign of the possible effect on antimicrobial resistance. So let's continue!”.

DANILO LO-FO WONG: “We see an increased ownership [by the Member States] of the Awareness Day and the Awareness Week, but to move forward we need to look beyond one day or one week per year and find ways to support countries to raise awareness all year round. If anything we have learned from COVID-19 is that people can actually change behaviour once they realise the gravity of the situation”.

5. Next steps

EU-JAMRAI Communication Toolkit: dissemination and integration plan

Making communication a corner stone of all National Action Plans and all EU Member States would have a very positive impact on the reduction of AMR. In this sense, EU-JAMRAI communication team wanted to leave a legacy, a document that summarises all lessons learnt during the Joint Action and make them available to every partner, stakeholder and Member State. This document is the [“Toolkit for awareness raising and behaviour change communication on AMR”](#), that is available on EU-JAMRAI website.

Description of the Toolkit

It is a technical guide that presents tips for optimal communication and awareness raising activities (including social media), based on the EU-JAMRAI WP8 outputs. The main objective of this guide is to offer EU-JAMRAI partners, stakeholders and EU Member States the results of the communication key activities developed during the JA, including lessons learnt and recommendations. With this practical road map, all interested parts will be able to scale up, replicate and adapt to their local needs the activities tested by EU-JAMRAI during its 3 and a half years of implementation.

Target audiences:

- EU-JAMRAI partners.
- EU-JAMRAI stakeholders.
- EU Member States.

Key stakeholders that can support dissemination/hosting:

- ECDC website plus dissemination within the EAAD TAC (European Antibiotic Awareness Day Technical Advisory Committee) that includes representatives from all EEA (EU Economic Area) countries as well as representatives from several EU level professional and students' associations.
- WHO WAAW (World Health Organization World Antibiotic Awareness Week) website.
- EFSA website.
- European Commission best practices website.

Based on:

- **D8.1 Awareness Raising and Communication Plan:** “A Social Behaviour Change Communication (SBCC) strategy to tackle AMR and reduce HCAs in Europe”. This strategy includes a situation analysis, a mapping of awareness raising campaigns developed in Europe, the results of a social media listening, the identification of target audiences and the implementation calendar of the activities planned at the beginning of the JA. This strategy is based on a ‘GLOCAL approach’, which means presenting global knowledge within a local context. The term ‘GLOCAL’ is a combination of the words global and local, and it encapsulates the concept ‘Think globally, act locally’.
- **Awareness raising activities reports:** the different reports prepared to analyse the results of the activities implemented during the JA, including the different paid social media promotions strategies designed to boost their impact and reach wider audiences.
- **Council Conclusions (14 June 2019) - n° 41:** in conclusion n° 41, the Council of the EU calls upon Member States and the Commission to boost efforts on awareness-raising through the mass media and social media about the importance of AMR and the need for a good use of antimicrobials.
(<https://data.consilium.europa.eu/doc/document/ST-9765-2019-INIT/en/pdf>)

EU-JAMRAI Communication Toolkit: outline of the content

8 steps to develop your own SBCC strategy

EU-JAMRAI has developed this guide to share with partners, stakeholders and EU Member States our experience designing and implementing a “Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe”.

This technical guide includes 8 steps to provide guidance on how to develop your own Social Behaviour Change Communication (SBCC) strategy:

- Based on evidence.
- Based on participation: shared and fed with inputs from your stakeholders.
- With a clear vision.
- With defined and SMART (Specific, Measurable, Appropriate, Realistic and Time bound) objectives.
- With clear priorities and adapted to the available resources.
- With well planned activities to be implemented.
- With sustainable results.

Each step includes the objectives of the task, the expected outputs and practical examples of EU-JAMRAI experience.

STEP 1: INQUIRE AND ANALYSE THE SITUATION

STEP 2: ANALYSE YOUR AUDIENCE

STEP 3: DEFINE THE COMMUNICATION OBJECTIVES

STEP 4: BUILD THE MESSAGE

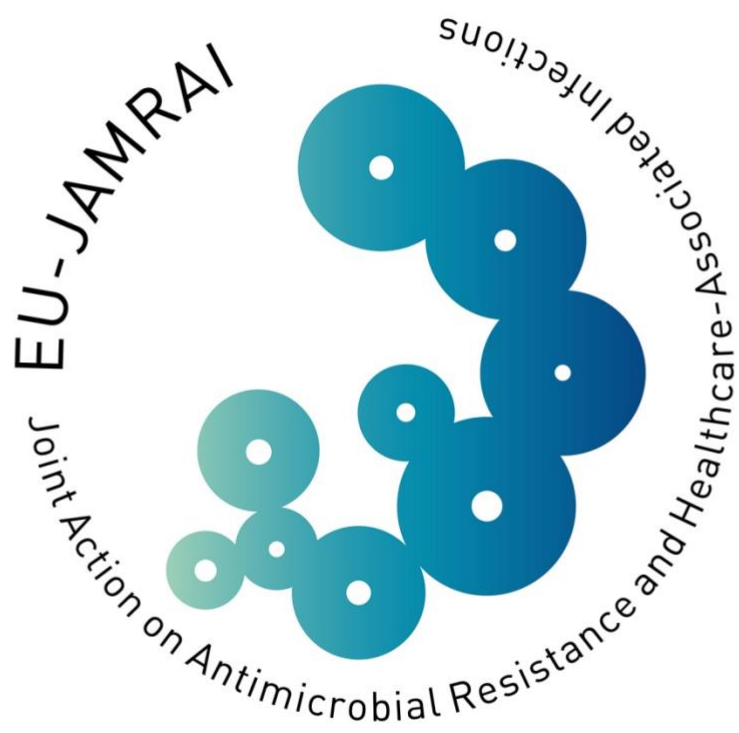
STEP 5: KNOW THE COMMUNICATION CHANNELS

STEP 6: PLAN SBCC ACTIVITIES

STEP 7: IMPLEMENT THE PLAN

STEP 8: EVALUATE AND MEASURE YOUR IMPACT

SOME FINAL TIPS



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