

Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Dissemination Report

Reported period: September 2017 - February 2021

WP2 | Dissemination Report

Leader acronym | AEMPS

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Dissemination level | Public



Co-Funded by the
Health Programme
of the European Union

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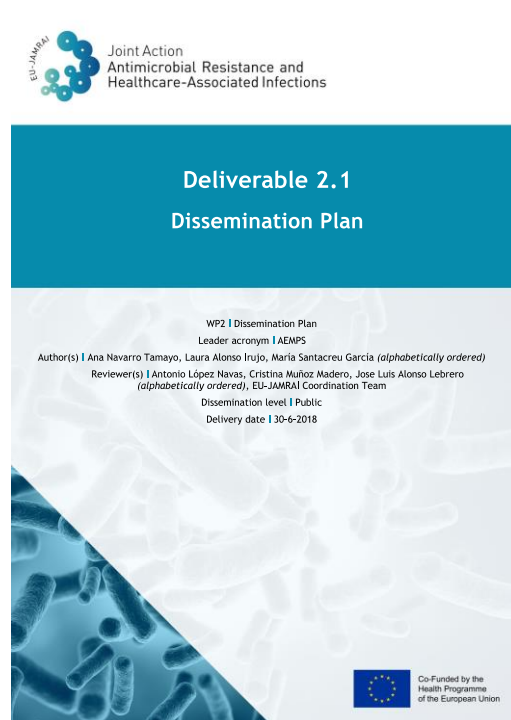
1.WP2 Objective

The general objective of EU-JAMRAI Work Package 2 (WP2) was to ensure the visibility of the JA and the dissemination of the project deliverables, progress and results among the targeted groups.

2.Dissemination Tools

Dissemination Plan

To guide all the work that would be carried out by WP2, a Dissemination plan was developed at the beginning of the project. EU-JAMRAI target audiences and the channels to reach them were identified to ensure the necessary visibility of the project.



Visual Identity

At the beginning of the project, a corporate image was developed to ensure that all materials of the joint action were aligned with a homogeneous and recognizable image, providing the foundations of EU-JAMRAI unique identity.

- Logo in 3 different formats (primary, round and square)
- Claim “Europe fostering synergies to keep antibiotics working”
- Brand toolkit
- Templates



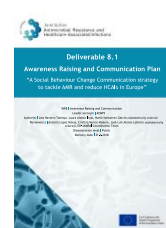
Letter



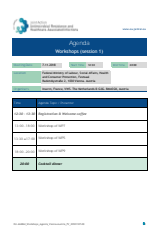
Power Point



Report



Meetings' organization (agenda, participants list and minutes)



Promotional materials

The communication team developed a series of materials and promoted their use in several events.

- Leaflet: 10.000 copies were printed and used, not only in EU-JAMRAI events, but also in events in which our partners participated on behalf of the project.
- Roll-ups/Bookmark
- Folder
- 10 promotional posters



Web banner

Linked to EU-JAMRAI website, the main objective of the web banner was to give visibility to the Joint Action and to attract traffic to the website by placing it on our partner and stakeholder's web pages.



Almost 80% of partners have placed it in their organization's websites.

Newsletters

Quarterly newsletters and special issues were sent throughout the project to inform partners and stakeholders about the latest news. All the newsletters are available [here](https://eu-jamrai.eu/newsletters):

<https://eu-jamrai.eu/newsletters>



Website

The website, launched in February 2018, has been the main tool to gather all the information generated by EU-JAMRAI stating its mission, publicizing each progress, the activities carried out and the main news and events during the life of the project.



Social media channels

Social media profiles were created on Twitter, Facebook, Instagram, Flickr and YouTube at the beginning of the project.

These platforms were chosen to broadcast a wide spectrum of messages to different target audiences on each of the different networks.



Layman Report

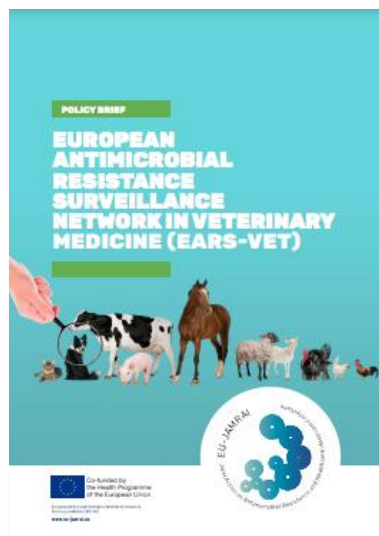


At the end of the project, a [Layman report](#) was produced with the information received from all the WPs. It is a comprehensive information brochure targeted at a non-specialized audience, and serves to inform decision makers and non-technical parties of the project objectives and results with a full overview of the main outcomes.

Policy Briefs

EU-JAMRAI has published 8 policy briefs to support advocacy efforts and ensure that the recommendations of the Joint Action contribute to turning Europe into a best practice region in the reduction of AMR and Healthcare-Associated Infections. All the policy briefs and recommendations are available [here](#):

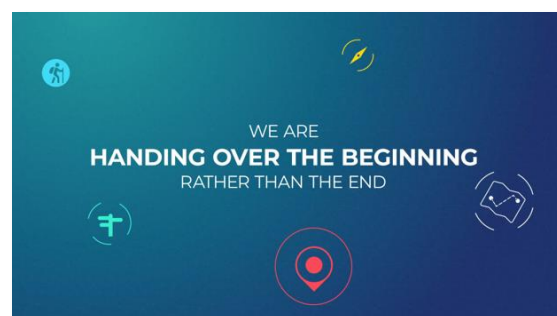
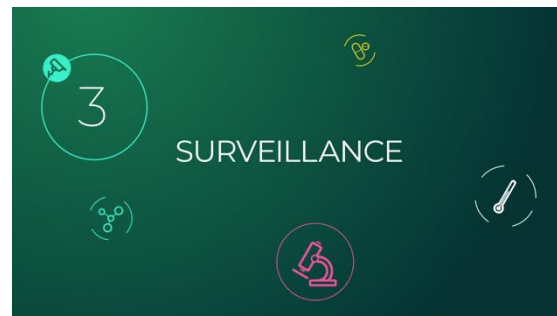
<https://eu-jamrai.eu/promoting-good-practices-policy-briefs-recommendations>





Project result videos

The EU-JAMRAI communication team prepared videos with interviews to Work Packages leaders, animated info-graphics to communicate concrete results and actions in key areas to tackle AMR and reduce Healthcare-Associated Infections and call-to-action messages to advocate for the sustainability of the Joint Action results. The final outcome are seven short video pills, plus the complete one-hour video). All of them were presented during the Final Dissemination Conference, shared on social media and can be watched [here](#).

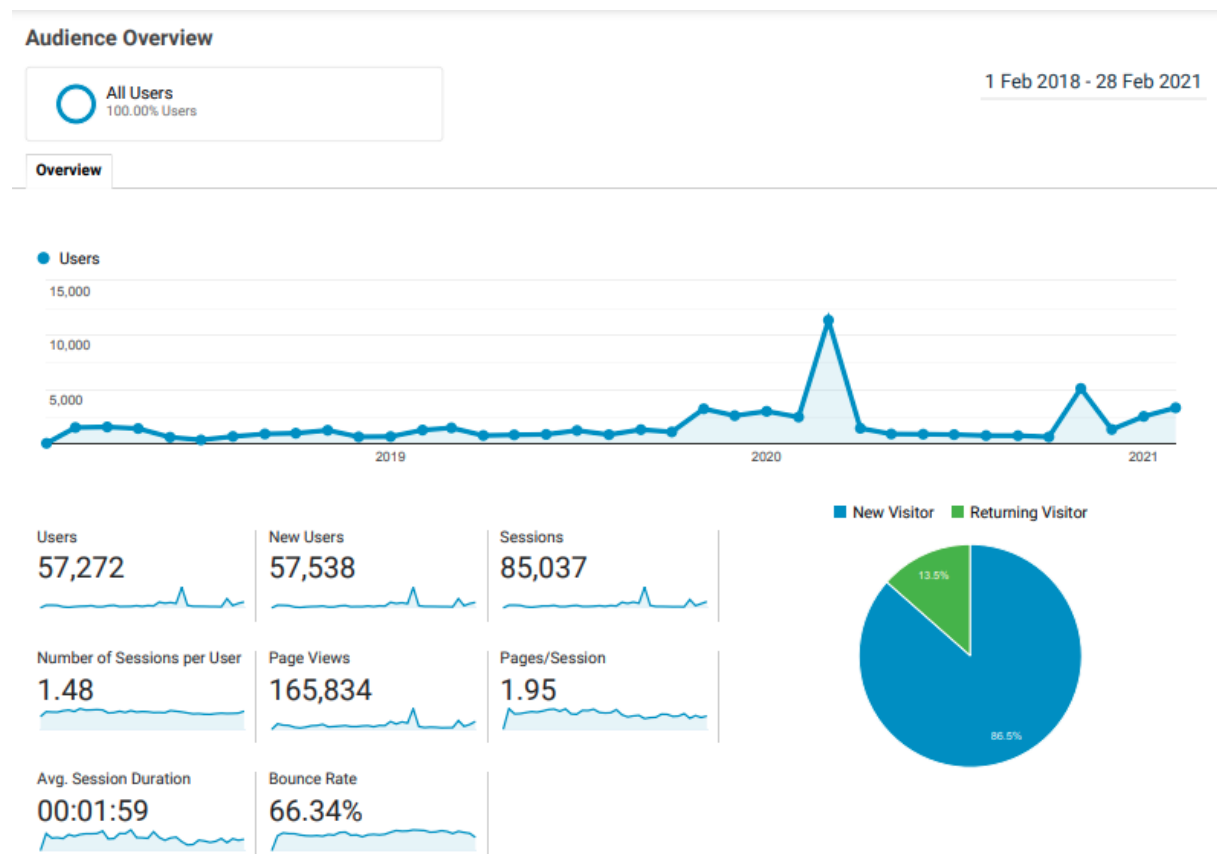


3. Measuring our impact - Visibility & Outreach in numbers

Website

Audience overview

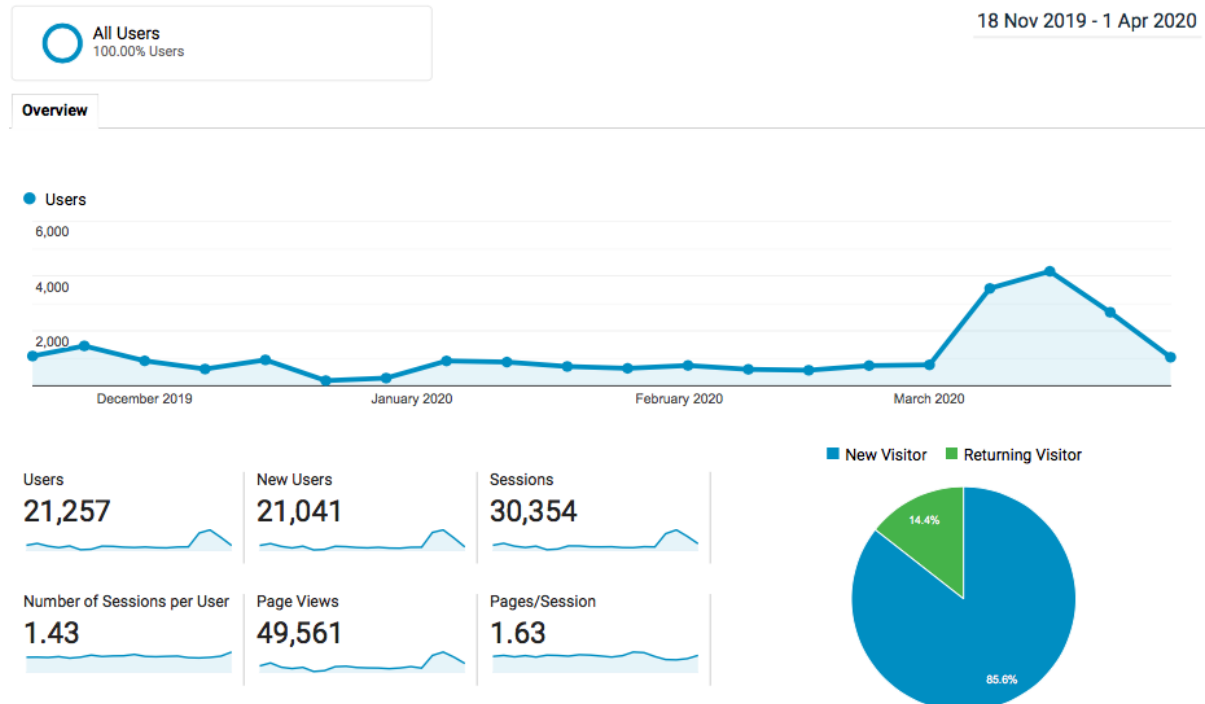
Throughout the project, the website has been visited by more than 57,200 users.



The highest peak was reached during the social media promotions organized to promote the [Antibiotic Resistance Symbol Contest](#).

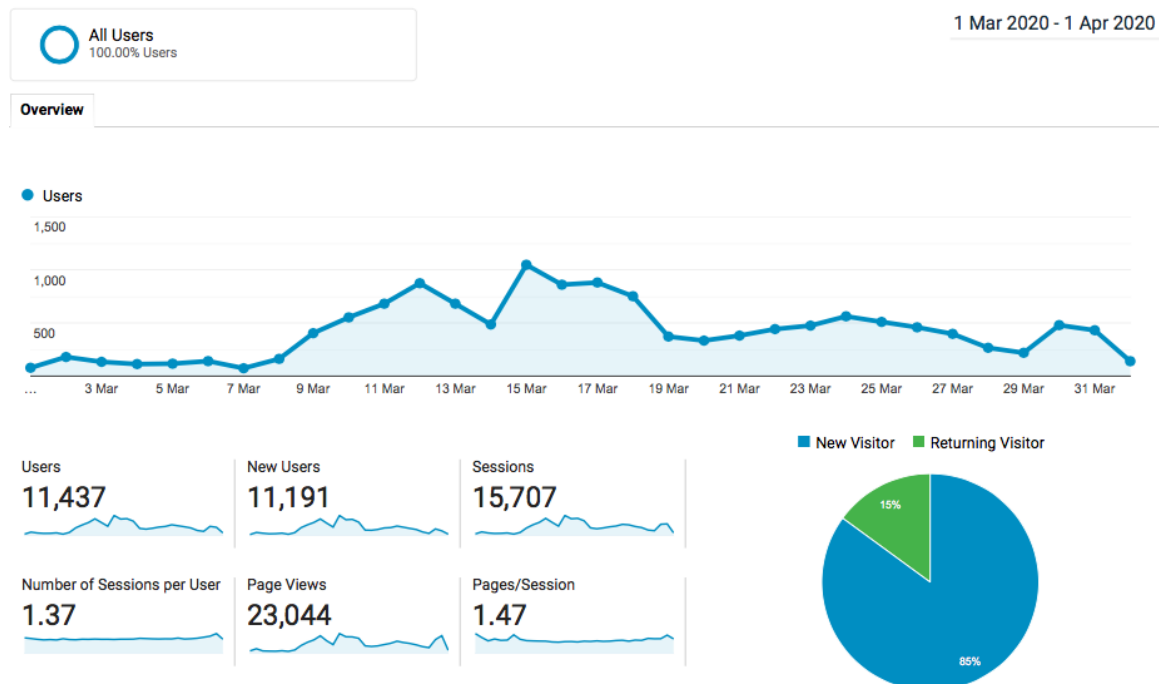
The website got more than 21,000 visits from new users during the whole contest period (November 2019-March 2020), observing a remarkable increase during the month in which social media promotions were conducted. Half of the visits (11,000) took place during the month of March.

Audience Overview























Looking in more depth at what happened during the month of March, the number of visits to the website was doubled unveiling the project to a new audience of nearly 10,000 people because 85% of the visits were from new users.

Audience Overview



Google Analytics reveal that more than 60% of this traffic was produced thanks to the interest in the contest.

Page		Page Views	% Page Views
1. /symbol-contest/		11,812	 51.26%
2. /submit-symbol-design/		1,745	 7.57%
3. /		1,658	 7.19%
4. /vision-mision/		733	 3.18%
5. /results/		186	 0.81%
6. /symbol-contest-greek/		162	 0.70%
7. /symbol-contest-romanian/		159	 0.69%
8. /symbol-contest-polish/		135	 0.59%
9. /our-work/		120	 0.52%
10. /contact-us/		117	 0.51%

Results section

The [results section](#) of the project has a special role since it collects, in a very visual way, all the work carried out by EU-JAMRAI.

This section is organized in eight areas that define the main objectives of the Joint Action plus a section for evaluation and sustainability:

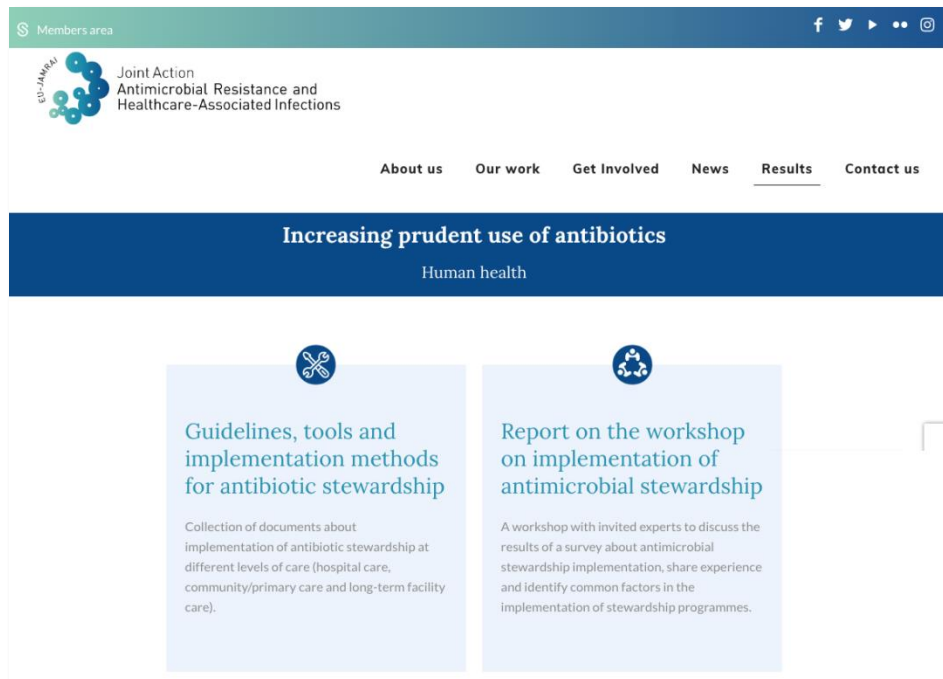
- Strengthening national response
- Increasing prudent use of antibiotics
- Improving surveillance
- Testing programs to prevent HCAs
- Prioritizing and implementing research & innovation
- Raising awareness on AMR
- Visibility, media & publications
- Promoting good practices
- Evaluation & Sustainability



Each objective is then subdivided in different working areas:

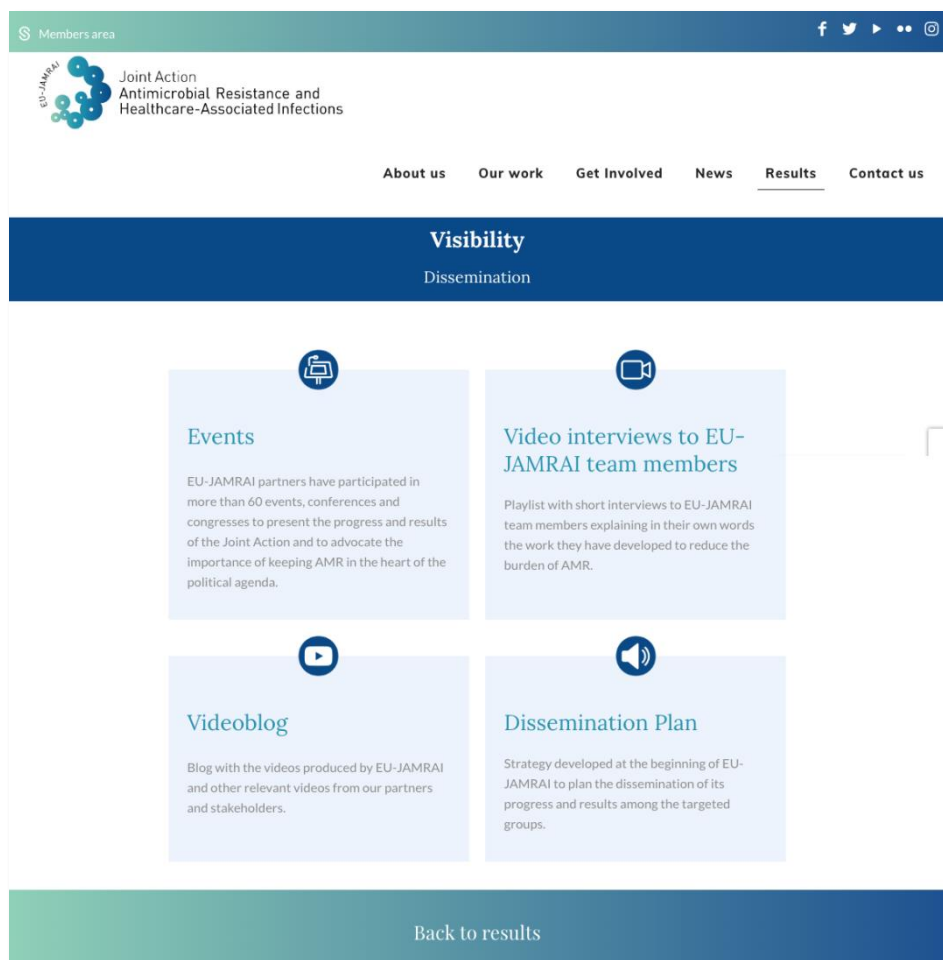


Some examples of what can be found in the publications & results section:



This screenshot shows the 'Results' section of the EU-JAMRAI website, specifically the 'Increasing prudent use of antibiotics' category under 'Human health'. The page features a header with the EU-JAMRAI logo and navigation links. The main content area contains two featured items:

- Guidelines, tools and implementation methods for antibiotic stewardship**: A collection of documents about implementation of antibiotic stewardship at different levels of care (hospital care, community/primary care and long-term facility care).
- Report on the workshop on implementation of antimicrobial stewardship**: A workshop with invited experts to discuss the results of a survey about antimicrobial stewardship implementation, share experience and identify common factors in the implementation of stewardship programmes.



This screenshot shows the 'Visibility' section of the EU-JAMRAI website, specifically the 'Dissemination' category. The page features a header with the EU-JAMRAI logo and navigation links. The main content area contains four featured items:

- Events**: EU-JAMRAI partners have participated in more than 60 events, conferences and congresses to present the progress and results of the Joint Action and to advocate the importance of keeping AMR in the heart of the political agenda.
- Video interviews to EU-JAMRAI team members**: Playlist with short interviews to EU-JAMRAI team members explaining in their own words the work they have developed to reduce the burden of AMR.
- Videoblog**: Blog with the videos produced by EU-JAMRAI and other relevant videos from our partners and stakeholders.
- Dissemination Plan**: Strategy developed at the beginning of EU-JAMRAI to plan the dissemination of its progress and results among the targeted groups.

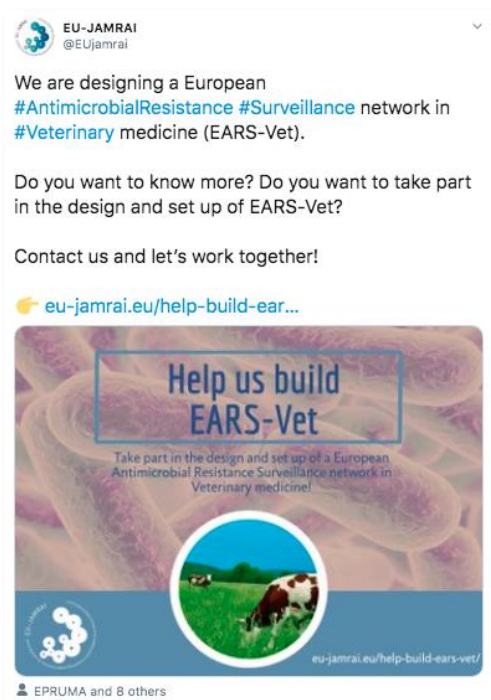
A 'Back to results' link is located at the bottom of the page.

Social media

At the beginning of the project, the communication team created EU-JAMRAI social media profiles on different platforms with the aim of reaching different target audiences.

Messages about antibiotic resistance from a One Health perspective (covering human health, animal health and environment) were disseminated on all social media platforms.

Twitter



Facebook



Instagram



Regarding the figures, we have gotten 1.817 followers on Twitter, 944 on Facebook and 352 on Instagram.

Noteworthy examples of organic growth (the visibility that you get without paid publications), would be the 5.300 impressions that we reached with only one publication (“Does antibiotics work on viruses? NO”), and the 70.000 impressions that we got in only one month (January 2020).

The impact of paid social media promotions is remarkable. During the promotions hired in March 2020 we find some posts that reached more than 20.000 impressions (“Are you a creative mind?”) and during the whole month we got 270.000 impressions.

Social media campaigns

Butterfly effect

The One Health approach recognizes that human health and animal health are interdependent and bounded to the health of the environment in which they exist. This social media campaign was created to increase awareness about the importance of the One Health approach to tackle AMR.

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.

Under the claim “Everybody can flap their wings to create a *One Health Butterfly Effect*” the audience was engaged highlighting that we all have a role to play and that individual small changes can have large effects.

Specific posts were created for the different target audiences on Twitter, Instagram and Facebook:

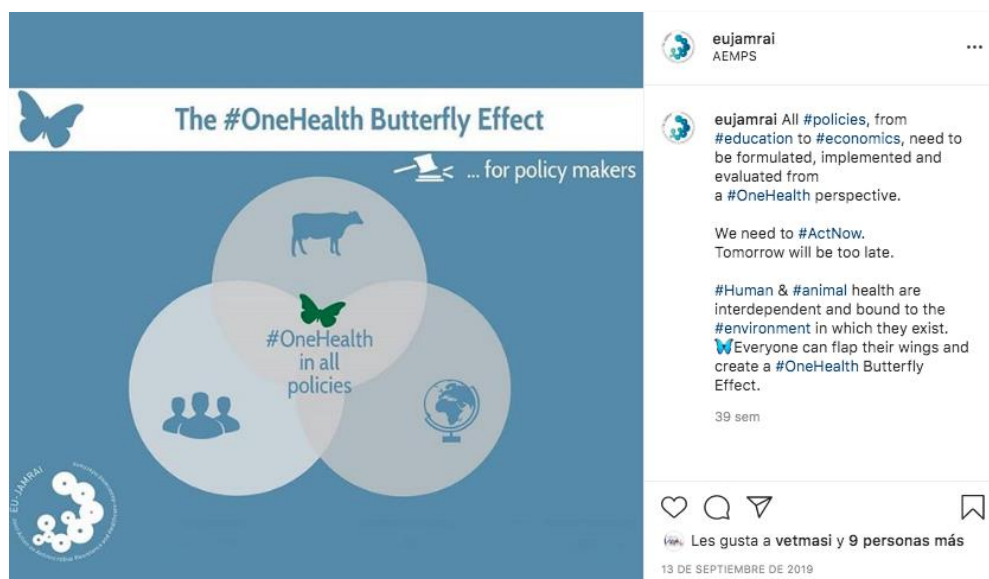
Patients and general public



Healthcare professionals



Environment and animal sectors & policy makers



Social media promotions

Four paid social media promotions were carried out with very successful results throughout the project.

Don't Leave it Halfway campaign:

The countries and schedule

Given the limited available budget, it was decided to do the first test of Social Media Promotions in those European countries with the highest consumption of antibiotics.

According to ECDC¹, Greece, France and Spain were at that time the three countries with the highest level of antibiotic consumption. So, it was decided to make paid social media promotions in the official languages of these 3 countries. All the other European countries were reached with the videos in English.

The campaign was launched the European Antibiotic Awareness Day (November 18th) of 2018 and lasted until December 8th of the same year.

Main results

The total amount invested in the campaigns was 9,106.19 €. The breakdown by platform, type of campaign and country can be seen in the following table.

¹ <https://ecdc.europa.eu/en/antimicrobial-consumption/database/country-overview>

Table 1: Investment by platform

Platform	Impressions	People Reached	Reproductions	Cost (€)
Facebook	3,900,315	2,331,314	1,425,952	7,879.52
Instagram	384,112	215,488	133,337	711.58
Twitter	125,961	77,980	52,822	515.09
	4,410,388	2,624,782	1,612,111	9,106.19

Definitions of the concepts

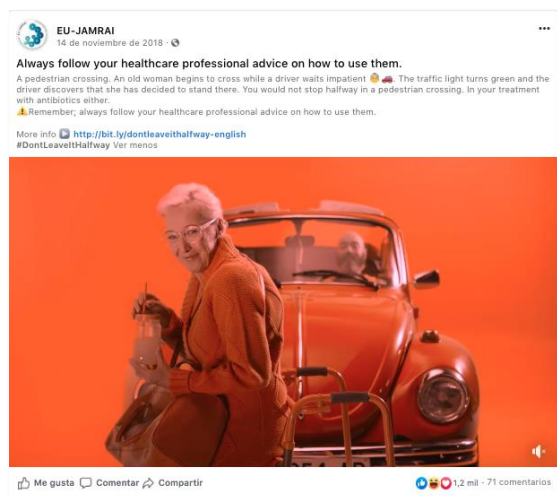
Impressions: it is the total number of times that the posts have been shown in the timeline of the users. A single post might be shown more than one time in the timeline of a single user. I.e.: the video has been shown three times to the same user until this person has clicked on it and watched the video.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

People Reached: This is the real number of people reached, because it only counts one time per user, not all the times that the posts have appeared to him/her (as the term ‘impressions’ does).

Reproductions: it is the number of times the video has been watched. In some occasions, people might have seen the post, but they might have not clicked the ‘play’ button. Reproductions count the people that have watched the videos.

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

Publications





Antibiotic Resistance Symbol contest promotion:

The countries and schedule

The campaign ran for a month in all the countries that are part of EU-JAMRAI: Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Holland, Italy, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden.

The campaign started the 8th of March 2020 and ended the 31st of March 2020.

Main results

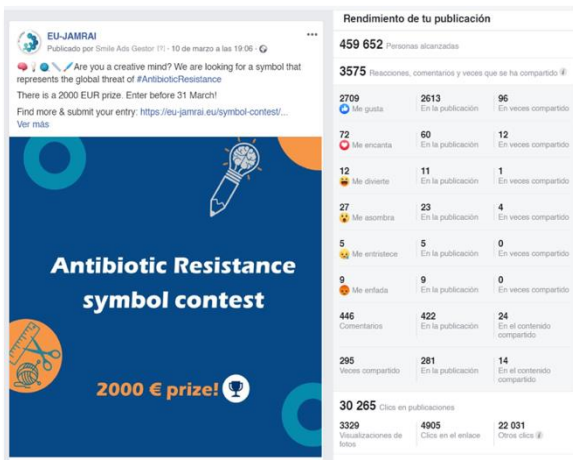
The total amount invested in the campaigns was 2.980,56 €. The visibility results obtained by platform, type of campaign and country can be seen in the following table.

Table 2: Investment by platform and results

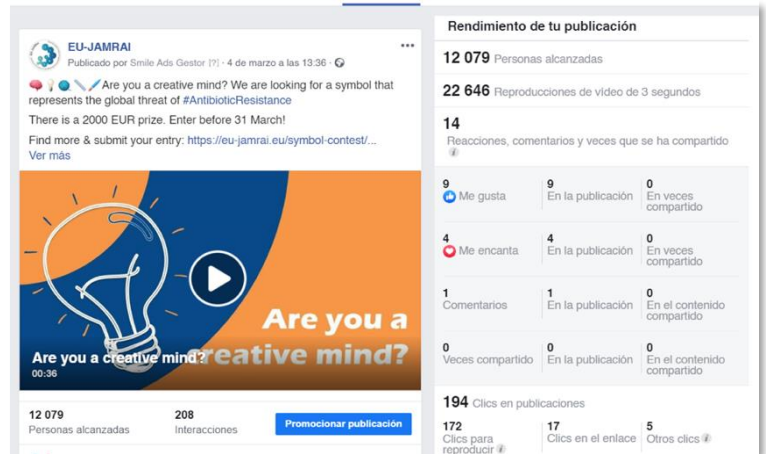
Platform	Impressions	People Reached	Interactions	Cost (€)
Facebook	1.214.484	481.731	34.059	1.519,89
Instagram	456.642	213.368	11.426	962,83
Twitter	276.813	-	7.360	497,85
	1.947.939	695.099	52.845	2.980,56

Publications

On Facebook (image)



On Facebook (video)



On Instagram



On Twitter



Antibiotic Resistance Symbol - winning symbol promotion

The countries and the schedule

The campaign ran for almost a month (from 10th November to mid-December 2020) in all the countries that are part of EU-JAMRAI: Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Holland, Italy, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden.

Main results

The total amount invested in the campaigns was 4.786 €. The breakdown by platform and type of campaign can be seen in the following table.

Table 3: Investment by platform and results

Platform	Impressions	People Reached	Interactions	Cost (€)
Facebook	1,900.704	1,096.270	33.302	2.824,24
Instagram	257.872	187.293	24.641	577,47
Twitter	991.182	493.159	20.736	1.384,41
	3,149.758	1,776.772	78.679	4.786,12

Facebook



Instagram



Twitter



Micro-Combat game App – Social Media Promotions

Given that it is a digital product, and considering the good results obtained in other campaigns, it was decided to support the launch of the application with a campaign on social media with paid promotions, in parallel with non-paid posts (organic).

The countries and the schedule

The campaign ran for almost a month in all the countries that are part of EU-JAMRAI: Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Holland, Italy, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden.

The launch of Micro Combat and the campaign took place on 28th of December 2020 and ended on 28th of February 2021.

Main results

Number of downloads

In the two months since the App was launched, more than 2,800 people from 50 different countries have already downloaded it.

The countries with the highest number of downloads so far were: Spain, Italy, Portugal, Greece, Romania, Czech Republic, Poland, Germany, France, Belgium, Croatia, The Netherlands and Slovenia.

Social media results

The total amount invested in the campaigns was 4.600€. The breakdown by platform, type of campaign and country can be seen in the following tables.

Table 4: Investment by platform and results

Platform	Impressions	People Reached	Interactions	Cost (€)
Twitter	227.809	212.871	1.757	267,79€
Tik Tok	441.000	349.802	2.208	269,69€
Instagram	2,084.500	1,351.946	155.606	2.455,36€
Facebook	681.565	330.625	124.858	1.614,35€
	3,434.874	2,245.244	284.429	4.607,19€

Publications

These are some examples of the main publications of Micro Combat campaign on social networks.

Facebook



Instagram



Twitter



Tweet activity

EU-JAMRAI @EUjamrai

@EUjamrai and @ISGLOBALorg launch Micro-combat App!

Viruses, bacteria, fungi and parasites threaten the health of citizens
🦠🦠🦠
You can only save them working as a team!
Download the App and start fighting! 🖐️ <http://bit.ly/3nR0zw1>

#AMR #Antibioticresistance #game #app
pic.twitter.com/pXt0mQtOIX

Impressions 88,715

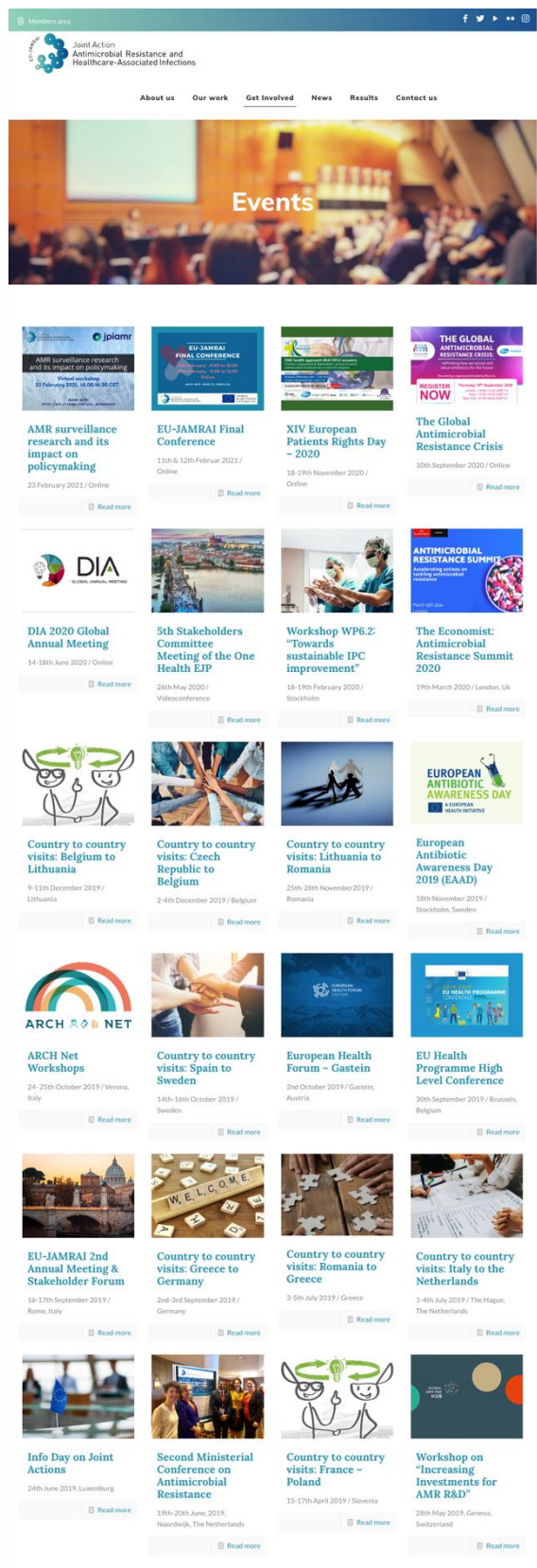
19,536 organic 69,179 promoted

Media views 21,676

2,082 organic 19,594 promoted

Total engagements 750

Dissemination Events



EU-JAMRAI organized and participated in more than 60 events (please see complete list in [Annex 1](#)) during the life of the project.

Events organized by key actors working in the AMR and HCAIs fields, international organizations such as ECDC, WHO, FAO, OIE, EPHA, Ministries and health institutions of European countries, annual project meetings, country-to-country visits, and endless activities in which EU-JAMRAI shared the knowledge and capabilities of the first European Joint Action in the field of antimicrobial resistance.

Some of the most relevant events in which EU-JAMRAI participated were:

- **Ministerial Conference: Next steps towards making the EU a best practice region in combating AMR**

At the conference, the ministerial debates focused on identifying actions needed to improve prevention and control of infections at national and European level.



Picture 1 - AMR Ministerial Conference in Bucharest

It was the first time that Romania held the Council rotating presidency of the EU with four main priorities (Europe of convergence, a safer Europe, Europe as a strong global actor and Europe of common values) driven by the motto "Cohesion, a common European value, understood as unity, equal treatment and convergence".

During the event, Marie-Cécile Ploy, Coordinator of EU-JAMRAI, presented to the Ministries the main results achieved by the Joint Action during the first year and a half of work. Printed handouts of an updated report with infographics were distributed among the attendants.

- **Second Ministerial Conference on Antimicrobial Resistance**

Five years after the initial ministerial conference and four years after the adoption of the Global Action Plan on AMR (GAP) this second conference took place in the Netherlands. It reflected on the progress made and the requirements needed to intensify international cooperation and the exchange of best practices in implementing national action plans.

Since EU-JAMRAI is all about fostering European synergies to keep antibiotics working, we needed to attend this second AMR Conference. We joined a platform for policy-interesting initiatives in the field of AMR and had very busy coffee breaks explaining our goals and actions.



Picture 2 - Interministerial Conference in The Netherlands

- **ECCMID congresses (2018 & 2019)**



Picture 3 - 28th ECCMID in Madrid (2018)

EU-JAMRAI participated in the 28th and 29th editions of the European Congress of Clinical Microbiology and Infectious Diseases (ECCMID). In the first one with a stand dedicated to the Joint Action, and in the second one with a presentation of the main results achieved so far.



Picture 4 - 29th ECCMID in Amsterdam (2019)

- **EU Health Programme High Level Conference**



Picture 5 - Marie-Cécile Ploy presenting EU-JAMRAI results

EU-JAMRAI had the pleasure to participate in a High-Level Conference celebrated in Brussels in September 2020 to present and discuss the real impact of the different EU funded projects and actions to improve people's health and daily lives. While our coordinator, Prof. Marie-Cécile Ploy, presented EU-JAMRAI results during the session 'Facilitate access to better and safer healthcare for Union citizens', members from the

coordination and communication teams welcomed participants in the stand dedicated to Joint Actions.

- **European Health Forum - Gastein**

EU-JAMRAI partner Germán Peñalva took part in a workshop about "Digital solutions & surveillance systems for patient safety" in the European Health Forum celebrated in Gastein in October 2019, where tackling AMR was one of the main issues treated.

Outreach Events

Sometimes, dissemination is a collateral side effect of outreach efforts. Although the main objectives of EU-JAMRAI participation in face-to-face outreach events were to increase awareness, to effectively deliver information about antibiotic resistance and to give tips to the audience to promote behavior change, these events have also given visibility to the project.

Some of them were tested in Spain (where EU-JAMRAI communication team is based). Conclusions, lessons learnt and recommendations were reported for all events and included in the “A toolkit for awareness raising and behaviour change communication on AMR” also developed by the communication team. Following our GLOCAL approach, partners will be encouraged to replicate these initiatives in their countries.

- [Famelab 2018](#)



Picture 6 - Sara Sacristán performing on stage at the Final event of Famelab 2018 (Madrid, Spain).

FameLab is an international scientific talks competition which started up in 2005 from an original idea at Cheltenham Festival, with the main purpose of nurturing the communication of science by identifying, training and introducing new talents, new spokespeople working in science, with an innovative format: short scientific talks.

In the 2018 edition, EU-JAMRAI had representatives in several countries, being the Spanish candidate the only one who reached the final national event. By participating in Famelab 2018 more than 32.000 people were reached. The audience has been calculated based on the auditorium seating capacity where the semifinal and final events were held (CaixaForum Zaragoza 250 people and Galileo Galilei place 500 people) plus the reproductions on YouTube of the recording performances (20.959 reproductions for the semifinal and 9.853 for the final).

- [Ciencia en Redes](#)



Picture 7 - Ana Navarro performing on stage at Ciencia en Redes 2019 (Barcelona, Spain).

Ciencia en Redes (Science in Networks) was born in 2012 as a space for debate on science and new forms of communication. It is designed by and for people dedicated to science communication on the Internet. Museography, journalism, dissemination, teaching and research from all kinds of institutions have a place in this event.

EU-JAMRAI participated in the 2019 edition, presenting the results of the paid social media promotions for *Don't Leave It Halfway*. By performing at this face-to-face event, 340 communication specialists were reached and the networking was so fruitful that some months after the event, EU-JAMRAI and the Barcelona Institute for Global Health (ISGlobal), who was also assisting to Ciencia en Redes, signed an agreement to create together the videogame Micro-Combat.

- [European Researcher's Night](#)



Picture 8 - EU-JAMRAI's event for the European Researchers' Night 2019 (Madrid, Spain).

European Researchers' Nights are public events dedicated to bringing researchers closer to the public. They showcase the diversity of research and highlight the impact of research on our daily lives. The aim is also to motivate young people to embark on research careers. The events promote how researchers contribute to our society by displaying their work in an interactive and engaging forum.

From 2018-2019, 55 projects have been implemented in 371 cities across Europe and beyond. During the 2018 Night, over 1.5 million of visitors attended!

EU-JAMRAI joined the European Researchers' Night movement on 2018 and organized its own event on September 2019. It was held in the Spanish Ministry of Health and more than 100 people were reached, most of them young people. Tweeting about the event and using the appropriate hashtag, helped EU-JAMRAI to gain visibility among the Twitter community.

- [Pint of Science](#)



Picture 9 - EU-JAMRAI participated in the 2018 Pint of Science edition (Madrid, Spain).

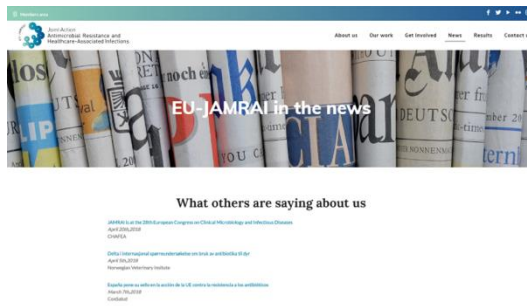
Pint of Science is a worldwide science festival which brings researchers to your local pub/cafe to share their scientific discoveries with the general public. During last edition, May 2019, thousands of researchers across 400 cities and 24 countries shared and discussed their findings with people in their local pub, cafe or bar.

EU-JAMRAI participated in the 2018 edition generating a face-to-face discussion about antibiotic resistance with more than 100 people. This event became *trending topic* in social media worldwide for three days and EU-JAMRAI was there.

Articles, abstracts & posters

Some of the visibility efforts of the Joint Action were focused on the publication of articles and abstracts in scientific journals, press releases in the media and posters at relevant international conferences.

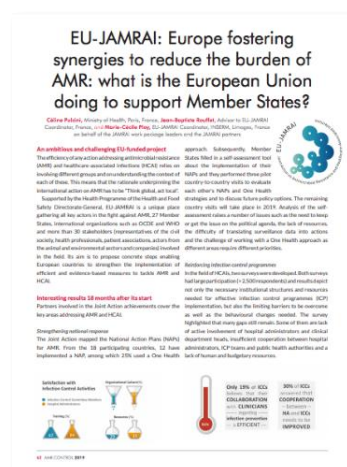
- Kick off Meeting press coverage



- AMR Control 2018



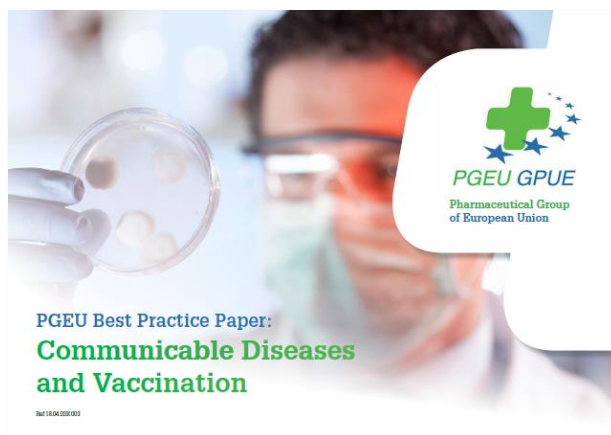
- AMR Control 2019



- CPME Newsletter

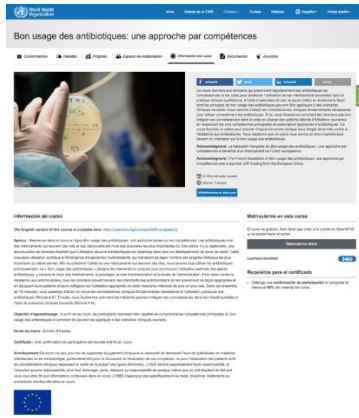


- Health First Europe Newsletter
- HOPE Newsletter
- PGEU Best practices paper

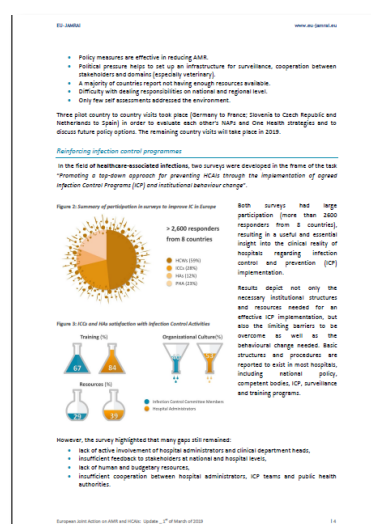


- XXIV National Congress of SEIMC (Spanish Society of Infectious Diseases and Clinical Microbiology) with the abstract “Development of a pilot program to improve surveillance of antibiotic consumption and antimicrobial resistance in Europe: EU-JAMRAI project”.

- WHO Course "Bon usage des antibiotiques"



- Marie-Cécile Ploy interview: CHAFAEA'S success stories brochure
- Brochure Interministerial Conference (Romania)



- Financing pull mechanisms for antibiotic-related innovation: Opportunities for Europe



- Infection prevention and control research priorities: what do we need to combat healthcare-associated infections and antimicrobial resistance? Results of a narrative literature review and survey analysis

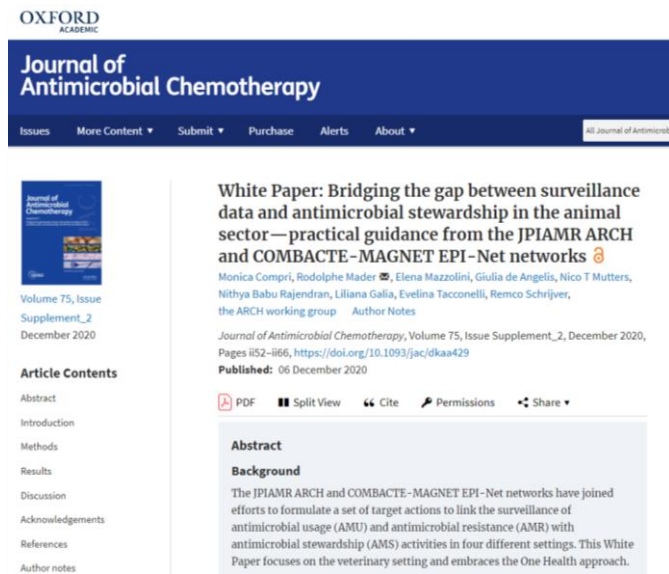


- Building the European Antimicrobial Resistance Surveillance network in veterinary medicine (EARS-Vet). *Published in Eurosurveillance, this article highlights the need of building a European network to detect emerging AMR, report on the current AMR situation and follow trends of AMR in bacterial pathogens of animals.*



- Bridging the gap between surveillance data and antimicrobial stewardship in the animal sector. *In this white paper, EU-JAMRAI authors joined the networks JPI-AMR, ARCH and COMBACTE-MAGNET EPI-Net to formulate a set*

of target actions that link the AMU and AMR surveillance with antimicrobial stewardship activities.



- Defining the scope of the European Antimicrobial Resistance Surveillance network in Veterinary medicine (EARS-Vet): a bottom-up and One Health approach. *Paper on the EARS-Vet scope defined by consensus between 26 European experts to better address animal health in the strategy to mitigate AMR and better understand the multi-sectoral AMR epidemiology in Europe.*

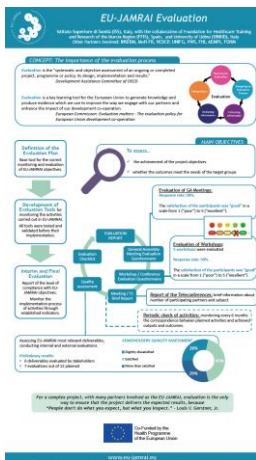


At the time of publication of this report, several publications were still going through approval processes. All articles and papers will be available here:

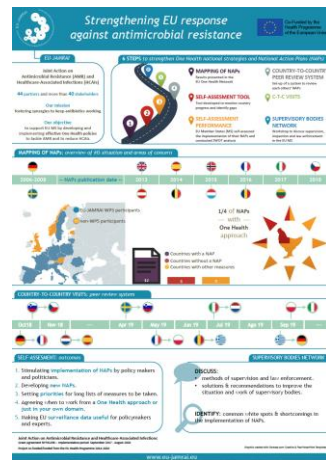
<https://eu-jamrai.eu/visibility-articles-and-editorials/>

Posters

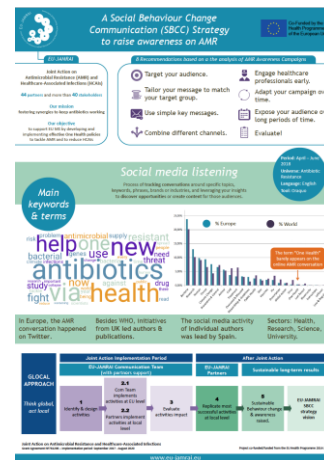
EU-JAMRAI Evaluation



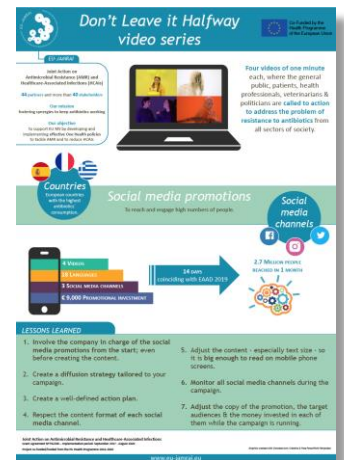
Strengthening EU response against antimicrobial resistance



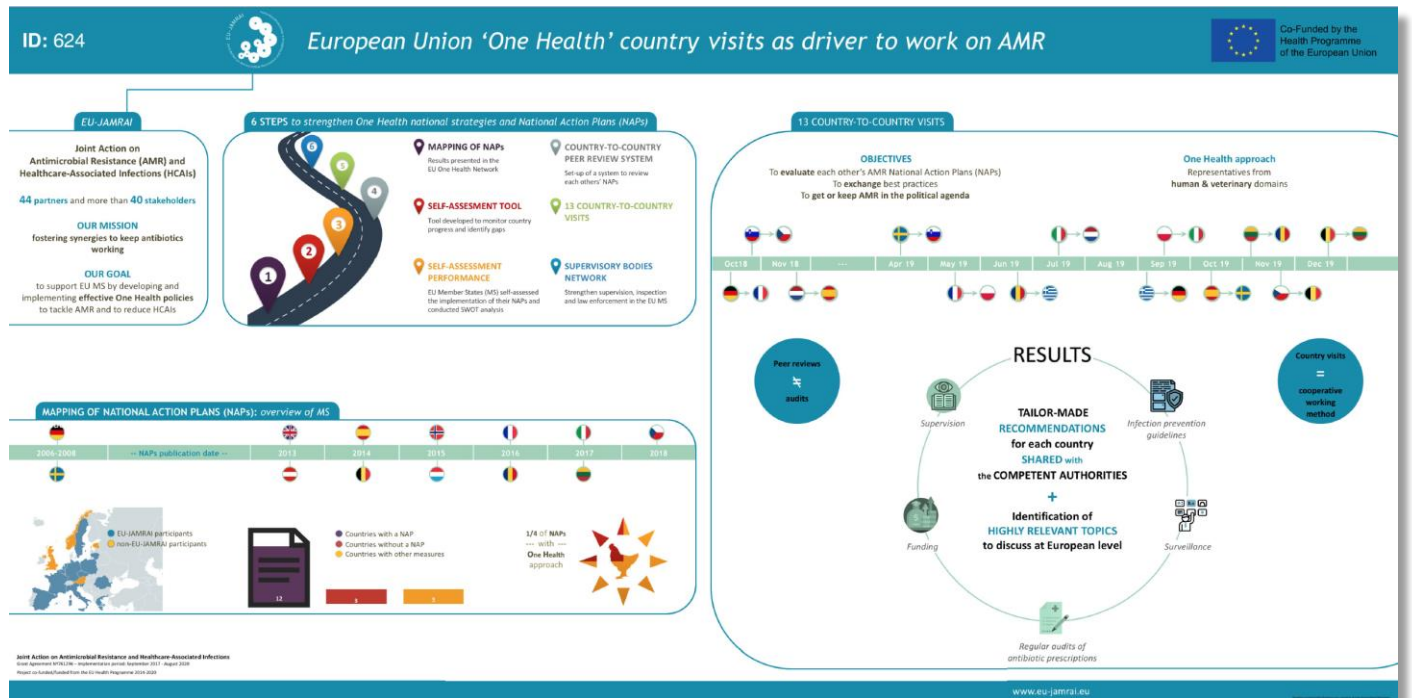
A SBCC Strategy to raise awareness



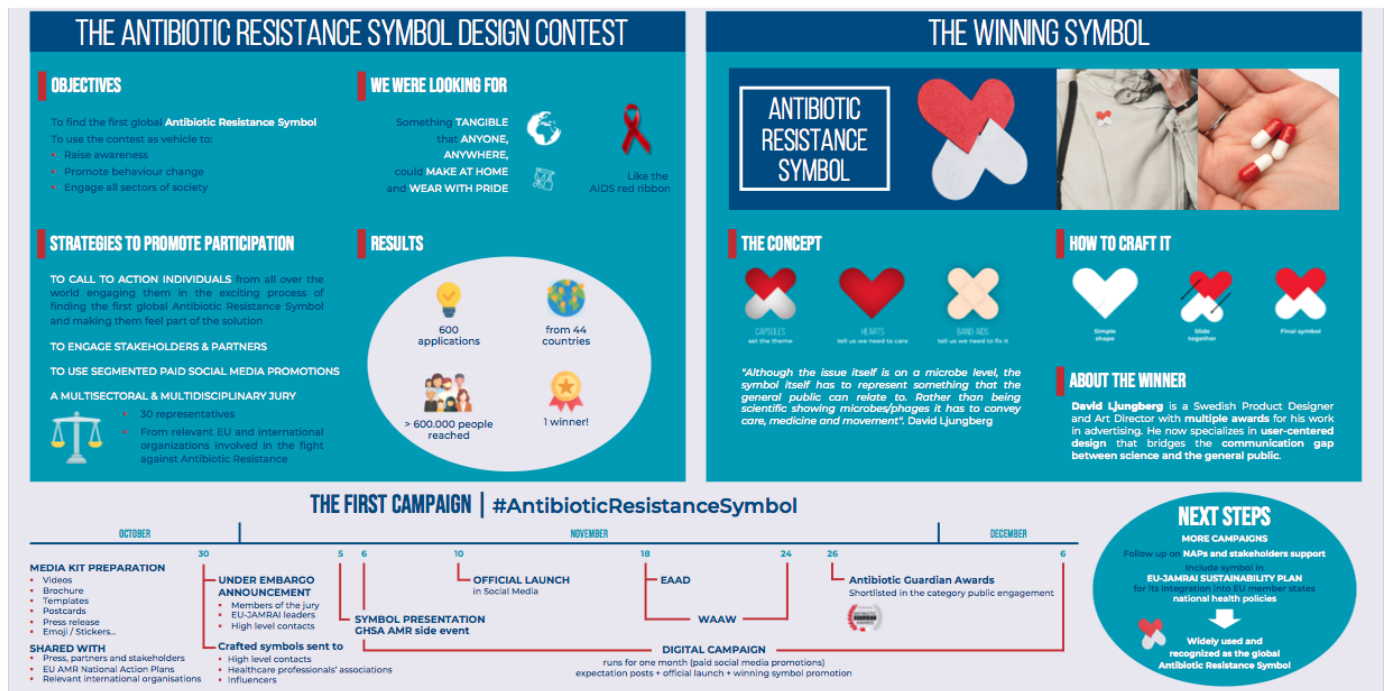
'Don't leave it halfway' social media promotions



One Health Country Visits as Driver to Work on AMR within the European Union

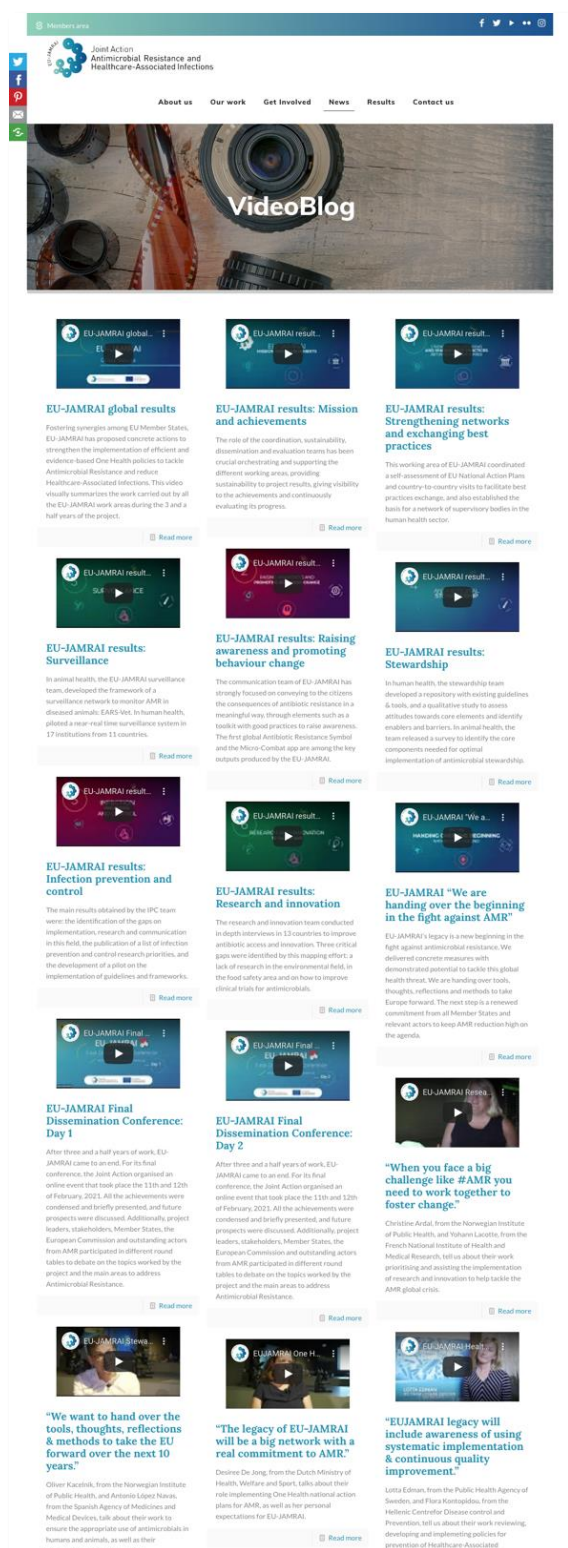


The Antibiotic Resistance Symbol design contest





Videoblog & YouTube channel



The elaboration of audiovisual materials with different types of content was among EU-JAMRAI dissemination objectives.

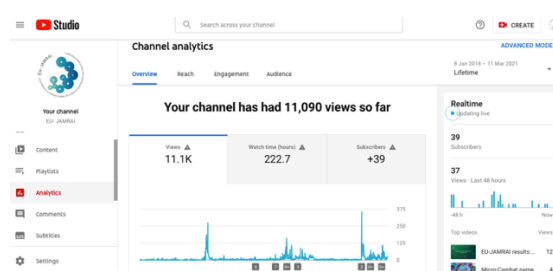
These videos and interviews made possible the dissemination of the results and campaigns of the Joint Action in a more attractive way.

A total of 141 videos were posted on the EU-JAMRAI YouTube channel generating more than 11.090 views.

Below you can find examples of the different types of materials that were recorded for the Videoblog and the YouTube channel, and disseminated through all social networks.

Videoblog: <https://eu-jamrai.eu/videoblog>

EU-JAMRAI [YouTube channel](#)

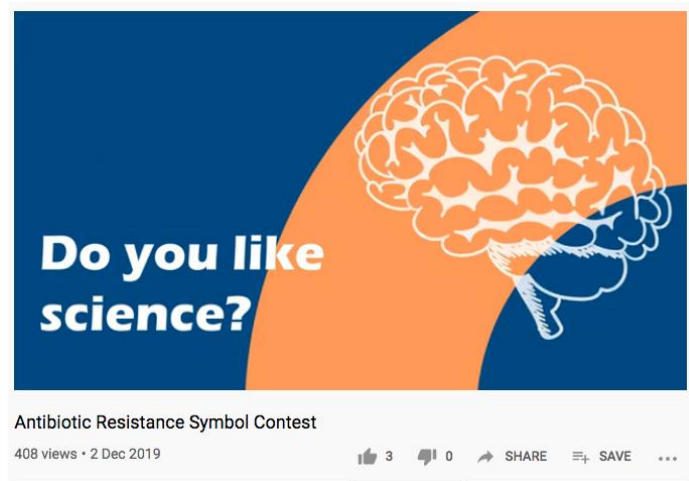


Campaigns and calls to action

- Don't Leave it Halfway Campaign



- Symbol contest video promotion



Video interviews

- Jean-Baptiste Rouffet | EU-JAMRAI Coordination Team.
- Julia Encinas | Director of the documentary "The little indestructible".
- Richard Bax | Senior Partner - TranScript.

- Jeremy Knox | Policy and Advocacy Lead - Wellcome Trust.



- Jesús Rodríguez Baño | President of ESCMID.
- Laura Marín | Head of Secretariat - JPIAMR.
- Diamantis Plachouras | Senior expert on AMR - ECDC.
- Charles Price | DG Santé Policy Officer, European Commission.



- Marie-Cécile Ploy & Sadika Bernard | EU-JAMRAI Coordination Team. Inserm, France.
- Laura Alonso Irujo & Ángela Monasor Pascual | EU-JAMRAI Communication Team. AEMPS, Spain.
- Annalisa Pantosti | EU-JAMRAI Evaluation Team. ISS, Italy.

- Céline Pulcini & Jérôme Weinbach | EU-JAMRAI Sustainability Team. MoH France.
- Desiree De Jong | EU-JAMRAI One Health Implementation Team. WVS, Netherlands.
- Flora Kontopidou - HCDCP, Greece & Lotta Edman - FOHM, Sweden | EU-JAMRAI Healthcare-Associated Infections Team.
- Oliver Kacelnik - FHI, Norway & Antonio López Navas - AEMPS, Spain | EU-JAMRAI Stewardship team.
- Christine Ardal - FHI, Norway & Yohann Lacotte - INSERM, France | EU-JAMRAI Research & Innovation team.

4. Final Dissemination Conference

One of the main deliverables of WP2 was the organization of the Final Dissemination Conference. All the information about the event and the impact are presented in the following chapter.

1. About the Final Dissemination Conference

During the EU-JAMRAI Final Conference, held on February 11 and 12, the Joint Action presented the results of three and a half years of work, as well as key recommendations to tackle antibiotic resistance and reduce Healthcare-Associated Infections.

The event, organized with a One Health perspective, counted on the participation of high-level speakers from key organizations in the field of AMR in the areas of policy making, human and animal health and food safety, among others. Some keynote speakers were Charles Price and Stefan Schreck (both members of DG SANTE, European Commission); Danilo Lo Fo Wong, Programme Manager, Antimicrobial Resistance (World Health Organization); or Sarah Wiener, Chair of MEP Interested Group on AMR.

Objectives

EU-JAMRAI leaders of different working areas have contributed to bridge the gap between declarations and actions by presenting concrete and operational actions with demonstrated potential to tackle AMR and reduce Healthcare-Associated Infections.

The main objectives were:

- To make public the EU-JAMRAI outputs, that will enable countries to strengthen the implementation of efficient and evidence-based measures to tackle AMR, for the benefit of EU Member States and their citizens.
- To advocate for the sustainability of EU-JAMRAI results.

In this sense, EU-JAMRAI has produced different documents and tools, aimed both at Member States and at scientific, health, educational and awareness raising communities. The Joint Action has worked on several policy briefs with calls to action and concrete recommendations for policy makers regarding key areas in the fields of AMR and Healthcare-Associated Infections.

All these results are available on the EU-JAMRAI website:

<https://eu-jamrai.eu/results>

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 crisis.

Content

The content of the event was carefully planned by the communication and coordination teams together with the entire Executive Board of the project. It took place during the mornings of February 11 and 12, 2021. Opened and closed with inspiring key notes in charge of high-level speakers working in the field of AMR, the conference was divided into the following thematic blocks.

DAY 1

- Session 1: Strengthening Networks and Sharing Best Practices between Member States (MS)
- Session 2: Raising Awareness and Promoting Behaviour Change
- Session 3: Building the European Antimicrobial Resistance Surveillance network in Veterinary medicine (EARS-Vet)

DAY 2

- Session 1: Antibiotic Stewardship
- Session 2: Infection Prevention and Control (IPC)
- Session 3: Research and Innovation to tackle AMR

A new way to communicate the results

Being aware of the limitations of an online event versus a face-to-face one, the challenge was finding a way to show the results of three and a half years of work in a rigorous yet dynamic way. We chose a documentary format, which allowed us to make more dynamic sessions and, at the same time, get an audiovisual product that will last over time and can be easily shared publicly.

The EU-JAMRAI communication team prepared videos with interviews to Work Packages leaders, animated info-graphics to communicate concrete results and actions in key areas to tackle AMR and reduce Healthcare-Associated Infections and call-to-action messages to advocate for the sustainability of the Joint Action results. The final outcome are seven short video pills, plus the complete one-hour video). All of them can be watched [here](#).



These videos were presented during the Final Dissemination Conference as an introduction to each of the sessions of the event.

Agenda and speakers

The EU-JAMRAI Final Dissemination Conference gathered key speakers from the Antimicrobial Resistance (AMR) field. With the participation of institutions such as DG SANTE, WHO, ECDC, EMA and EFSA, among others, the Joint Action presented the results of project, as well as key recommendations to tackle antibiotic resistance.

Videos were followed by discussions with representatives from key organizations in the areas of policy making, human and animal health, food safety and communication, among others. To see all the keynote speakers and round table's panelists check the agenda below or download it in PDF [here](#).



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

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EU-JAMRAI Final Dissemination Conference

AGENDA - DAY 1

Meeting Date	11-02-2021	Start Time	9:00 (GMT+1)	End Time	12:00
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Master of Ceremony: Sadika BERNARD, EU-JAMRAI manager (INSERM-UNILIM. France)

Time	Agenda Topic / Presenter
09:00-09:10	Welcome Opening: Yazdan YAZDANPANA, Director of ANRS Emerging Infectious Diseases Agency, and Director of Aviesan Institute of Immunology, Inflammation, Infectiology, and Microbiology. National Institute for Health and Medical Research (INSERM)
09:10-09:25	High-level Conference: Stefan SCHRECK, Adviser for Stakeholder Relations - European Commission, DG SANTE
9:25-9:40	Main achievements: Marie-Cécile PLOY, EU-JAMRAI coordinator. INSERM-University of Limoges-CHU Limoges. France
09:40-9:50	Keynote: Sarah WIENER, Chair of MEP Interested Group on AMR.
9:50 - 10:25	<p>Session 1: Strengthening Networks and Sharing Best Practices between Member States (MS)</p> <p>Chair: Rosa PERAN, EU-JAMRAI WP5 leader. Ministry of Health, Welfare and Sport (VWS), The Netherlands.</p> <p>9:50-9:55: EU-JAMRAI presentation on Strengthening networks and sharing best practices between Member States.</p> <p>9:55-10:03: Examples of implementation of NAPs and impact of the Country-to-country visits</p> <ul style="list-style-type: none"> Italy: Michela SABBATUCCI, DG Health Prevention, Ministry of Health Poland: Dorota ZABICKA, National Medicines Institute (NMI). <p>10:03-10:08: Quizz</p> <p>10:08-10:25: Round Table with:</p> <ul style="list-style-type: none"> Andrea GAVINELLI, DG SANTE Michela SABBATUCCI, DG Health Prevention, Ministry of Health (Italy) Dorota ZABICKA, NMI. Poland. Robbin WESTERHOF, IGJ, Ministry of Health (The Netherlands)

EU-JAMRAI_Final Dissemination Conference_11 & 12 February 2021

11



Time	Agenda Topic / Presenter
10:25-10:35	Break
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>10:35-10:45: EU-JAMRAI presentation on Raising Awareness and Promoting Behaviour Change</p> <p>10:45-10:55: Concrete supports/implementation by stakeholders with:</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>10:55-11:10: Round Table on "Supporting countries to move from communication to action"</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)
11:10-11:45	<p>Session 3: Building the European Antimicrobial Resistance Surveillance network in Veterinary medicine (EARS-Vet)</p> <p><i>Chairs: Cristina MUÑOZ, EU-JAMRAI WP7 co-leader. AEMPS, Spain</i> <i>Rodolphe MADER, EU-JAMRAI team</i></p> <p>11:10-11:15: EU-JAMRAI presentation on AMR surveillance in animal health</p> <p>11:15-11:20: Moving towards a holistic AMR surveillance in food producing animals in Europe. Ernesto LIEBANA, European Food Safety Authority (EFSA).</p> <p>11:20-11:25: Quizz</p> <p>11:25-11:45: Round table with:</p> <ul style="list-style-type: none"> • Dominique MONNET, ECDC • Ernesto LIEBANA, EFSA • Maria-Eleni FILIPPITZI, MS representative from Belgium. • Lucie POKLUDOVA, MS representative from Czech Republic. • Christos ZAFEIRIDIS, MS representative from Greece. • Lucie COLLINEAU, French Agency for Food, Environmental and Occupational Health & Safety (ANSES). France • Helen JUKES, European Medicines Agency (EMA)
11:45- 11:55	Keynote WHO-OIE-FAO Joint secretariat: Danilo Lo Fo WONG. Programme manager, Antimicrobial resistance. WHO
11:55-12:00	End Day 1, See you tomorrow



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

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EU-JAMRAI Final Dissemination Conference

AGENDA - DAY 2

Meeting Date 12-02-2021

Start Time 9:00 (GMT+1)

End Time 12:00

Master of Ceremony: Marielle BOUQUEAU - EU-JAMRAI (French MoH, France)

Time	Agenda Topic / Presenter
09:00-09:05	Welcome Opening. Christine BERLING - EU-JAMRAI (French MoH)
09:05-09:50	<p>Session 1: Antibiotic Stewardship</p> <p><i>Chair: Mari MOLVIK & Oliver KACELNIK</i> EU-JAMRAI WP7 co-leaders. Institute of Public Health (FHI), Norway</p> <p>9:05-9:10: EU-JAMRAI presentation on appropriate use of antimicrobials in human and animals</p> <p>9:10-9:20: Round Table on "Antimicrobial stewardship programmes: core elements and core competencies"</p> <ul style="list-style-type: none"> Jesús RODRIGUEZ BAÑO, European Society of Clinical microbiology and infectious diseases (ESCMID) Nenad MILJKOVIC, EU Association of Hospital Pharmacists (EAHP) Thierry CHAMBON, Federation of Veterinarians of Europe (FVE) <p>9:20-9:23: Interaction with public</p> <p>9:23-9:33: Round Table on "Management and implementation of antimicrobial stewardship in the light of behaviour change"</p> <ul style="list-style-type: none"> Michael BORG, Mater Dei Hospital-Malta Esmira CHARANI, the ESCMID Study Group for Antimicrobial stewardship (ESGAP) <p>9:33-9:36: Interaction with public</p> <p>9:36-9:46: Round Table on "National and local indicators and targets (NAP goals, local targets and One health perspective"</p> <ul style="list-style-type: none"> José Miguel CISNEROS, Representative from PIRASOA, Sevilla, Spain (local level) Dr. Rosa Peran, Ministry of Health, Welfare and Sport, The Netherlands <p>9:46-9:50: Interaction with public</p>



9:50-10:25	Session 2: Infection Prevention and Control (IPC) <i>Chair: Yohann LACOTTE, EU-JAMRAI WP9 co-leader. Inserm, France</i> <i>Mariana TSANA, EU-JAMRAI WP6 co-leader. National Public Health, Greece</i> 9:50-9:58: EU-JAMRAI presentation on IPC 9:58-10:22: Round Table on "How can we strengthen the role of IPC in the fight against AMR" <ul style="list-style-type: none"> • Diamantis PLACHOURAS, ECDC • Ber OOMEN, EU Specialist Nurse Organisation (ESNO) • Anders JOHANSSON, EU Committee on Infection Control (EUCIC) • Alberto Manuel TORRES-CANTERO, Murcian Health Service (SMS) 10:22-10:25: Interaction with audience
10:25-10:35	Break
10:35-11:15	Session 3: Research and Innovation to tackle AMR <i>Chair: Christine ARDAL, EU-JAMRAI WP9 co-leader. FHI, Norway</i> 10:35-10:50: EU-JAMRAI presentation of findings - Christine ARDAL 10:50-11:10: Round table with: <ul style="list-style-type: none"> • Antonio LOPEZ NAVAS, AEMPS • Marco CAVALERI, EMA • Aleksandra OPALSKA, European Commission (EC) • Suzanne EDWARDS, Global AMR R&D Hub • Momir RADULOVIĆ, Slovenian Agency for Medicinal Products and Medical Devices 11:10-11:15: Interaction with public
11:15-11:17	Video: Handing over the beginning
11:17-11:30	Closing remarks: Céline PULCINI, EU-JAMRAI WP4 leader (French MoH).
11:30- 11:40	Closing: Call to actions. Marie-Cécile PLOY, EU-JAMRAI coordinator. INSERM-UNILIM-CHU Limoges. France
11:40- 11:50	Closing remarks: Charles PRICE, European Commission, DG SANTE
11:50- 12:00	Acknowledgments: Marie-Cécile PLOY, EU-JAMRAI coordinator. INSERM-UNILIM-CHU Limoges. France
12:00	End

[REGISTER HERE](#)



Co-funded by the
Health Programme
of the European Union

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

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 two-day event, adjusting it to the different changes of the agenda.
- 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 title of the event and the names and positions 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 tests with the speakers.

To view the full recording of the Final Conference, follow the links below:

DAY 1: <https://youtu.be/6bn4rgWRs5M>



DAY 2: <https://youtu.be/io7r9BePCd0>



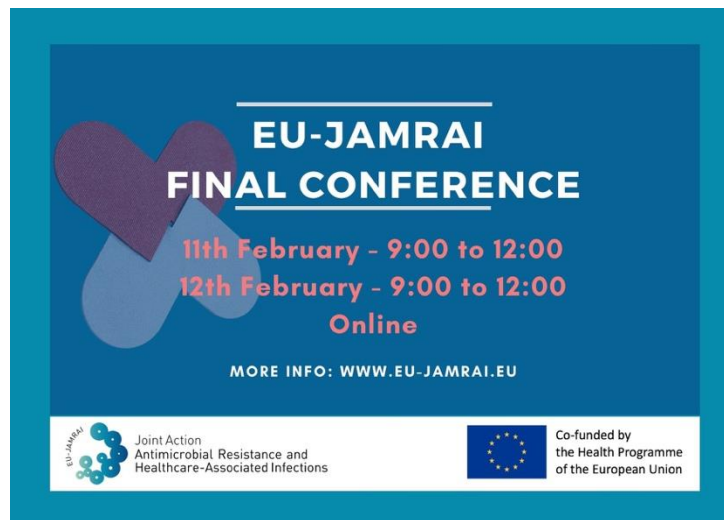
Dissemination

Invitation and webpage of the 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/>

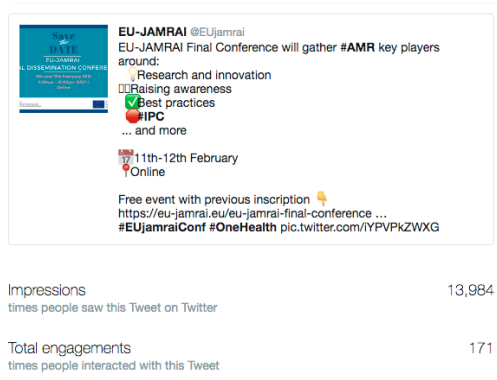
The following invitation linked to the registration webpage was disseminated through all the communication channels of EU-JAMRAI: social media, newsletter and to the database of partners and stakeholders



Social Media

The EU-JAMRAI Final Conference was shared in the following social media channels:

- Twitter



- Facebook

EU-JAMRAI
Publicado por Carolina Prada · 9 de febrero a las 20:02 · ...

EU-JAMRAI outputs will enable countries to implement efficient and evidence-based measures to tackle #AMR
Join the conversation with high-level speakers from key organizations 📌
✔️ European Commission
✔️ WHO
✔️ ECDC... Ver más



EU-JAMRAI FINAL CONFERENCE
11th February - 9:00 to 12:00 (GMT+1)
12th February - 9:00 to 12:00 (GMT+1)
Online
MORE INFO: WWW.EU-JAMRAI.EU

223 Personas alcanzadas 20 Interacciones Promoción no disponible

EU-JAMRAI
Publicado por Carolina Prada · 21 de enero a las 18:15 · ...

#SaveTheDate - EU-JAMRAI Final Conference
Join the debate on #AMR best practices with high-level speakers, stakeholders, EU Member States & EC representatives
📅 11th-12th February, 2021
... Ver más



EU-JAMRAI FINAL CONFERENCE
11th February - 9:00 to 12:00 (GMT+1)
12th February - 9:00 to 12:00 (GMT+1)
Online
MORE INFO: WWW.EU-JAMRAI.EU

10.016 Personas alcanzadas 95 Interacciones Promoción no disponible

- Instagram

Feed:

eujamrai



Save the DATE
EU-JAMRAI FINAL DISSEMINATION CONFERENCE
11th and 12th February 2021
from 9:00am to 12:00pm GMT+1
Online
<https://eu-jamrai.eu/eu-jamrai-final-conference>

Ver estadísticas Promocionar


eujamrai



EU-JAMRAI FINAL CONFERENCE
11th February - 9:00 to 12:00 (GMT+1)
12th February - 9:00 to 12:00 (GMT+1)
Online
MORE INFO: WWW.EU-JAMRAI.EU

Ver estadísticas Promocionar

Stories:



✓ 3 AND A HALF YEARS OF WORK
✓ TWO DAYS OF DEBATES AND ROUND TABLES
✓ ONE CONCLUSION: WE'RE STRONGER TOGETHER!

LET'S KEEP ALIVE THE NETWORK CREATED BY #EU-JAMRAI!

eujamrai



Marie-Cécile Ploy
EU JAMRAI COORDINATOR
EU JAMRAI

eujamrai After 3 and a half years, EU-JAMRAI puts the finishing touch with a Conference that brought together leading actors from the AMR field... y más

#AMR #EUJAMRAICONF

Some partners and stakeholders actively supported EU-JAMRAI sharing and promoting the Final Dissemination Conference on their Social Media channels (particularly on Twitter):



Press Release

On the last day of the conference, a press release was sent to general and specialized media across Europe. In order to achieve a greater reach of said press release in as many countries as possible, the services of a PR wire company were hired. It was disseminated in English, Spanish, French and German. To see a summary of the press clipping consult the results section of this report.

To read the press release go [here](#).

Some speakers' pictures were uploaded to the EU-JAMRAI [Flickr account](#) to make them available for the media.



Follow up

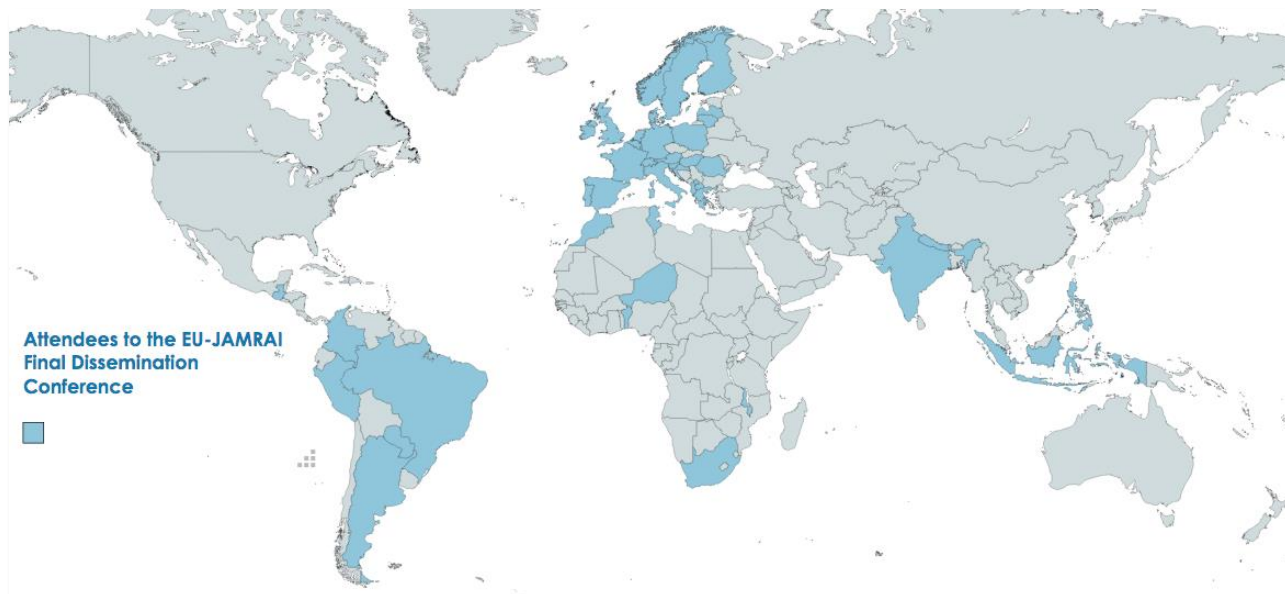
Once the conference was finished, the following steps were taken to follow-up the event:

1. The results videos prepared for the event were uploaded to the [EU-JAMRAI YouTube](#) channel and [Videoblog](#) and shared on the EU-JAMRAI social media channels (Twitter, Instagram, Facebook).
2. Thank-you emails were sent to the speakers.
3. Sending satisfaction survey to the attendees (by WP3).
4. [Newsletter](#) with all the information about the event, links to the recordings of the two days, and links to the results videos and to the policy briefs was sent a few days after de conference.

3. The results

Participants

The Final Dissemination Conference was attended by people from 43 different countries.



These were the people connected during the two days of the conference:

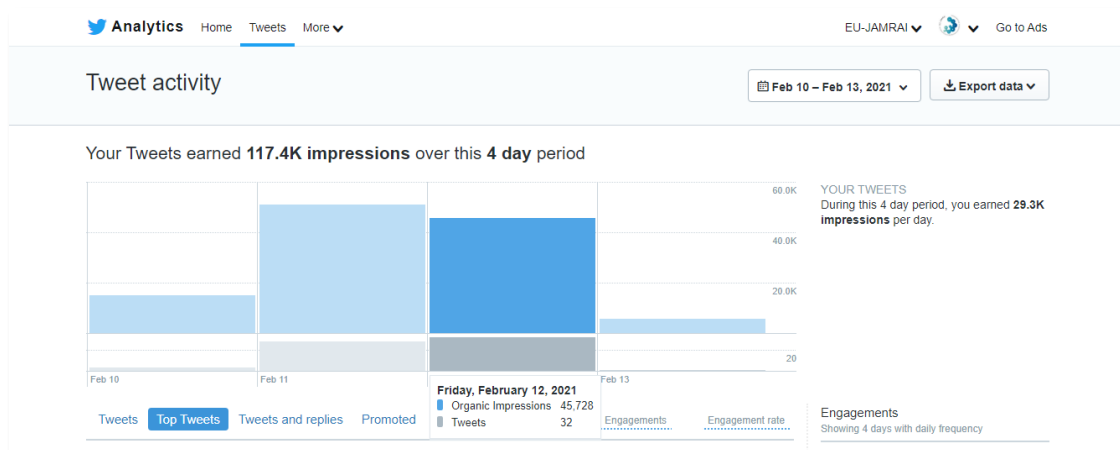
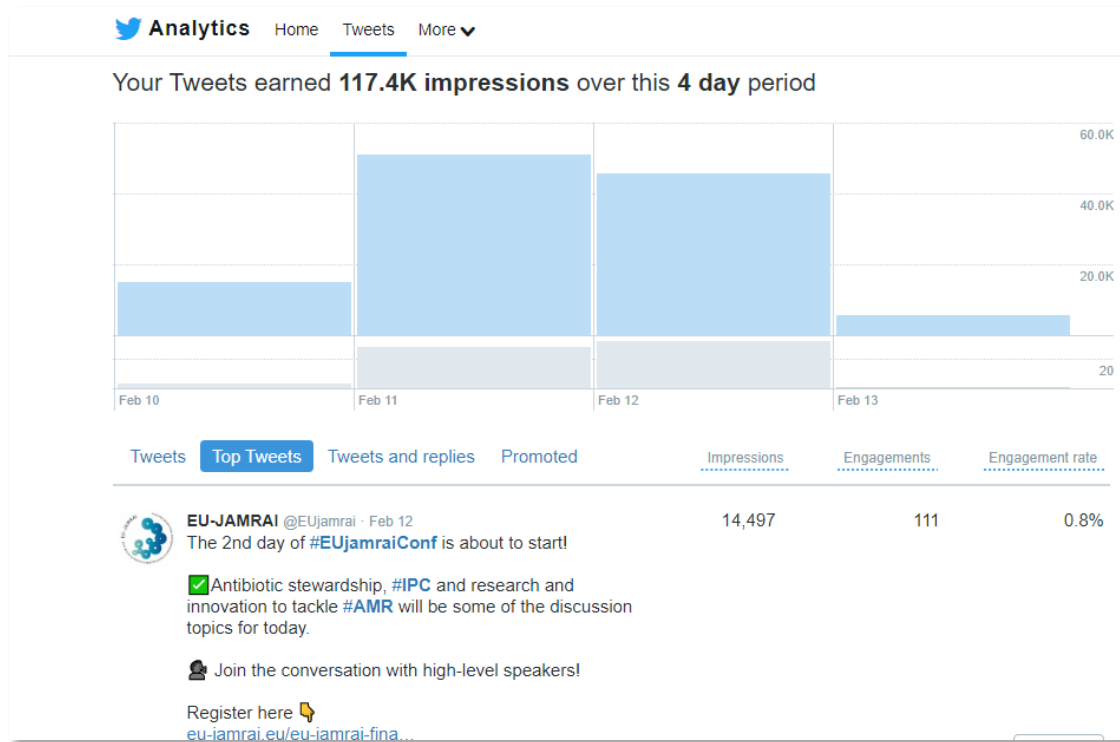
	Day 1	Day 2
Total # participants that connected	410	319
Connected more than 30'	379	292
Connected more than 60'	355	256
Connected more than 90'	322	223
Connected more than 120'	281	187

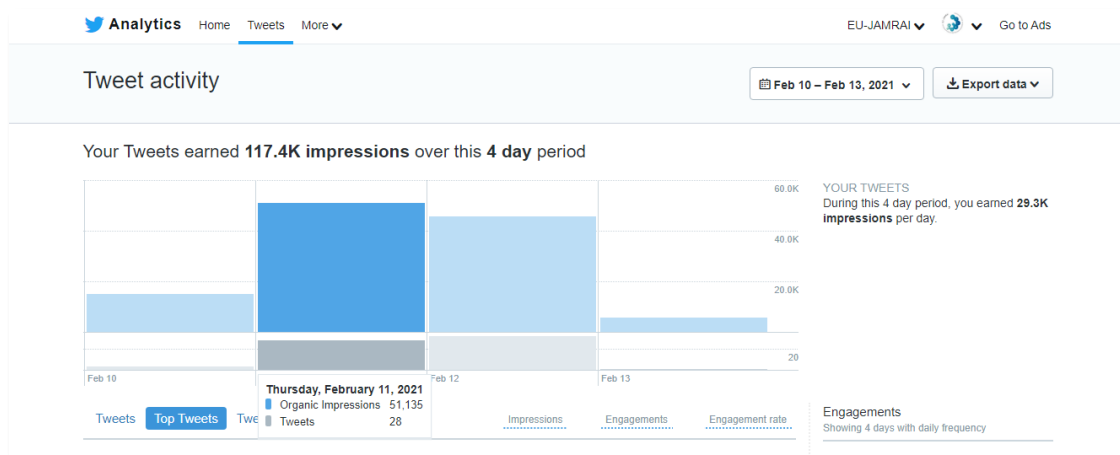
	Day 1	Day 2
Master Ceremony + chairs + speakers	30	26

Impact and reach

Social Media

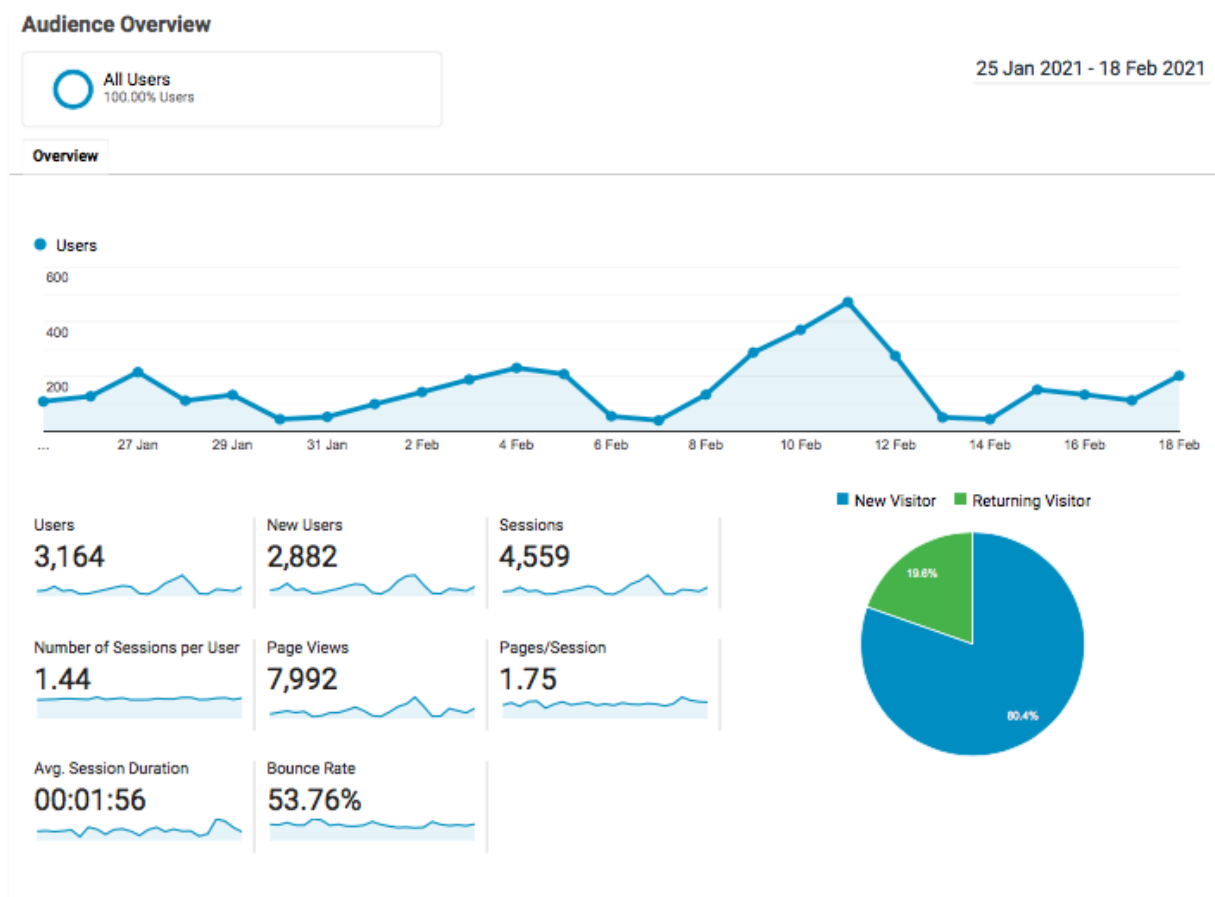
The event was promoted and spread on Twitter with very dynamic posts telling what was happening during the conference. It got **96.9K impressions** only in Twitter.





Website

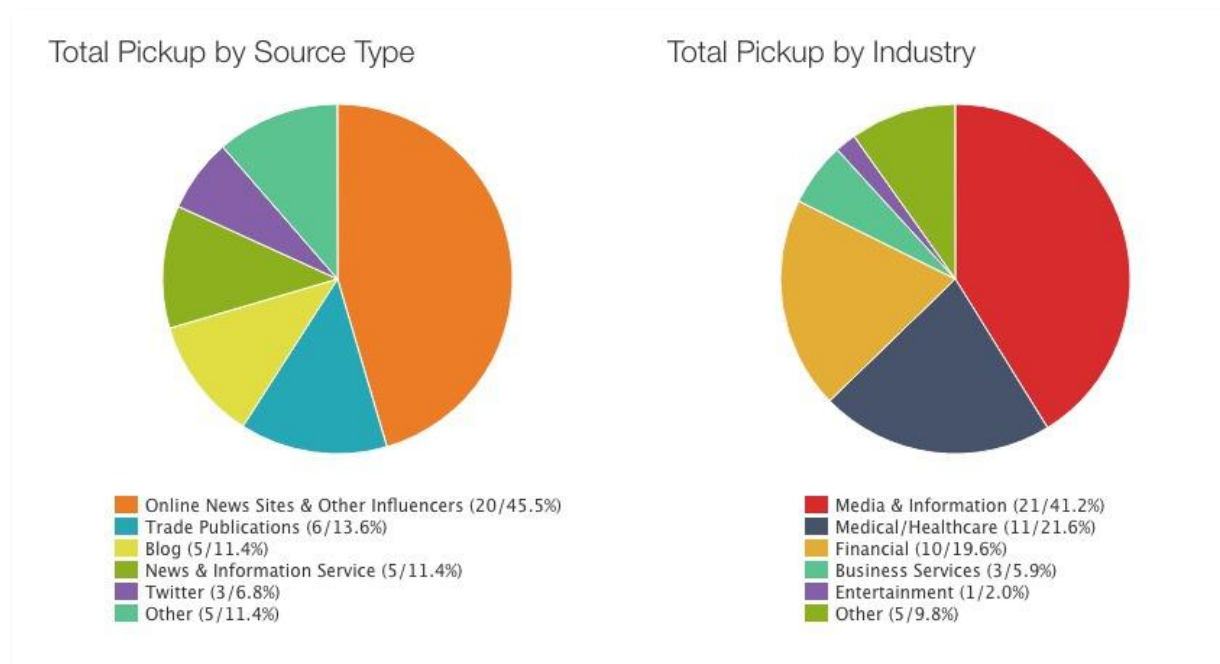
The Final Dissemination Conference attracted a lot of traffic to the EU-JAMRAI website. Only during the 2 weeks prior to the conference, the week in which the event took place and the week after, a total of 23,164 people visited the website, of which 80% (2,882) were new visitors.



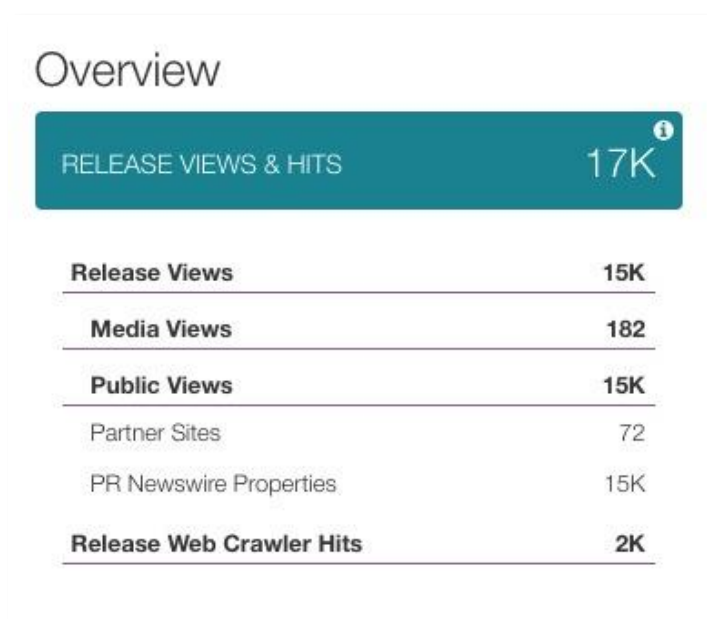
Press release

The conference press release generated 48 publications in international newspapers/media and more than 15.000 views.

Total media	48 postings
Total potential audience	31.848.802 potential visitors

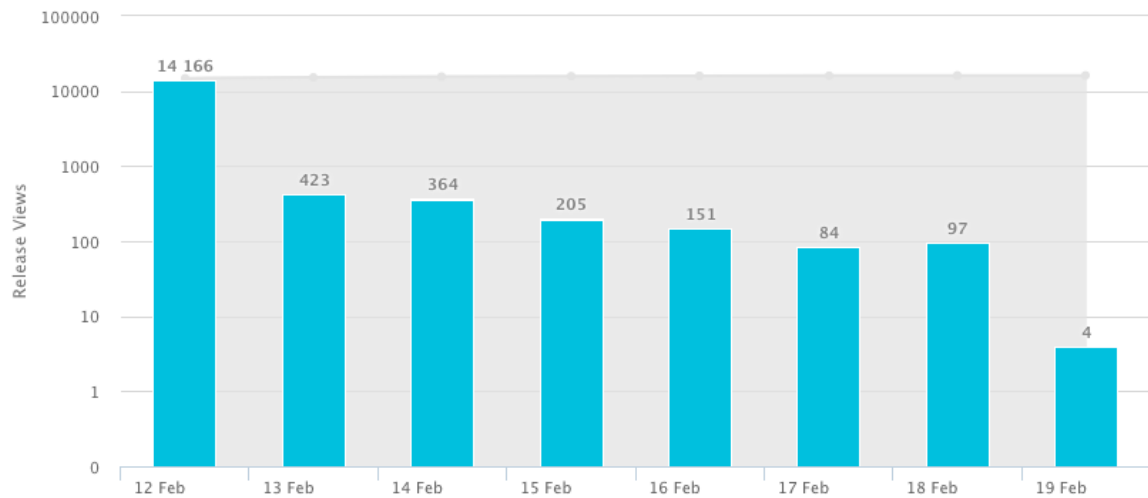


Release views - Total	15.265
Media views	182
Public views	15.083



Release Views

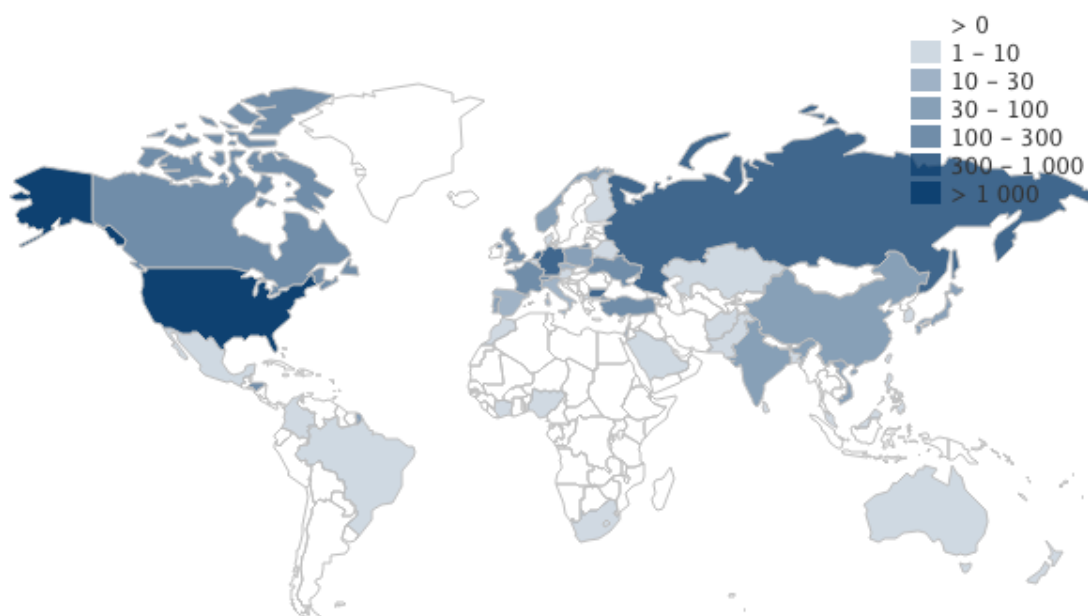
Release Views Over Time



Geo-segmentation

See where views of your release originated. Hover over map to see totals by location.

Select a region: World View



To consult all the publications made from the press release go to: <https://eu-jamrai.eu/eu-jamrai-in-the-news/>

Inspiring messages for the future

The closing speeches of the conference denoted inspiring commitments for the future. **"We are handing over the beginning rather than the end in the fight against AMR"**. This is one of the main conclusions highlighted during the closing remarks in charge of Prof. Marie-Cécile Ploy, Prof. Céline Pulcini and Dr. Charles Price from DG SANTE. The speeches can be watched here.



Prof. Céline Pulcini (EU-JAMRAI sustainability team).

Prof. Céline Pulcini made a brilliant summary of the topics discussed during EU-JAMRAI Final Dissemination Conference, the views of stakeholders and the opportunities brought by the momentum created by the Joint Action.



Prof. Marie-Cécile Ploy (EU-JAMRAI coordinator) during her inspiring call-to-action speech.

"We are calling the MS and the EC for a second EU-JAMRAI. The Joint Action has demonstrated that the support of the EC is not only cost effective but also efficient"

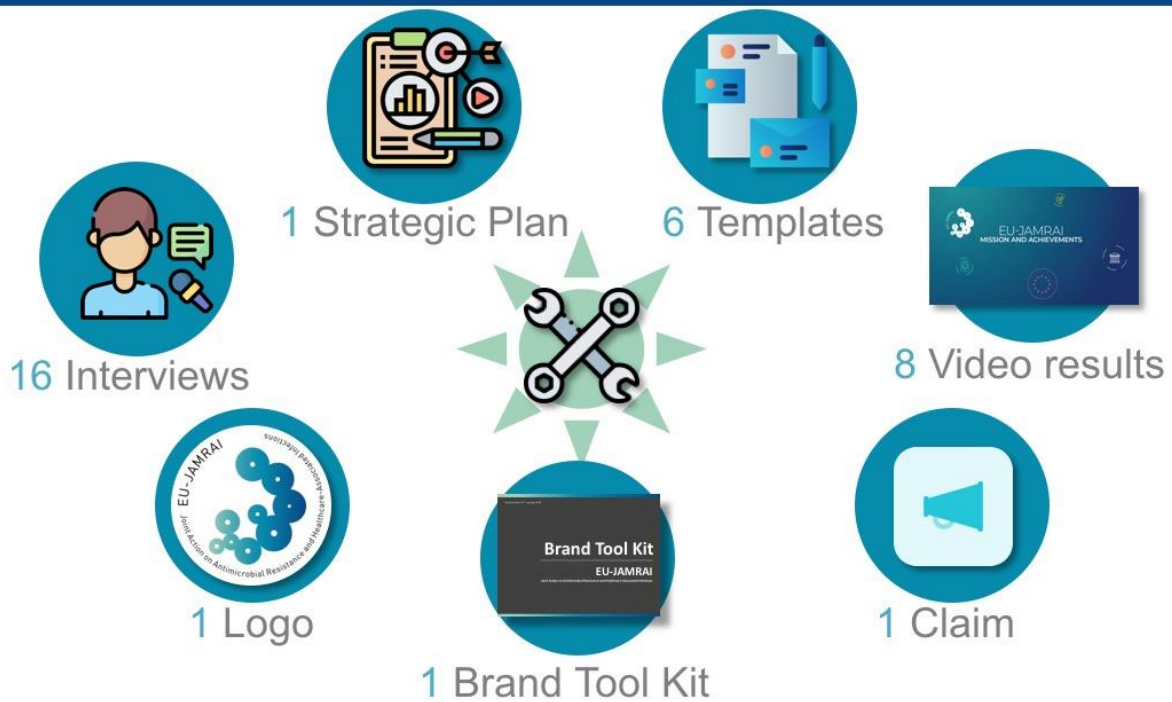


Charles Price (DG SANTE) closing the event.

"On behalf of the EC, thanks for the amazing things EU-JAMRAI has delivered. You have demonstrated that with skills and energy and a small amount of money, you can mobilise action at MS and local level; you leave a legacy of tools, ideas and challenges to take forward"

In a nutshell

Dissemination Tools



Promotional Materials

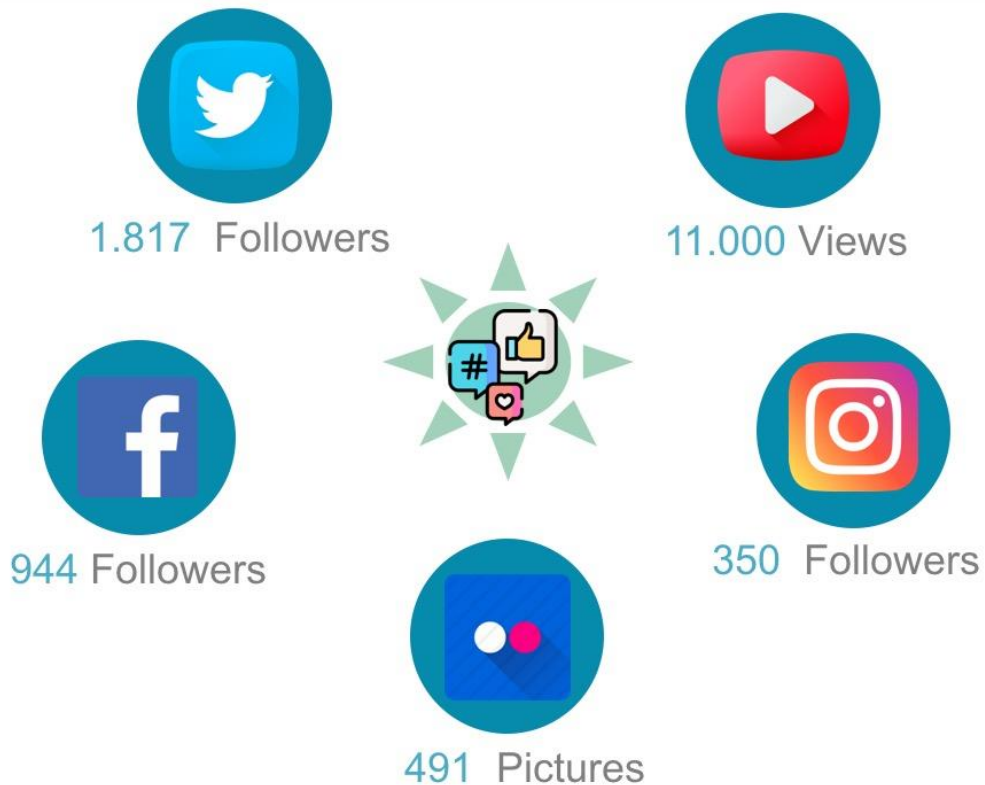


*Printed copies

Newsletters & Website



Social Media Channels



Social Media Promotions



1,612.111
Reproductions



1,776.772
People Reached



695.099
People Reached

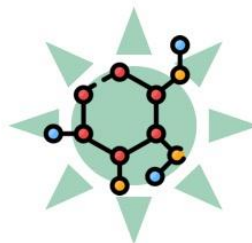


2,245.244
People Reached

Events, articles & abstracts



64 Events



5 Abstracts



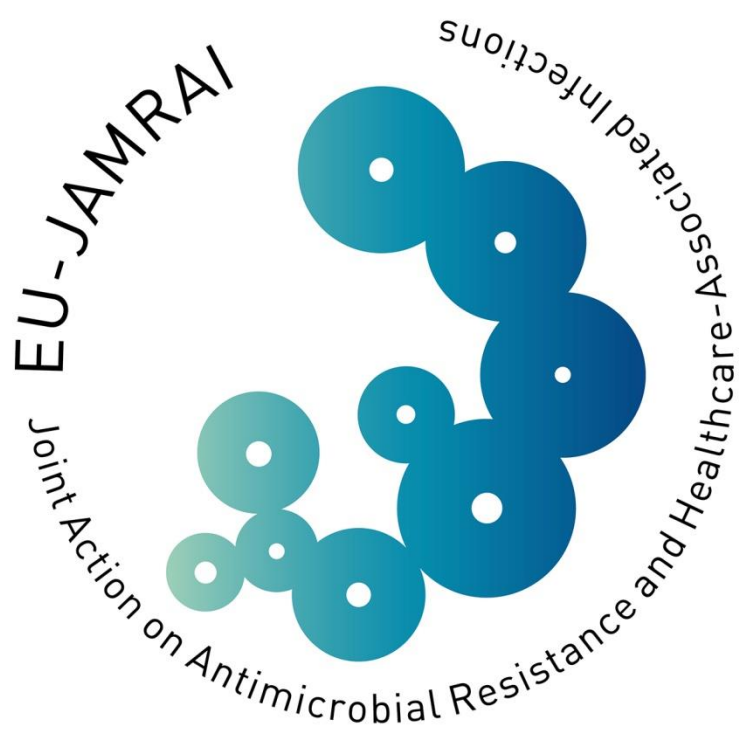
8 Published papers/peers reviewed journals
4 under review (at the time of the publication of
this report)

Annex 1: List of events

EVENT	PARTICIPANTS /ORGANIZERS
Kick off meeting	All EU-JAMRAI participants
European Antibiotic Awareness week 2017	Marie-Cécile Ploy
EAAD Madrid	Jean Baptiste Rouffet
Workshop WP5 Netherlands	Antonio López, Cristina Muñoz
One Health Network	Christian Brun-Buisson
AMR in Health Parliament	Marie-Cécile Ploy and Jean Baptiste Rouffet
Challenges and new concepts in antibiotics research	Marie-Cécile Ploy
Workshop: Implementing evidence-based guidelines on catheter associated urinary tract infections	Lotta Edman
28 TH ECCMID: stand	Ana Navarro, Laura Alonso, María Santacreu, Paloma Crespo and Sadika Bernard
Roundtable: “Antimicrobial resistance: what economic incentives for tackling it?”	Christine Ardal
Workshop on Healthcare Associated Infections in Stockholm	Lotta Edman
Seminar: “Prévenir et guérir les maladies infectieuses dans le concept One Health”	Marie-Cécile Ploy
WP5 Workshop - Self Assessment of National Action Plans	Antonio López, Cristina Muñoz
ESCMID/ASM Conference on Drug Development to Meet the Challenge of AMR	Christine Ardal
Joint Meeting for National Focal Points	Marie-Cécile Ploy
Workshop: Control of Antibiotics Use and Surveillance of Clinical Pathogens in Veterinary	Jean Yves Madec and Cristina Muñoz
EU-JAMRAI First Stakeholder Forum	All EU-JAMRAI participants
EU-JAMRAI First Annual Meeting	All EU-JAMRAI participants
EU-JAMRAI in the symposium “Infectious diseases and One Health”	Marie-Cécile Ploy and Christine Ardal
Workshop: Ensuring new antibiotics for the future	Christine Ardal
EAAD 2018	Marie-Cécile Ploy
Workshop: Combatting Antimicrobial Resistance and Healthcare Associated Infections	Sadika Bernard and Lotta Edman
11th European Public Health Conference	Marie-Cécile Ploy
Implementation of One Health in undergraduate education	Hannah Treille-Amram
BacTouBac: One World, One Health, Sharing a World with Bacteria	Marie-Cécile Ploy
Antimicrobial resistance - Are we doing enough?	Laura Alonso

Patterns to tackle AMR: Designing effective HAI prevention and control programmes	Brigitta Kairiene
WP5 Workshop: Netherlands	Antonio Lopez
Towards higher patient safety in EU hospitals	Flora Kontopidou
Ministerial Conference: Next steps towards making the EU a best practice region in combating AMR	Marie-Cécile Ploy
Ciencia en Redes: the Social Media congress	Ana Navarro , María Santacreu
Joint Meeting of Chief Medical, Dental and Nursing Officers	Marie-Cécile Ploy
Webinar for journalists: AMR, Europe together to tackle a global health challenge	María Santacreu, Ana Navarro, Laura Alonso
Colloque “One Health” antibiorésistance	Marie-Cécile Ploy
29th ECCMID: EU-JAMRAI in Open Forum	Merel Langelaar, Germán Peñalva, Marie-Cécile Ploy
Country to country visits: Sweden - Slovenia	Maja Subeli
Invest and protect: Sustainable financing to tackle AMR	Merel Langelaar
Workshop on Healthcare Associated Infections in Lithuania	Lotta Edman
Workshop on “Increasing Investments for AMR R&D”	Marie-Cécile Ploy and Christine Ardal
Country to country visits: France - Poland	France and Poland teams
Second Ministerial Conference on Antimicrobial Resistance	Antonio López, Cristina Muñoz, Pita Spruijt and Desiree de Jong
Info Day on Joint Actions	Laura Alonso
Country to country visits: Italy to the Netherlands	Italy and Netherlands teams
Country to country visits: Romania to Greece	Romanian and Greek teams
Country to country visits: Greece to Germany	Greek and German teams
EU-JAMRAI 2nd Annual Meeting & Stakeholder Forum	All EU-JAMRAI participants
EU Health Programme High Level Conference	Marie-Cécile Ploy and Sadika Bernard
European Health Forum - Gastein	Germán Peñalva
Country to country visits: Spain to Sweden	Spanish and Swedish teams
ARCH Net Workshops	Rodolphe Mader
European Antibiotic Awareness Day 2019 (EAAD)	Marie-Cécile Ploy, Laura Alonso
Country to country visits: Lithuania to Romania	Lithuanian and Romanian teams
Country to country visits: Czech Republic to Belgium	Czech Republic and Belgiums teams
Country to country visits: Belgium to Lithuania	Belgium and Lithuanian teams
Workshop WP6.2: “Towards sustainable IPC improvement”	Lotta Edman
5th Stakeholders Committee Meeting of the One Health EJP	Marie-Cécile Ploy
DIA 2020 Global Annual Meeting	Christine Ardal

6th GHSA Ministerial AMR Side event	Laura Alonso
European Patients Right day	Laura Alonso
The Global Antimicrobial Resistance Crisis	Christine Ardal
Innovation to combact AMR	Christine Ardal
British Society for Antimicrobial Chemotherapy's conference	Christine Ardal
Workshop Croatia	Bojana Raickovic
Stakeholder Forum EJP	Marie-Cécile Ploy
EU-JAMRAI Final Dissemination Conference	All
JPIAMR & EU-JAMRAI Virtual workshop: AMR surveillance research and its impact on policymaking	Marie-Cécile Ploy & Lucie Collineau



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



Co-Funded by the
Health Programme
of the European Union