



TOOLKIT FOR AWARENESS-RAISING AND BEHAVIOUR CHANGE COMMUNICATION ON AMR

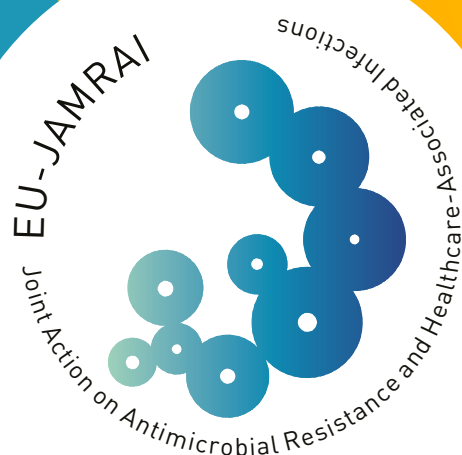
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Toolkit for awareness-raising and behaviour change communication on AMR

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LIST OF ACRONYMS

AMR	Antimicrobial Resistance
ATB	Antibiotic
ECDC	European Centre for Disease Prevention and Control
EFSA	European Food Safety Agency
ESAC-Net	European Antimicrobial Consumption Surveillance Network
ESVAC	European Surveillance of Veterinary Antimicrobial Consumption
EU-JAMRAI	European Union Joint Action on Antimicrobial Resistance and Healthcare Associated Infections
FAO	Food and Agriculture Organization
GAP	Global Action Plan
HCAI	Healthcare Associated Infections
M&E	Monitoring and Evaluation
OECD	Organisation for Economic Co-operation and Development
OIE	World Organization for Animal Health
SBCC	Social and Behaviour Change Communication
SMART	Specific, Measurable, Appropriate, Realistic and Time-Bound
SWOT	Strengths, Weaknesses, Opportunities and Threats
WHO	World Health Organization

INTRODUCTION

The European Union Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI) brought European Union member countries together to foster synergies and contribute to the global movement against microbial resistance to antibiotics.

Under the motto "bridging the gap between declarations and actions" the Joint Action has produced concrete, sustainable results to lessen the burden of Antimicrobial Resistance (AMR) and reduce Healthcare-Associated Infections (HCAI).

One of the key objectives of the Joint Action was to increase awareness on antimicrobial resistance and Healthcare-

Associated Infections. However, EU-JAMRAI's communication team wanted to go beyond simply raising awareness. Our goal was to change behaviour and enhance the responsible use of antibiotics, promoting infection prevention and infection control best practices.

The best communication strategies do more than simply managing and distributing information among partners, stakeholders and the public audience. Aware of this, the communication team developed a plan by taking into account that effective communication is about initiating a conversation with the wider world.

ABOUT THIS TECHNICAL GUIDE

8 steps to develop your own SBCC strategy

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

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

STEP 1: Research 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

Each step will include the objectives of the task, the expected outputs, and practical examples of EU-JAMRAI experience to help you develop a 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.

What is Social and Behaviour Change Communication (SBCC)?

"SBCC for health is a research-based, consultative process that uses communication to promote and facilitate behaviour change and support the requisite social change in order to improve health outcomes [...]. It works at one or more levels: the behaviour or action of an individual, collective actions taken by groups, social and cultural structures, and the enabling environment. Adding an "S" to BCC intends to signify that individuals and their immediate social relationships are dependent on the larger structural and environmental systems: gender, power, culture, community, organisation and political and economic environments."¹



**SBCC is
evidence-based and
uses science, data
and creative ideas**

SBCC is evidence-based and uses science, data and creative ideas to focus on:

- Changing or positively influencing social norms in support of long-term, sustainable behaviour change at population level.
- Fostering long-term, normative shifts in behaviour in support of increasing the practice of healthy behaviours, improving health service provider-client interactions.
- Strengthening community responses to issues.
- Influencing decision-makers, family and peer networks.
- Increasing correct use of health services and products.
- Influencing policy.
- Encouraging increased capacity for local planning and implementation of health improvement efforts.

STEP 1: RESEARCH AND ANALYSE THE SITUATION



SBCC is evidence based

Starting off with situation analysis is crucial in order to establish a clear, realistic picture of the opportunities, resources, challenges and barriers regarding the health challenge we want to address. Knowing the current status and the social, economic, political and health context is the first step to promoting behaviour change.

Nurturing your strategy with evidence will allow you to establish the vision for your SBCC strategy and focus on the priority actions for your country, because **"when you emphasise everything, you emphasise nothing."**



"When you emphasise everything, you emphasise nothing."

Step 1 outputs

When conducting situation analysis, make sure you gather information about:

- The context of the challenge and its severity.
- Who the challenge affects.
- The core challenge and its root causes.

- Inputs from your stakeholders to establish a shared vision.
- The resources you have to address the challenge.
- Who you can partner to overcome the challenge.

THE EU-JAMRAI CASE

Reviewing the latest data

We searched for key data on antibiotic consumption and the behaviours that contribute to antibiotic misuse in the human and animal sector, analysing the ESAC-Net, the Eurobarometer and the ESVAC report.

Analysing awareness-raising campaigns on AMR in Europe

This analysis gave us an idea about the key messages given to society, the target audiences reached, the channels used, the frequency, and the factors that made campaigns successful or not. Some conclusions: "more than half of the

analysed campaigns (69%) were focused on appropriate use of antibiotics (follow the doctor's recommendations, antibiotics are not indicated for cold or flu, do not share your antibiotics, etc.), while 20% were dedicated to explaining how bacteria become resistant. The rest reinforced hand-washing messages and appropriate use of antibiotics in animals."

Running a Social Media Listening

Social Media Listening is the 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.

Conducting a SWOT Analysis

An analysis of your strengths, weaknesses, opportunities and threats (SWOT) helps you to assess your project's current position before deciding on a strategy.

Some of the questions we answered for EU-JAMRAI were:

Strengths:

- What are your program's strengths?
- What gives you an advantage over other programs?
- What do you do best?
- What communication and institutional resources do you have?

Weaknesses:

- Which areas (geographical, approaches, reach) are you weak in?
- What makes you less capable than other programmes?
- What resources do you lack?

Opportunities:

- What opportunities (other related communication programmes, popular media venues) are available to you?
- What opportunities could you take advantage of?
- What external elements could help you reach your vision?

Threats:

- What might cause problems?
- What obstacles are there?
- What external elements could keep you from reaching your vision?

Once you have examined the four aspects of your SWOT, you will likely be facing a long list of potential actions to take. You will want to build on your strengths, improve your weaker areas, head off any threats, and exploit every opportunity. Now it is time to prioritise your ideas, so that you can focus time and money on the most significant ones.

Building partnerships

Knowing your partners, allies and stakeholders and involving them from the very beginning will ensure that your SBCC effort is a participative process and that your message will spread, reaching more people.

For EU-JAMRAI this task was relatively easy. The Joint Action had 44 European associate partners involved in the fields of AMR and HCAs and a Stakeholder Forum made up of key organisations such as ECDC, EFSA, WHO, OECD and FAO, along with representatives from healthcare professionals, patients, students and the industry.

OTHER RESOURCES TO CARRY OUT SITUATION ANALYSIS



[A Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe](#)

Madrid: EU-JAMRAI; 2018.

[How to conduct a Situation Analysis.](#)

Compass (formerly called The Health COMpass); 2019.

[National Health Policies, Strategies & Plans: Situation Analysis and Priority Setting.](#)

World Health Organization.

[The Easy Guide to Performing an Effective Situation Analysis.](#)

Athuraliya, Amanda; 2019.

STEP 2: ANALYSE YOUR AUDIENCE



Knowing and segmenting your audience

Before communicating to your audience, you need to learn about their needs and how they express themselves. Speaking like them is the best way to reach them.

In this step, you need to identify all potential audiences and then divide them into different groups with similar needs, preferences and characteristics. After this, select the audiences you want to focus on. This exercise is called segmenting the audience. The more you know about each segment, the easier it will be to develop customised messages and materials for engaging, intuitive campaigns.



The more you know about each segment, the easier it will be to develop customised messages.

Step 2 outputs

- Priority audience(s) list.
- Influencing audience(s) list.
- Complete profile with characteristics for each priority and influencing audience(s).

THE EU-JAMRAI CASE

Identifying potential audiences

The situation analysis and, specifically, the social media listening and the problem tree were very helpful for this task ([see Step 1](#)).

Identifying the characteristics of each audience

We made a detailed breakdown of all the audiences we wanted to reach during the three-and-a-half-year project (EU-JAMRAI partners, politicians, patients and families, healthcare workers, healthcare students, farmers, veterinarians, food industry, pharmaceutical sector, educators, journalists and general public), and identified the following characteristics for each group.

- Demographic characteristics (age, gender, education).
- Geographic characteristics (region, urban or rural, area of conflict).

- Sociocultural characteristics (language, culture, religion, place in society, ethnicity).
- Behavioural characteristics (barriers and behaviours that affect or impact the challenge).
- Psychographic characteristics (personality, values, attitudes, interests, lifestyle).
- Ideational characteristics (may include knowledge, beliefs, attitudes, perceived risk, self-efficacy, social support and influence, environmental supports and constraints, emotions, norms, perceived risk, self-image).

There are different tools and templates that can help you with this task. Check the section [Other resources to analyse your audience](#) to see resources.

Selecting our primary audiences

The primary audiences are the groups of people you want to reach with your message(s). They might be the people who are directly affected by the challenge or who are most at risk, or they might be those who are best able to address the challenge or who can make decisions on behalf of those affected.³ Your situation analysis and the available resources you have identified in your SWOT analysis will also influence this decision.

The fact that EU-JAMRAI's SBCC strategy was based on a **'glocal'** approach,⁴ explains the selection of some of our primary audiences. Our main objective was to take the **global issues** of AMR and HCAs and make them meaningful to society at **local level**. The support of EU-JAMRAI partners was crucial, and that made them our primary target audience.

GLOBAL
+
LOCAL

GLGICAL

After considering our available resources alongside our partners, we decided to focus our main activities on the following primary audiences:

- General public
- Educators
- Students
- Journalists

Nevertheless, we also identified secondary target audiences (groups that are more difficult to reach with the project resources), and developed or adapted activities to reach them. Our secondary target audiences were: healthcare professionals, healthcare students (human and animal sectors), politicians, veterinaries and farmers.

Identifying influencing audiences and building their ideal profiles

Influencing groups are people who influence the primary audience, either directly or indirectly. Influencing audiences can include family members and people in the community, such as service providers, community leaders and teachers, but can also include people who shape social norms, influence policies, or influence how people think about the challenge.⁵

EU-JAMRAI's communication team identified 11 influencing audiences (patients and families, healthcare workers, farmers,

veterinarians, food industry, politicians, pharmaceutical sector, educators, journalists, general public and EU-JAMRAI partners), and developed an ideal profile for each of them with a real-life example. This exercise helped us to focus on real individuals rather than on a collection of statistics or a mass of anonymous people.

OTHER RESOURCES TO ANALYSE YOUR AUDIENCE



[A Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe.](#)

Madrid: EU-JAMRAI; 2018.

[How to do an Audience Analysis.](#)

Compass (formerly called The Health COMPass).

[How to do Audience Segmentation.](#)

Compass.

[Ethical evaluation of audience segmentation in social marketing.](#)

European Journal of Marketing, Vol. 47 No. 9, pp. 1421-1438; 2013.

³ Designing a Social and Behavior Change Communication Strategy. USA: Johns Hopkins University; 2018.

⁴ The term 'glocal' is a combination of the words global and local, and it encapsulates the concept 'Think globally, act locally'. In other words: presenting global knowledge within a local context.

⁵ Designing a Social and Behavior Change Communication Strategy. USA: Johns Hopkins University; 2018.

STEP 3: DEFINE THE COMMUNICATION OBJECTIVES



SMART objectives

To keep your SBCC efforts focused, you need to **identify SMART communication objectives linked to indicators** in order to **track progress and demonstrate impact**. SMART objectives are:

- **Specific:** Does the objective say who or what the focus of the effort is? Does it say what type of change is intended? Does it cover only one challenge?
- **Measurable:** Can your objective be measured in some way? Does the objective include a verifiable amount or expected proportion of change?

- **Appropriate:** Is the objective sensitive to audience needs and preferences? Is the objective sensitive to societal norms and expectations?
- **Realistic:** Can you realistically achieve the objective with the time and resources available? Is the degree of expected change reasonable given these conditions?
- **Time-bound:** Does the objective state the time period for achieving change?

Step 3 outputs

Communication objectives are related to tackling the core challenge and reflecting the needs of your audience(s). Each of the primary and influencing audiences that you have selected in step 2 will require its own set of communication objectives. You would need to identify the following information for each audience segment:

- Desired change(s)

- Ways to measure the change(s)
- Barriers to change(s)
- Specific communication objective(s)

The easiest way to complete this task is using a table. There are different tools and templates that can help you with this task. Check the section Other resources to define your communication objectives.

THE EU-JAMRAI CASE

Identifying the final communication objective for each audience segment

We adapted the template provided by Health Communication Capacity Collaborative (HC3)⁶ to our needs in order to identify our communication objective for each audience segment,

taking into account the required change, the way to measure the change, and the barriers to change.

Audience Segment	Desired Change	How to measure the change?	Barriers to Change	Final communication Objective	Does Objective address barriers?
Patients and families

⁶ <https://www.thecompassforsbcc.org/how-to-guides/how-develop-communication-strategy>

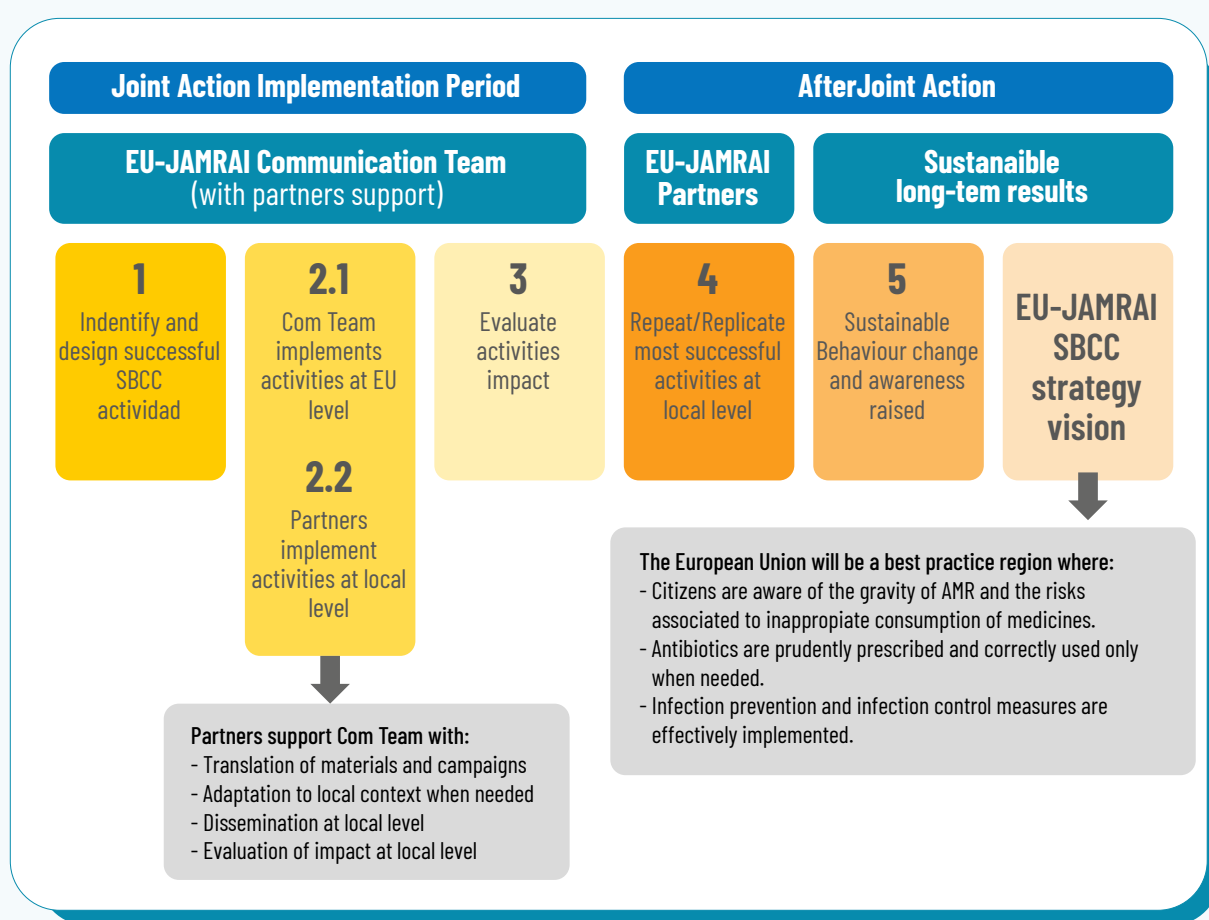
Integrating EU-JAMRAI partners in defining our objectives

As previously explained, our SBCC strategy was based in a 'glocal' approach. In the particular case of EU-JAMRAI, the communication team planned and designed activities (each of them with specific communication objectives and targeted at different audiences), implemented them at EU level in English, and offered them to the different partners for local

adaptation and implementation.

We therefore have the 'Don't leave it halfway' campaign in 16 languages, the AMR Symbol Contest's promotional material in another 16, and the Micro-Combat videogame app available in 19 languages.

Visualising the 'glocal' approach of our strategy



OTHER RESOURCES TO DEFINE YOUR COMMUNICATION OBJECTIVES



A Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe.
Madrid: EU-JAMRAI; 2018.

Toolkit for evaluation of communication activities.

Brussels: Directorate General for Communication, European Commission; 2017

Template to define communication objectives

Health Communication Capacity Collaborative (HC3).

STEP 4: BUILD THE MESSAGE



Key recommendations to effectively communicate about antimicrobial resistance

The last research into communications and antibiotic resistance launched by Wellcome Trust in October 2019 offers information on how people perceive AMR and communications about this global health problem. In the Reframing Resistance report,⁷ the organisation outlines five evidence-based principles for communicators to keep in mind when talking to the public about drug-resistant infections. The report emphasises that "when used together, they are more likely to create communication that informs, motivates and persuades". These key recommendations are:

1. Frame drug-resistant infections as undermining modern medicine

Demonstrate how drug-resistant infections are a threat across all of medicine, undermining treatments that we have come to rely on.

Illustrate using multiple examples that are relevant to the audience.

2. Explain the fundamentals succinctly

Help the public understand resistance (particularly that bacteria develop resistance, not humans).

Include explanation of the role human activity is playing in accelerating the issue.

3. Emphasise that this is a universal issue that affects everyone, including you

Show that anyone could be affected, not only the most vulnerable groups.

Tell human stories; numbers and statistics generally resonate less strongly with the public.

4. Focus on the here and now

Show the current impact of drug-resistant infections, rather than projections or apocalyptic outlooks.

5. Encourage immediate action

Frame the issue as solvable: people want to know what can be done about the problem.

Wellcome Trust suggests the following narrative: *common infections and injuries that were once easily treatable are becoming more dangerous and are killing once again. This is because drug-resistant infections are undermining modern medicine.*

And shares the most effective storytelling:

- Infections become drug-resistant when the bacteria that cause them adapt and change over time, developing the ability to resist the drugs designed to kill them.
- The result is that many drugs, such as antibiotics, are becoming less effective at treating illnesses. Our overuse of antibiotics in both humans and animals is speeding up this process.
- Without working antibiotics, routine surgery such as hip replacements, common illnesses like diarrhoea, and minor injuries from accidents, including cuts, can become life-threatening.
- People are already dying from drug-resistant infections, and as more drugs stop working, more lives will be put in danger. Drug-resistant infections can affect anyone: we are all at risk of infections from drug-resistant bacteria.
- We can solve this problem. By taking action now to develop new drugs, and to make sure the drugs we already have stay effective, we can protect ourselves, our families and our communities.

"The language we use when talking about drug-resistant infections plays a crucial role in raising public awareness. People need to understand what drug-resistant infections are, that they are not limited to one illness or country, and that they are affecting people today." Tim Jinks, Head of Drug-Resistant Infections Programme at Wellcome.

⁷ <https://wellcome.ac.uk/reports/reframing-antimicrobial-resistance-antibiotic-resistance>

Step 4 outputs

Strategic positioning

Key message points

THE EU-JAMRAI CASE

Positioning ourselves

Before designing activities and developing messages, you need to think about the identity and central theme for your SBCC efforts. This is called positioning, and it is a key step to ensure that messages have a consistent voice and that all planned activities reinforce each other for a cumulative effect. Below you will find all the steps we took before defining our key message points.

1. Positioning statement

EU-JAMRAI Positioning statement

Europe fostering synergies to keep antibiotics working

2. Key promise

We have to show our audiences that the benefit outweighs the personal cost of the change. In the case of EU-JAMRAI, the possible benefits that would persuade our audience to change were:

If you use antibiotics properly:

- You will save humanity from a post-antibiotic era.
- You will maintain the effectiveness of antibiotics against dangerous diseases in human and animal health.
- Routine and lifesaving surgeries will still be feasible in the future.
- Organ transplants, cancer treatments and neonatal care will still be possible in the future.
- You will contribute to animal health and welfare; consequently, food products of animal origin will be safer and with higher nutritional value.

Defining the key message points

Effectiveness increases when all approaches communicate the same key points. In EU-JAMRAI, we defined the following key messages:

- Use/prescribe antibiotics correctly to keep them working.

- Environmental consequences will be mitigated: antibiotic use in human and veterinary medicine and agriculture is linked to the contamination of surface water, groundwater, drinking water, soil, vegetables, etc.⁸

- You will leave a better world for our children.

EU-JAMRAI Key promise

If you use antibiotics properly, they will continue saving lives.

3. Support statement

Why should the audience believe the key promise?

EU-JAMRAI Support statement

If we continue misusing antibiotics, combined resistance to multiple antimicrobials will keep increasing and might become the greatest killer in the world by 2050.⁹

When we designed our strategy this prediction was new and widely used in the field. Nowadays, we would follow the suggestions of the Wellcome Trust study to avoid projections or apocalyptic outlooks.

4. Overall impression statement

What will the audience retain after seeing or hearing the messages? What should they feel?

EU-JAMRAI Overall impression statement

My actions are vital to fight against antimicrobial resistance. I also have a role to play in the antimicrobial resistance battle. The way I use antibiotics has consequences for the entire world population, animals and environment.

- Antibiotics only work on bacterial infections.

- Only use antibiotics if prescribed by your doctor or veterinarian.

- Everyone has a role to play in the antimicrobial resistance battle.

⁸ Polianciuc SI, Gurzau AC, Kiss B, Stefan MG, Lohin F. Antibiotics in the environment: causes and consequences. 2020. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7418837/#:~:text=Over%20the%20decades%20following%20the,municipal%20sewage%2C%20soil%2C%20vegetables%2C>

⁹ O'Neill J. Tackling drug-resistant infections globally: Final report and recommendations. Review on Antimicrobial Resistance. London; 2016. Available at: <https://wellcomecollection.org/works/thvwsuba>

OTHER RESOURCES TO BUILD YOUR KEY MESSAGE POINTS



[A Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe](#)

Madrid: EU-JAMRAI; 2018.

[Example: Identifying Key Message Points](#)

Health Communication Capacity Collaborative (HC3).

[How to design SBCC messages](#)

Compass.

[Communicating health messages: A framework to increase the effectiveness of health communication globally.](#)

WISH.

STEP 5: KNOW THE COMMUNICATION CHANNELS



Now that you know your audience, your communication objectives and your key message points, you can start thinking about the best ways to connect with your public. Most of the external communication strategies follow an all-inclusive approach: social media, mass media, face-to-face events, etc.

Website

Your website is the place where you can gather the main information about the essence of your project or institution. There should be a place to talk about you, the partners, the main goal, upcoming events, the news, the results and the contact. Keeping it updated at all times is a must.

Live events and conferences

Face-to-face activities are still among the best brand-building tools. Having a real connection with your target public through face-to-face activities will help you to engage them.

Since these have not been possible for a while due to the COVID-19 crisis, you can turn to online meetings, workshops and conferences through platforms such as Zoom, Skype, Jitsi, Teams or similar.

Webinars and podcasts

Webinars (synonym: online seminars or web conferences) are meetings or presentations held via the Internet in real time. To put it simply, it is an online event that connects speakers with viewers across the world. Their main features are interactivity and the ability to connect speakers with viewers across the world, and share a variety of digital materials in real time.

Podcasts have also become very popular (particularly after the COVID-19 health crisis). Your audience can enjoy them anywhere and at any time, and producing them can be cheaper than developing other kinds of audiovisuals.

Email lists and newsletters

Segmentation is key to effective use of this communication tool. Customise your message for each type of audience (stakeholders, partners, general public, etc.) and disseminate it through the email groups or creating a visually attractive periodical newsletter.

This type of communication must concisely and visually condense the information you want to convey. You can expand this communication by directing them to your website.

Social Media

There is no doubt that social media is currently one of the best means of communication available. It is not just an effective tool to drive audience toward your website, but can also be the vehicle to reach a wide range of public, deliver your message and engage them.

You do not need to have an account on all social media networks; choose those more suitable to your organisation and audience. If you wish to reach children and teenagers, for example, you will not find them on LinkedIn.

Audiovisuals

Videos with different content (interviews, documentaries, ads, trailers for the congress, etc.) will allow you to share technical information in an accessible way, to energise your website, and to give your project visibility. Video is the format chosen by 51% of marketing professionals worldwide to increase their ROI (Return on Investment). Moreover, videos are shared on social networks 1200% more than text and images combined. 1- to 2-minute videos are the most engaging.

Contests

Contests offer your audience a fun, interactive way to engage with your project. They are a unique way to raise awareness, and they have the potential to promote behaviour change.

Videogames / Apps

If students are one of your target audiences, videogames or apps are a perfect tool to reach them. Firstly, the use of gaming in education is an effective way to introduce some topics in the tight curriculum and, secondly, it generates benefits in the learning process. Educational videogames can teach many skills such as algebra, biology or computer programming, while they may increase children's sense of self-esteem and improve socialisation, leadership and team-building skills.

Press Releases

Press releases are a great tool to announce important updates. Make sure you are connected with the right media to spread your voice. Depending on the importance of the

news, on some occasions a press conference could be more suitable to make the announcement.

OTHER RESOURCES TO LEARN ABOUT COMMUNICATION CHANNELS



[How to Develop a Channel Mix Plan](#)
Compass.

STEP 6: PLAN SBCC ACTIVITIES



Outline and plan the activities

Start with a simple outline of the activities, in order to make sure you address all your priority audiences and meet your

communication objectives. Then complete each activity with full descriptions and an implementation plan.

Step 6 outputs

■ Activities outline.

■ Full activities description and implementation plan.

THE EU-JAMRAI CASE

Outlining activities

We organised a wide range of potential activities in a practical table. We suggest you complete this table for each activity:

What	Who	When	Target audience	Communication objective	How	Tools and Materials
Name activity	Who will be responsible for its implementation	Channel(s)	...

Developing an implementation plan for each activity

Before developing an implementation plan for each activity, the outline was completed with the following information:

■ Activity description.

■ Key message. Remember all the steps you took in [Step 4](#).

■ Implementation strategy.

■ Sustainability strategy.

■ Monitoring and evaluation strategy.

■ Preliminary timeline and budget.

The sooner you identify this information, the more solid your strategy will be.

OTHER RESOURCES TO PLAN YOUR ACTIVITIES



[A Social Behaviour Change Communication strategy to tackle AMR and reduce HCAs in Europe](#)

Madrid: EU-JAMRAI; 2018.

STEP 7: IMPLEMENT THE PLAN



Do not forget your internal communication, and to involve partners and stakeholders

Before any external communication, you need to ensure that employees and partners are on the same page. An internal communications plan is a clear guide to consistently communicate with employees and partners, so they feel informed about their role and the goals of your organisation, institution, project or specific initiative. Keep them up to date on how implementation is proceeding. **Share good news as well as problems. This will enable them to take action, stay involved and feel engaged.**

At EU-JAMRAI we addressed this need through two main tasks:

- Developing and sharing an internal communication strategy targeting all partners.
- Developing participation analysis in order to plan and organise the involvement of partners and stakeholders. This analysis also included role assignment for each activity and identification of the skills required for each role. Below is the table that we used to systematise this task with the example of one of our activities.

Activity Title	Skills, tasks and resources required from EU-JAMRAI partners	Support, materials and tools provided by the Communication Team	Stakeholder Forum support
European Webinar for journalists	<ul style="list-style-type: none"> ■ Identify relevant journalists in their countries. ■ Share any relevant journalists' contact details with the communication team, and/or share the invitation with them. ■ Share any articles/content published by these local journalists after their participation in the webinar with the communication team. 	<ul style="list-style-type: none"> ■ Organise the webinar. ■ Share event organisation details (invitation, agenda, etc.). ■ Share final list of participants. ■ Share the webinar video. 	<ul style="list-style-type: none"> ■ Identify relevant journalists in their countries. ■ Share any relevant journalists' contact details with communication team, and/or share the invitation with them. ■ Participate as tutors.

Build a unique brand/identity and work on your visibility

Before working on behavioural change, you must ensure that your project, organisation or entity acquires or possesses the recognition and relevance necessary to influence society's behaviour with its activities.

Some of the dissemination activities that can guarantee a solid image for your organisation are:

- Create a consistent visual identity and incorporate it in all materials.
- Elaborate communication materials such as brochures that provide relevant information about your organisation/project, ready to be distributed, for example, at events.
- Prepare press materials such as editorials, scientific publications, press releases, abstracts and posters.
- Be present at congresses, workshops and meetings, in order to network and build partnerships.

- Record interviews and videos. Most people are keen on listening to key spokespersons on topics that interest them. Interviews and videos are a good tool from both points of view: on the one hand they give the project or organisation visibility (through its experts and visual identity), and, on the other, they provide data and evidence, thus enabling behaviour change around resistance to antibiotics among the target audiences.
- Create and post relevant content on your social media (papers, infographics, pictures, etc.). Not only about

your own organisation, but also interesting articles or events related to your area of expertise. Share and comment on your partners and stakeholders' posts from time to time, and do not forget to answer any questions and comments you receive: Social Media is about conversation and building networks.

All visibility and dissemination efforts carried out by the Joint Action are summarised in the EU-JAMRAI Dissemination Report.¹⁰

Set up your own dissemination platforms

Social Media profiles

There are 4.2 billion social network users around the globe,¹¹ so being on social media is a great opportunity to reach your target audience. There are several tools to know your audience, giving you the opportunity to create personalised content of interest to them.

EU-JAMRAI created social media profiles on Twitter, Facebook, YouTube, Instagram and Flickr. Before starting to create content, a social media listening campaign was run on Twitter for one month so we could get to know the audience we wanted to target, the main institutions that were publishing on AMR, the key words used related to the topic, etc. The results of this social media listening campaign formed the basis of EU-JAMRAI's social media strategy.

Website

There are more than 4.66 billion Internet users.¹² This is a good reason for your project to stay online. Make your website visually attractive, include the main content of your project (mission, vision, partners, etc.), create sections to help people to easily find the information they are looking for. EU-JAMRAI designed a main webpage (<https://eu-jamrai.eu/>) with all the information about the project, and secondary websites for specific communication projects (www.dontleaveithalfway.eu and www.microcombat.eu). The main webpage had more than 56,687 users and 164,459 views over the course of the three-and-a-half-year project.¹³

Monitor the activities while implementing them

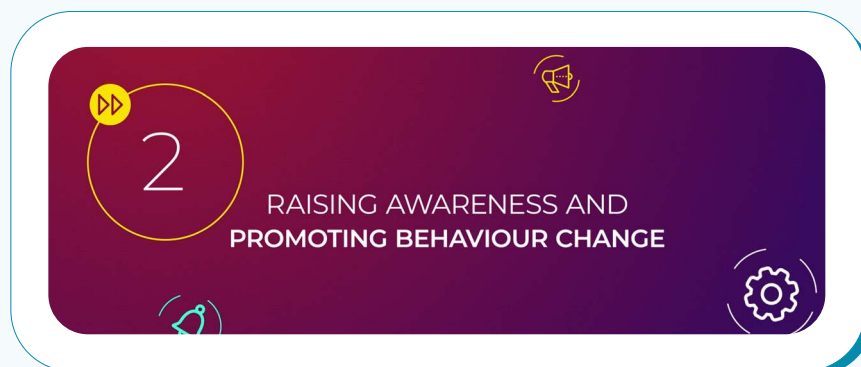
Planning on paper and implementing are very different things. Your plan should be a living document. Monitoring activities

will allow you to identify problems, make mid-course corrections as needed, and fine-tune your implementation.

THE EU-JAMRAI CASE

Please find below a summary of the Social Behaviour Change Communication activities implemented by EU-JAMRAI. The

Joint Action SBCC efforts are also included on a short video that can be watched on the [EU-JAMRAI video blog](#).



¹⁰ Dissemination Report. Available at: <https://eu-jamrai.eu/visibility-dissemination>

¹¹ Hootsuite's Digital 2021 report. Available at: <https://blog.hootsuite.com/simon-kemp-social-media/>

¹² Hootsuite's Digital 2021 report. Available at: <https://blog.hootsuite.com/simon-kemp-social-media/>

¹³ Source: Google Analytics. Updated: 24 Feb 2021.

Antibiotic Resistance Symbol contest

Description

EU-JAMRAI called individuals from all over the world to action, engaging them in the exciting process of finding the first global Antibiotic Resistance Symbol. We were looking for a tangible symbol, not a digital logo. Something that anyone could make at home and wear with pride, similar to the AIDS red ribbon.



Objective

Our objective went beyond finding the best Antibiotic Resistance Symbol; we also wanted to use the contest as a vehicle to raise awareness about the big challenge of antibiotic resistance and promote the participation of different sectors of society in order to make them feel part of the solution.

Audience

The contest was only open to individuals. Anyone from anywhere, no matter their background or age could submit two ideas.

Although the contest was designed to reach a general audience, EU-JAMRAI's communication team paid for social media promotions addressed to designers (professionals and students) and healthcare professionals.

Impact

- Almost 600 applications from 45 countries were submitted.
- The impact of the paid social media promotions was 695,099 people reached.
- Almost 30 individuals from 18 EU-JAMRAI stakeholders took part as members of the jury. Some of the organisations represented in the jury were the

European Centre for Disease Prevention and Control (ECDC), the Organization for Economic Cooperation and Development (OECD), and the European Food Safety Agency (EFSA).



Lessons learnt

1. Contest rules shall be clearly written, in order to ensure they can be understood by all potential participants, and published in an accessible place.
2. Legal issues must be reviewed and accepted by your organisation's legal entity.
3. Paid social media campaigns are a great ally to boost participation.
4. Online forms for submissions could cause problems. Check emails and social media messages on a daily basis, as you can be contacted through them.
5. An interdisciplinary, multisectoral jury including senior and technical advisors is essential.
6. Do not underestimate the work and time needed to review applications.
7. Have very clear judging criteria, and make the evaluation process as easy as possible for members of the jury.
8. Make sure you have the human resources and skills needed to prepare a working document for the jury.
9. Involve your stakeholders in the process.
10. Awarding a prize, even if it is not very valuable, encourages people to participate.

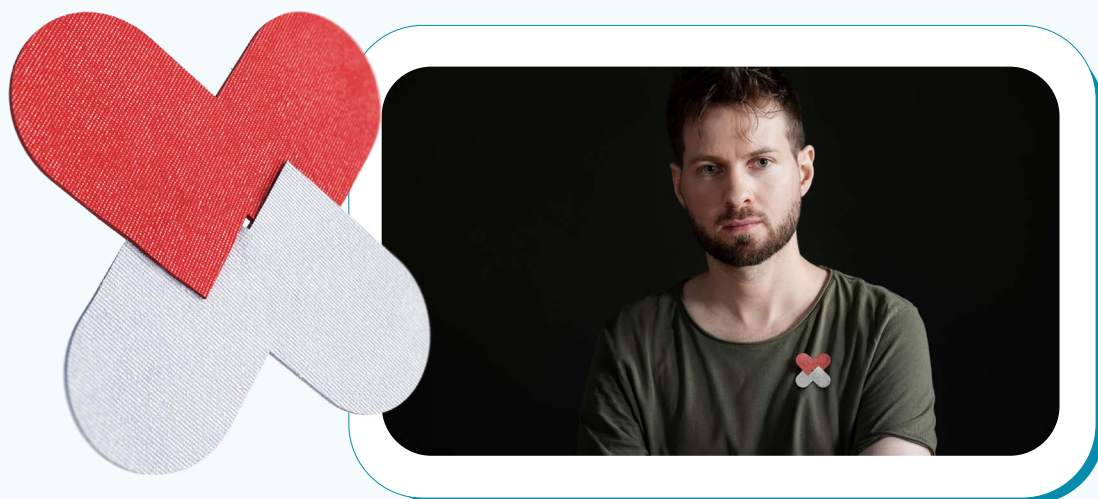
First global Antibiotic Resistance Symbol campaign

Description

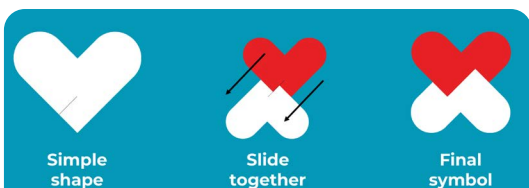
The jury selected the design by David Ljungberg (Sweden), an award-winning Product Designer and Art Director working in the fields of medtech, energy, and circular economy,

and specialised in user-focused design that bridges the communication gap between science and the general public.

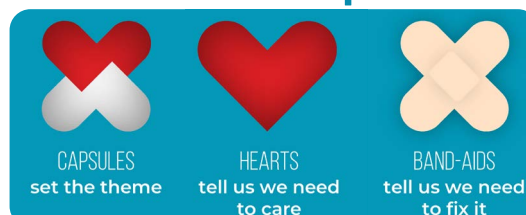
The concept of the first global Antibiotic Resistance Symbol is very simple: two hearts slide together, turning into an "X shape" made of antibiotic pills.



How to craft it



The concept



The official launch of the Antibiotic Resistance Symbol was supported by a digital campaign on EU-JAMRAI's social networks, with the theme "Be a change maker: craft your own symbol, wear it with pride and raise awareness about antibiotic resistance".

A media kit with instructions and templates to craft the symbol, key messages, and materials adapted to different channels and audiences was developed, published on the [EU-JAMRAI website](https://www.eu-jamrai.eu) and disseminated under the hashtag #AntibioticResistanceSymbol.

Objective

Reach out to the whole of society and convey the message that anyone can help preserve the effectiveness of antibiotics; make all of us feel part of the solution because we ALL have a role to play.

Audience

Although the Antibiotic Resistance Symbol was born to be global and used by all sectors of society, for this first campaign EU-JAMRAI's communication team focused on our partners, stakeholders and high-level representatives from key organisations involved in the fight against antibiotic resistance. A big effort was put into sending symbols and promotional materials to a list of people identified as influencers and ambassadors of our common cause. To scale up this effort, we also took out additional paid social media promotions.

Impact

- 2 million people were reached in the first 2 months.
- The impact on Twitter was remarkable. Many organisations and personalities (including the French, Spanish and UK ministers of health) supported the initiative, sharing pictures wearing the symbol. A summary with selected posts can be seen on [EU-JAMRAI's Twitter profile](#).
- Healthcare professionals, students and animal lovers also filled their social media profiles with the symbol.
- The support from EU-JAMRAI stakeholders was also outstanding.

Lessons learnt

- Developing instructions and templates to make the crafting process as easy as possible was crucial.
- Having engaged our stakeholders from the beginning (many of them were part of the jury) made them feel

part of the initiative, and gave us access to their networks when promoting the winning symbol.

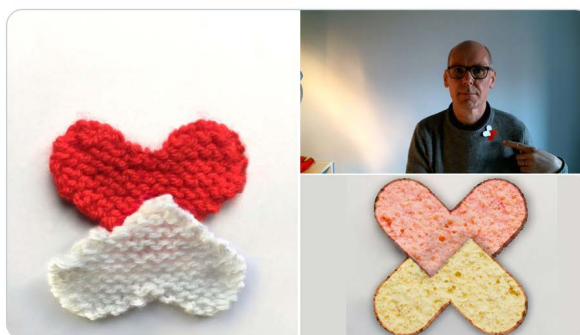
- Paid social media campaigns are a great ally to boost engagement.
- Inspire with examples: showing influencers and personalities wearing the symbol encouraged the audience to follow the example.
- Present your initiative to renowned awards and conferences to boost your visibility and achieve recognition. The Antibiotic Guardian Awards are a great opportunity to get known by key organisations in the field of AMR. The Antibiotic Resistance Symbol was commended by the jury in the 2020 edition.
- Promote originality. Our stakeholder EJP-One Health inspired others, posting pictures of knitted and baked symbols.



The [@EUjamrai](#) [#AntibioticResistanceSymbol](#) is easy to wear, easy to knit & easy to bake! Give it a go today, we did!

It's so important to raise awareness of [#AntimicrobialResistance](#) as it impacts us all.

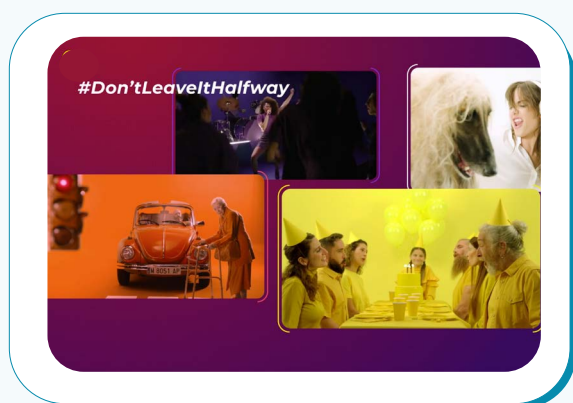
[#AMR](#) [#OneHealth](#) [#StrongerTogether](#) [#Health](#) [#Antibiotics](#) [#AntibioticGuardian](#)



Don't Leave it Halfway

Description

'Don't leave it halfway' is a video series of four announcements, each lasting one minute, where the general public, patients, health professionals, veterinarians and politicians are called into action to work on addressing the problem of resistance to antibiotics.



All videos are found on a specific website for the project (www.dontleaveithalfway.eu) and on the [EU-JAMRAI YouTube channel](#).

Lessons learnt

1. When sharing audiovisual projects through social media channels, it is crucial to take into account that they can be opened and watched on different devices, with different dimensions: computer, laptop, tablet, mobile phone, etc. When using text messages in videos, they must be big enough to allow people to read them on their mobile phone screens.
2. It is important to respect the format of each social media channel. If you are only going to use one, square shape is ideal.
3. Monitoring all social media channels during the campaign is a must. People become engaged and generate comments that have to be managed by a specialist.

Objective

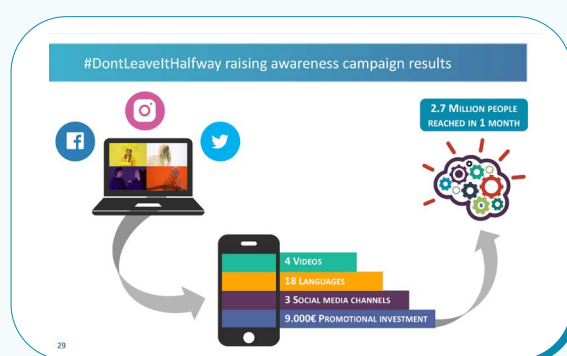
This was a social awareness and behaviour change action. The main objective was to raise awareness about the importance of following antibiotic prescriptions given by healthcare professionals.

Audience

This action was designed for the general public.

Impact

Paid social media promotions were taken out. The videos reached 2.7 million people with 1,628,507 playbacks and more than 89,700 interactions on social media.



4. Adjusting the target audiences and the money invested in each of them while the campaign is running is also vital in order to ensure we get the best possible results with the available budget. The possibility of adjusting the texts of the announcements or posts to the segmentation boosts the likelihood of reaching more people.
5. Having a well-defined action plan with a clear calendar and launching deadlines will help optimise resources and, consequently, ensure better results in the campaign.
6. The dissemination strategy should be designed exclusively for each campaign from the start.
7. It is crucial to involve the social media promotions company from the moment we start planning the videos/campaign (before recording them).

European webinar for journalists

Description

A webinar is an online event that connects speakers to viewers across the world. This webinar was designed for journalists to provide information on the current situation of antibiotic resistance, and to present different initiatives at European level.



The webinar agenda pivoted around the One Health approach and involved the following organisations, AMR experts and topics:

- **The global challenge of AMR and HCAI: Major drivers**
Prof. Céline Pulcini, Coordinator of the French AMR National Action Plan, French Ministry of Health.
- **Roadmap against AMR: International Initiatives**
Prof. Marie-Cécile Ploy, Inserm, EU-JAMRAI Coordinator.
- **Best Practices: Human Health**
Dominique Monnet, Head of Disease Programme Antimicrobial Resistance, ECDC.
- **Best Practices: Animal Health**
Juan Lubroth, Chief Veterinary Officer and AMR coordinator, FAO.
- **Awareness-raising and Behaviour Change: We all have a role to play: the media too!**
Andrea Nilsson, Communication Coordination Specialist, ECDC.

Objective

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.

- Create a database of journalists and international media agencies at European level and build a fluid relationship with them with the aim of being recognised as a reliable source of information that can be contacted when journalists need information about AMR and HCAI.

Audience

Journalists were the main audience of this webinar.

Impact

- 106 people were registered, of whom 40 were logged in on the day of the webinar. We had subscriptions from 33 countries and more than 90 different organisations and media.
- The tweet launched to announce the webinar had 10,155 impressions. The dissemination of the webinar in March provided a total of 33,900 impressions.
- The dissemination of the webinar attracted total traffic of 1302 users to the website during March.
- A satisfaction survey was sent to all attendees. The main conclusions of the survey were:
 - All webinar attendees found this activity very helpful.
 - 75% of attendees acknowledged having received new information during the course.
 - 100% rated the presentations as high or very high quality, and the speakers as having a high level of experience.
 - All attendees saw their expectations about the webinar met or even exceeded, and feel more prepared to communicate on this topic.
 - Almost 80% would recommend the webinar to a friend or colleague.

Lessons learnt

1. When preparing this type of activity, we must have a clear understanding of the contents we want to present. This will help us when searching for speakers. Speakers should be contacted well in advance in order to find a suitable date for all of them.
2. It is advisable to pre-test the platform with all the speakers, in order to ensure that the equipment they use is compatible with the platform.

3. Despite efforts 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.
4. Having the support of partners and stakeholders in dissemination is crucial when a large database is not yet available.
5. This type of initiative spreads quickly on social media and provides good visibility results in a short time.
6. Other tips:
 - It is important to record the webinar, since you can use this type of courses in the future to continue

disseminating project information. Data protection laws mean you need to warn participants about this in advance.

- The chat function is the most fluent way to ask questions in courses that have a large number of attendees (rather than opening the microphone to every attendee).
- Introducing a quiz during the event can stimulate attendee participation and obtain information about their knowledge and opinions

Micro-Combat Game App

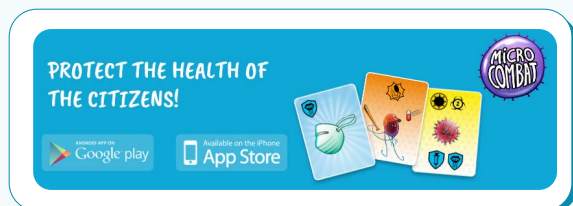
Description

Given the complexity of introducing antibiotic resistance in the curricular programme of schools and high schools, EU-JAMRAI decided to develop this tool as a way to help ensure that the subject is dealt with by teachers and students during school hours, promoting information, awareness and behaviour change among younger generations.

Micro-Combat app is a cooperative game, designed for players aged 10 and older, lasting approximately 15 minutes. It can be used in the classroom or anywhere, and allows us to introduce complex concepts such as what types of pathogens we are exposed to, how we can prevent the spread of infectious diseases, how infection prevention is much more effective than infection treatment, or what antimicrobial resistance is.

This mobile application allows users to play remotely with people from their own environment or anywhere in the world.

Micro-Combat is available on iOS and Android, and can be used in 19 languages.



Objective

The main objectives are to:

- Provide general and specific knowledge about antimicrobial resistance and enhance correct use of antibiotics, promoting individual behaviour change.
- Make players familiar with different types of pathogens (bacteria, viruses, fungi, and protozoa), multiple transmission routes, different infectious diseases, the specificity of drugs to combat them, and the phenomenon of pathogen resistance to these drugs.

The secondary objective is to advocate for the inclusion of the antimicrobial resistance subject in the science curriculum and promote social transformation with accumulative individual behaviour change.

Audience

The main target audience for this project are school and high school students (aged 10 and older). In this case, the communication action has indirect target audiences, which are educators and parents.

Impact

Promotional materials and 3 spots were designed, and social media promotions were taken out as well. The materials reached 2.2 million people and generated more than 3.4 impressions on social media.

From the launch of the application to the closing of this report (2 months), the application was downloaded by over 2800 people in 50 countries around the world

Lessons learnt

1. Build a multi-sectoral team with scientists (to ensure that the contents are scientifically accurate), communicators and pedagogues (to translate complex scientific concepts to a universal language understandable by children with different backgrounds), and gaming experts (to introduce these concepts into a fun game experience).
2. The timeline for the whole process will not be less than one year (thinking and writing the script, hiring the developer company, the development process, the testing process, translations, submission to Google Play and Apple Store portals, and the launch and promotion of the product).
3. Making a provision for delays is crucial. Developers can find unexpected problems, which could significantly compromise the date of delivery.
4. Weekly monitoring with the developer company is essential in order to avoid losing control of the project.
5. Focal groups are needed in order to test the videogame and improve playability.
6. The preparation of a well-designed launch and promotion is crucial for the success of your product.
7. It is important to keep checking the comments made in the stores and keep the game updated.



Outreach events

Description

An outreach event is any event or place to interact with your target audience face-to-face, with the goal of raising awareness and/or promote behaviour change. They are a great opportunity to bring researchers closer to the public.

Within the three-and-a-half-year project, EU-JAMRAI has participated in [Famelab](#), [Pint of Science](#) and [European Researchers' Night](#).



Objective

The main goals in taking part in outreach events are to increase awareness and effectively deliver information about antibiotic resistance, and to give tips that might help to change behaviour and tackle this health threat.

One Health Social media campaign ('Butterfly effect')

Description

The term "butterfly effect" is derived from the metaphorical example of the details of a tornado (the exact time of formation, or the exact path taken), influenced by minor perturbations such as the flapping of the wings of a distant butterfly several weeks earlier. The idea that small causes may have large effects is applied in chaos theory, but can also be demonstrated by very simple systems.

This concept was popularised in 2004 by the American science fiction film *The Butterfly Effect*.

With this campaign, we wanted to empower our audience by showing that their small individual changes in behaviour can have major effects. The term "butterfly effect" conveys this message.

Audience

The general public.

Impact

- Over 32,000 people taking part in Famelab 2018 were reached (semifinal and final). The audience has been calculated based on the seating capacity of the places where the event was held (CaixaForum Zaragoza holds 250 people, and Galileo Galilei 500 people) plus playbacks of the recorded interventions (20,959 + 9853).
- Over 250 people were reached thanks to the organisation of a public event for European Researchers' Night.
- Participating in Pint of Science 2018 was an opportunity to reach a non-scientific audience in an informal environment.

Lessons learnt

- The general public is keen to ask the researcher questions directly. It is a communication format with a lot of power to engage general public.
- Participating researchers usually have a rewarding experience when taking part in outreach events.
- Depending on the event, you might get a low face-to-face audience and feel that the result does not justify the effort in organising it. To compensate this, develop a social media strategy and try to maximise the audience through these channels.



Objective

In 2018, we ran a two-month social media listening campaign to learn what was being said about antimicrobial resistance, and one of the main conclusions was that "One Health" was not being used as part of the conversation (neither the term nor the hashtag) in Europe or around the world.

The One Health approach recognises that human health and animal health are interdependent and bound to the health of the environment in which they exist. Efforts by just one sector are not enough to tackle antimicrobial resistance. We need to design and implement programmes, policies, legislation and research in which multiple sectors work together to achieve better public health outcomes. However, contributing individually to effective "One Health" changes can seem overwhelming.



EU-JAMRAI designed the social media campaign "One Health Butterfly Effect" to raise awareness about this complex concept. Under the claim "Everybody can flap their wings to create a One Health Butterfly Effect", the audience was engaged by highlighting that we all have a role to play.

Audience

This action was designed for the following audiences:

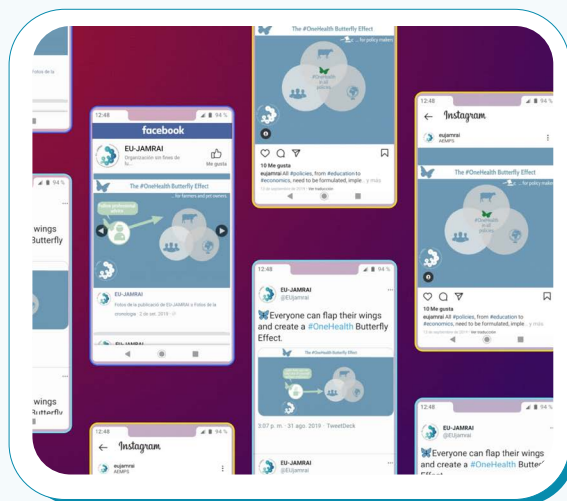
-  The general public
-  Human healthcare professionals
-  Veterinarians
-  Farmers & pet owners
-  Pharma industry
-  Policy-makers

Impact

23 different posts were designed for the campaign and uploaded to Twitter, Facebook and Instagram to successfully reach each target audience. All materials are available on the campaigns section of [EU-JAMRAI website](https://www.eu-jamrai.eu).

Stakeholders such as ECDC and FEMS disseminated the campaign.

The most successful posts had an average of 4000 impressions, and almost 100 with total engagement.



Lessons learnt

1. If you have different target audiences in the same campaign, you need to adapt each picture and social media post to the specific audience you are targeting.
2. It is important to respect the most suitable format for each social media channel. If you are only going to use one format, square shape is ideal.
3. Monitoring all social media channels during the campaign is a must. People become engaged and generate comments that have to be managed by a specialist.
4. Be ready for negative or even aggressive comments. If your organisation does not have one yet, set up a crisis plan to know what to do in advance.
5. When it comes to social media campaigns, taking out paid promotions provides a cost-efficient return on investment.
6. Having a well-defined action plan with a clear calendar and launching deadlines will help optimise resources and, consequently, ensure better results in the campaign.

STEP 8: EVALUATE AND MEASURE YOUR IMPACT



Monitoring and Evaluation (M&E) are essential for quality improvement

Setting objectives and evaluating compliance with them are equally important. As already mentioned, this work should be done not only once the activities have been completed, but also during their implementation. **Through correct monitoring, we will be able to know the effectiveness**

of our actions, fine-tune our interventions, and make corrections as necessary. Plan ahead and make sure you have at least 10% of your budget for monitoring and evaluation activities.

Step 8 outputs

- Communication indicators to track progress for each activity.
- A monitoring and evaluation plan.

THE EU-JAMRAI CASE

Setting up internal evaluation indicators for each activity

Projects and organisations normally have an internal methodology to measure fulfilment of the objectives. Being an EU-funded project, EU-JAMRAI had to follow some evaluation rules as set up by the European Commission, and had a working area in charge of this task. The main objectives of the evaluation team were to:

- Assess fulfilment of the project objectives.
- Assess whether the outcomes meet the needs of the target groups.

The evaluation process included two major issues:

- **The progress and results evaluation (internal evaluation):** in every Joint Action the results are

measured through specific indicators, which are shared with the leaders of the different work areas and stakeholders. These indicators help in evaluating the progress of the project, outcomes, impact and expected and unexpected development.

- **The quality evaluation (external evaluation):** based on comments, suggestions and/or recommendations made by the Steering Committee and the Stakeholders' Forum, who provide their contribution and vision on the work done.

Going beyond the project's evaluation plan and using other M&E tools

Press clipping

Clipping involves searching for and collecting publications about your organisation, project or initiative in the press. They are normally used to prepare reports showing the big picture of the public reached via traditional media.

Google Analytics

Google Analytics is a tool offered by Google to help you analyse your website traffic.

Given that your website is the central hub of your digital presence, this kind of analysis is the best way to have a

holistic view of the effectiveness of all the campaigns you are running to promote your product/services online. Google Analytics is a tool that can help you track the effectiveness of your digital marketing

Two types of data can be collected in Google Analytics:¹⁴

1. User Acquisition Data: data about your users before they visit your website.
2. User Behaviour Data: data about your users when they visit your website.

1. User Acquisition Data

You can access data about your user demographics before they visit your website (e.g. their age, gender, and interests). You can also get data about where they are coming from, whether Facebook, other websites, or Google search. They can help you figure out which user group and channels to target.

You cannot change these intrinsic characteristics of your visitors, but you can choose specific user groups on the Internet who have the characteristics you want to target. You can attract more of them to come to your site by running targeted ads through Facebook, Google, and other advertising platforms. Your user acquisition data can serve as the guiding compass to direct your digital marketing strategy and activities.

2. User Behaviour Data

The second group is "user behaviour" data, as collected during the user's session on your website. "User behaviour" data include:

- How long a user stayed on your website.
- What their first and last pages visited on your website are.
- The most common "pathway" they go through to your website.

Unlike "user acquisition" data, "user behaviour" data can be easily changed by modifications you make to your website. The key here is to use various analyses to identify the pages where your users get "stuck". You can then smooth out their user experience on these problematic pages, so users can move seamlessly toward the pages you want them to visit.

"User behaviour" data can serve as a guide to improve your website and ensure more of your users end up converting, whether that means participating in your contest, or signing up for your newsletter.

Twitter and Facebook statistics

Social networks are tools that allow you to amplify your communication and reach a large part of the target audiences.

Facebook, Twitter and Instagram statistics provide data such as which posts have the highest number of interactions, in order to know your audience and adapt the content to the format that is more interesting to them.

There are useful platforms to manage all your social media accounts, which also provide complete statistics, with the level of detail depending on the kind of subscription (free or paid). Hootsuite or Metricool are just some of them.

Paid social media promotions statistics

Paid social media advertising is a cost-effective way to promote your content. It gives you complete information over who sees your ad.

Each platform offers plenty of targeting parameters. Beyond basic user demographics, you can choose from psychographic factors such as interests, hobbies, personality types, and more. This is a powerful way to both expand and engage your ideal audience at once.

Through the statistics offered by these social media promotions platforms, you can visualise whether the promoted content is actually reaching the selected audiences, and, if not, modify the preferences and profiles these promotions are directed to in real time.

The main concepts analysed on these statistics are:

Impressions: this is the total number of times that the posts have been shown in users' timelines. A single post might be shown more than once in a single user's timeline, i.e.: the video has been shown three times to the same user until this person has clicked on it and watched the video. This term is useful to the person who is running the campaign, because it allows him/her to control if he/she is annoying users due to the post appearing too many times in their timelines.

People Reached: this is the actual number of people reached, as it only counts one time per user, not all the times that the user has seen the posts (as in the case of 'impressions').

Playbacks: this is the number of times the video has been watched. The audience might have seen the post, but they may not have clicked on the play button. Playbacks count the people that have actually watched the videos.

Engagement: this is the number of comments, likes, shares, etc. It is the number of interactions between the public and the posts.

¹⁴ <https://medium.com/analytics-for-humans/what-is-google-analytics-and-why-is-it-important-to-my-business-8c083a9f81be#:~:text=Google%20Analytics%20is%20a%20free,you%20analyze%20your%20website%20traffic.&text=Google%20Analytics%20is%20a%20free%20tool%20that%20can%20help%20you,the%20world%20uses%20Google%20Analytics>.

Qualitative analysis of behaviour change activities

This kind of analysis must be used wisely because qualitative indicators are harder to verify and often involve subjective judgements. In any case, they can give you useful information to improve and/or adjust your behaviour change activities. Even if these indicators provide qualitative data, it is advisable to make them quantifiable. There are several ways to get qualitative data about the outcomes of your interventions: Focus groups, in-depth interviews, case studies, surveys etc.

AMR webinar for journalists

We organized a webinar focused on providing clear and accurate scientific information about AMR to European journalists.

Once the webinar was finished, a satisfaction survey was sent to all the attendees including questions regarding their level of new knowledge acquisition.

Developing reports with the impact of each activity

Although it was not required by our funder, EU-JAMRAI's communication team decided to develop reports for each activity by collecting the results from each of them. This process helped us to reflect on our own experience and also

Online Quiz (videogame)

EU-JAMRAI has developed the Micro-Combat game app to raise awareness around AMR among younger generations.

A good example of how to measure the effectiveness of an activity is the quiz implemented in this app. Through a small test at the beginning of the first game and repeated after playing 5 times, we measured children's knowledge before playing and checked if it had improved after playing.

These measurement tools allow you to know the effectiveness of such activities, and whether they are actually enriching your audience with knowledge that will lead to changes in their behaviour.

share the lessons learnt with our partners and coordinators. All reports are public and available at EU-JAMRAI's results section: <https://eu-jamrai.eu/results>.

OTHER RESOURCES TO PREPARE YOUR EVALUATION AND MONITORING PLAN



[EU-JAMRAI evaluation plan and tools.](#)

Rome: EU-JAMRAI; 2017-2021.

[Toolkit for evaluation of communication activities](#)

Brussels: Directorate General for Communication - European Commission; 2017.

[How to Develop Indicators](#)

Compass.

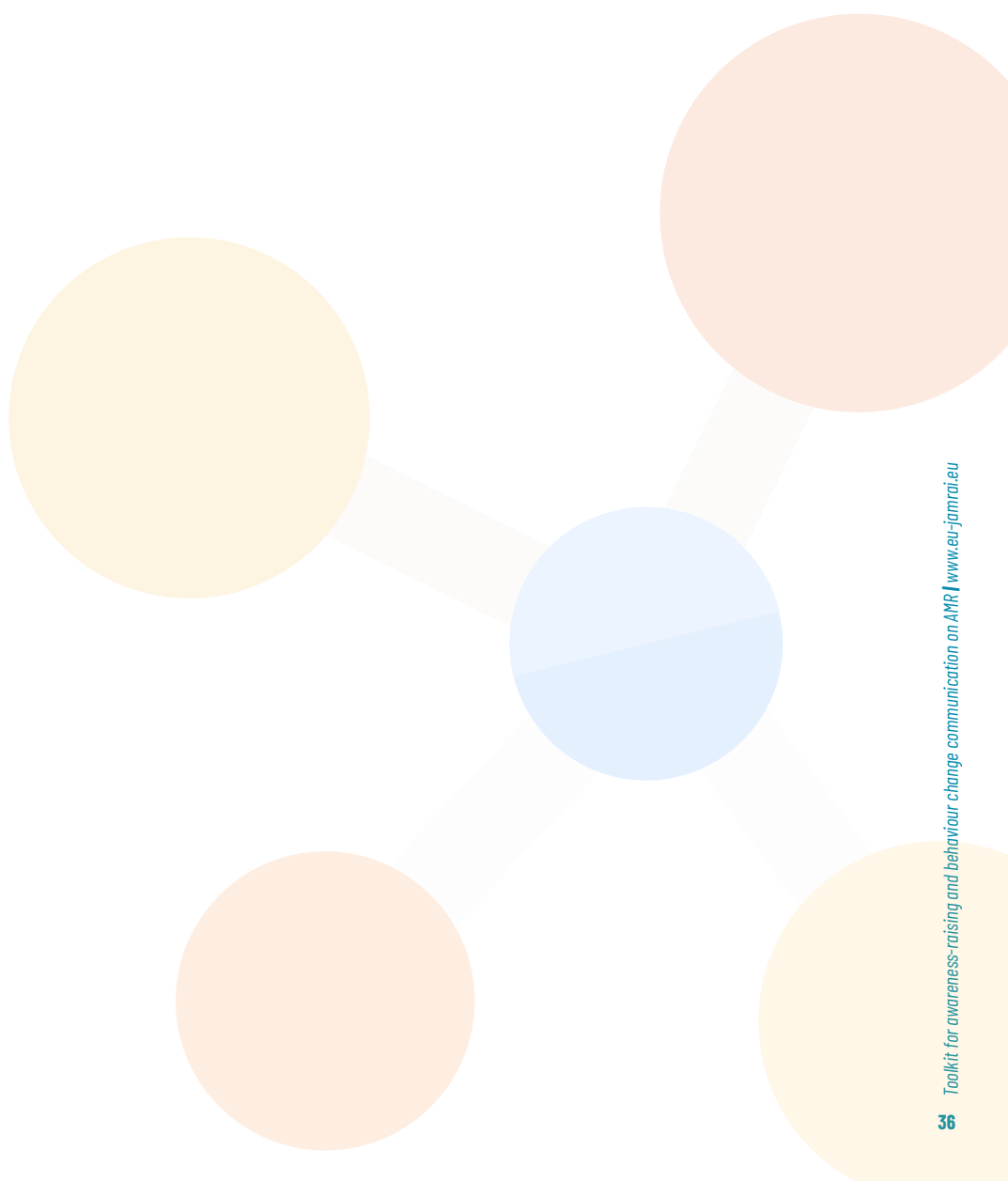
[How to Develop a Monitoring and Evaluation Plan.](#)

Compass.

SOME TIPS



- Focus and prioritise. When you emphasise everything, you emphasise nothing.
- Do not assume that you understand the challenge and how it affects your audiences. Embrace the importance of formative research and engage your stakeholders from the very beginning.
- Communication is a process, not a product. You will need to adjust your strategy throughout the implementation process.
- Make sure that you have a monitoring and evaluation strategy in place. Do not fool yourself by saying that you do not have a large enough budget. The less budget you have, the more important it is to make sure that you are using it in the right way.
- Forget quick and easy wins: changing behaviour takes time.
- Communication must be done by communicators. If you want professional quality, hire professionals.





Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

TOOLKIT FOR AWARENESS-RAISING AND BEHAVIOUR CHANGE COMMUNICATION ON AMR



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