



Session 4:

Raising global awareness on AMR in Europe



I - Ice breaker

Scan
and
participate





2- Efforts to make EU-JAMRAI 2 visible



COM & Visibility results

the tools and channels
to stay connected



New visual identity



New working areas icons



#ONEHEALTH

 #COUNTRIESCOMMITMENT

 #RATIONALUSE

 #INFECTION PREVENTIONANDCONTROL

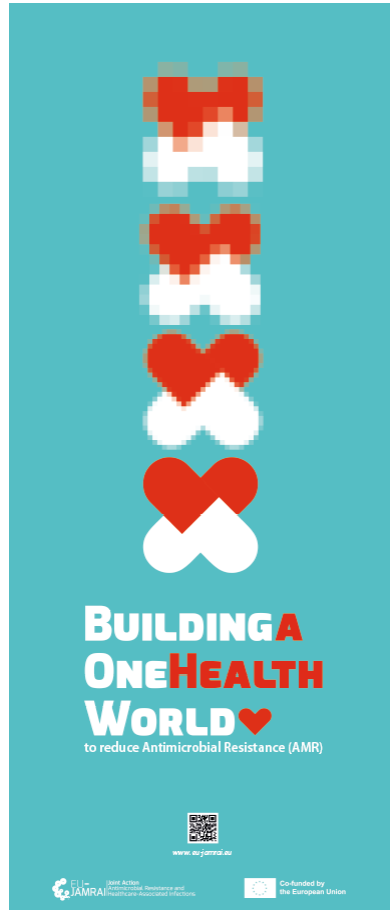
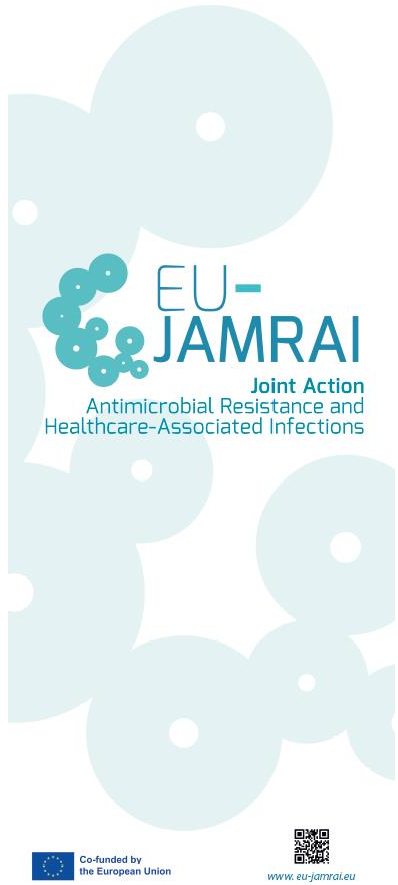
 #SURVEILLANCE

 #ACCESS

 #RAISINGAWARENESS

 #DISSEMINATION

Tools: promotional materials & templates



- All kind of **TEMPLATES**
- A **BROCHURE**
- Web **BANNERS** to place in your institutions' websites
- Badges for your **LINKEDIN** profile



Tools: new corporate videos

2 versions

- 1-minute
- 5-minutes



External channels

WEBSITE

www.eu-jamrai.eu
17193 visits

EVENTS and CONGRESSES

18 high-level

UNGA, Ministerial, World Health Summit...

EU-JAMRAI 2 workshops, webinars and activities



SOCIAL MEDIA

@Eujamrai

5000 followers
2M impressions
40K interactions

eNewsletter
Subscribe!!!





5000 AMR Symbol pins distributed

Internal channels



TUESDAY CONNECT - Monthly thematic webinars

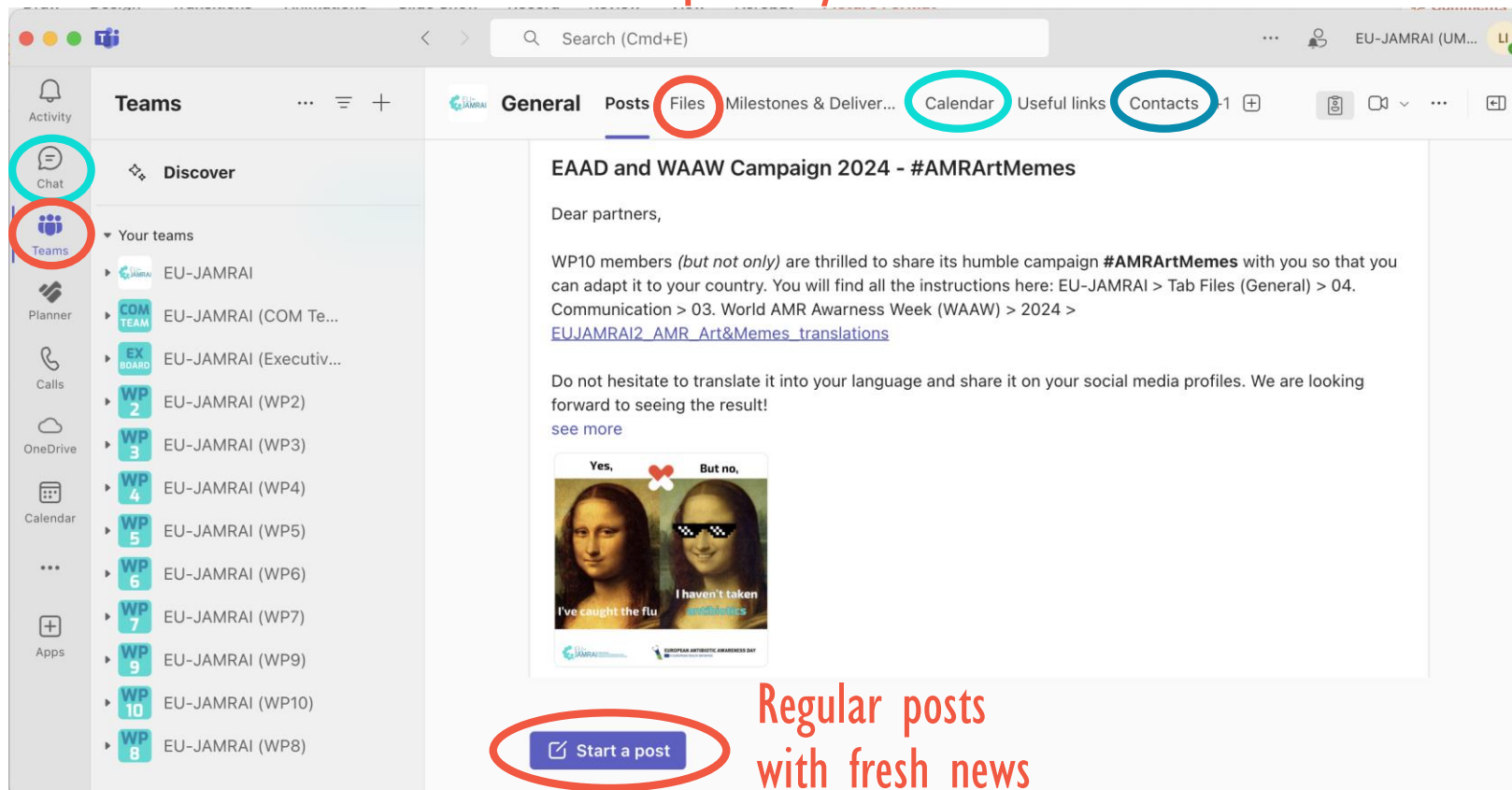
PROGRESS SUMMARIES

Microsoft TEAMS

Internal channels: Microsoft Teams

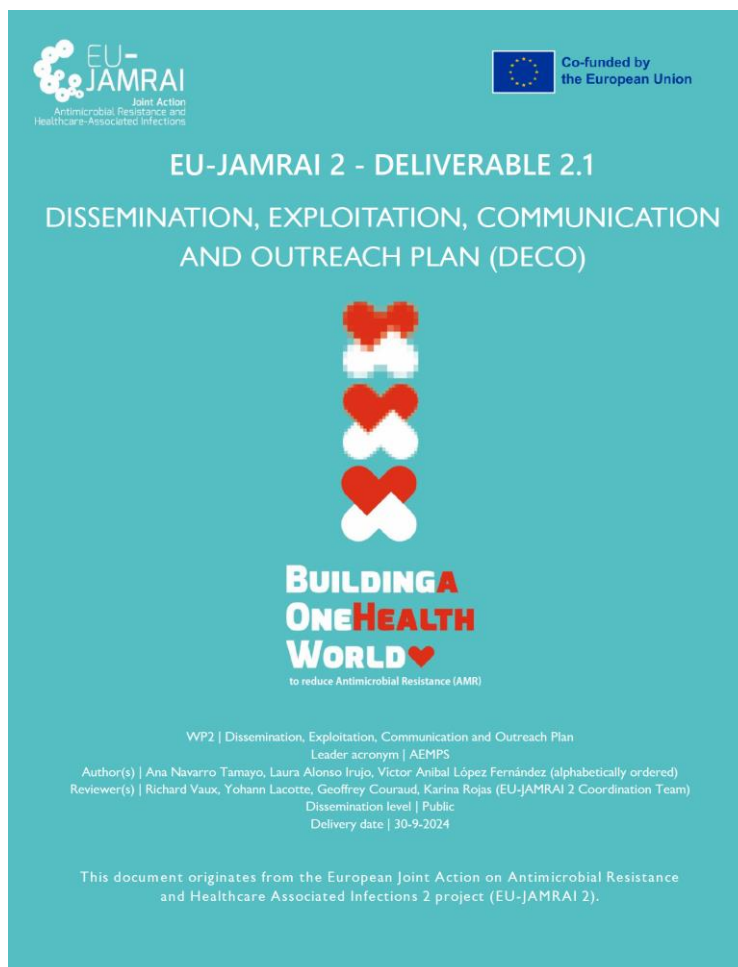
Files repository Calendar Contacts

Chat
Channels



Regular posts
with fresh news

Dissemination plan submitted and approved



We are many



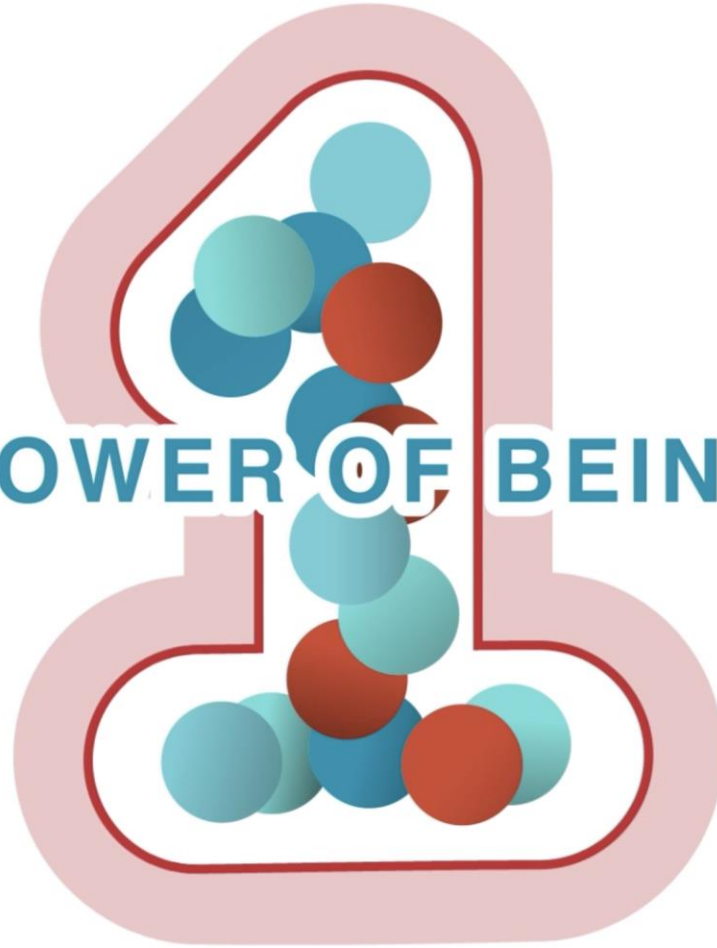
120 PARTNERS
FROM 30 COUNTRIES

With an ambitious goal

BEST
PRACTICE
REGION

We are I

THE POWER OF BEING ONE



Our mission:
to give **VISIBILITY** to your progress
and keep you **CONNECTED**

Thank you!

Laura Alonso Irujo & Richard Vaux
COM Team & Coordination Team



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**BUILDING A
ONE HEALTH
WORLD** 

to reduce Antimicrobial Resistance (AMR)

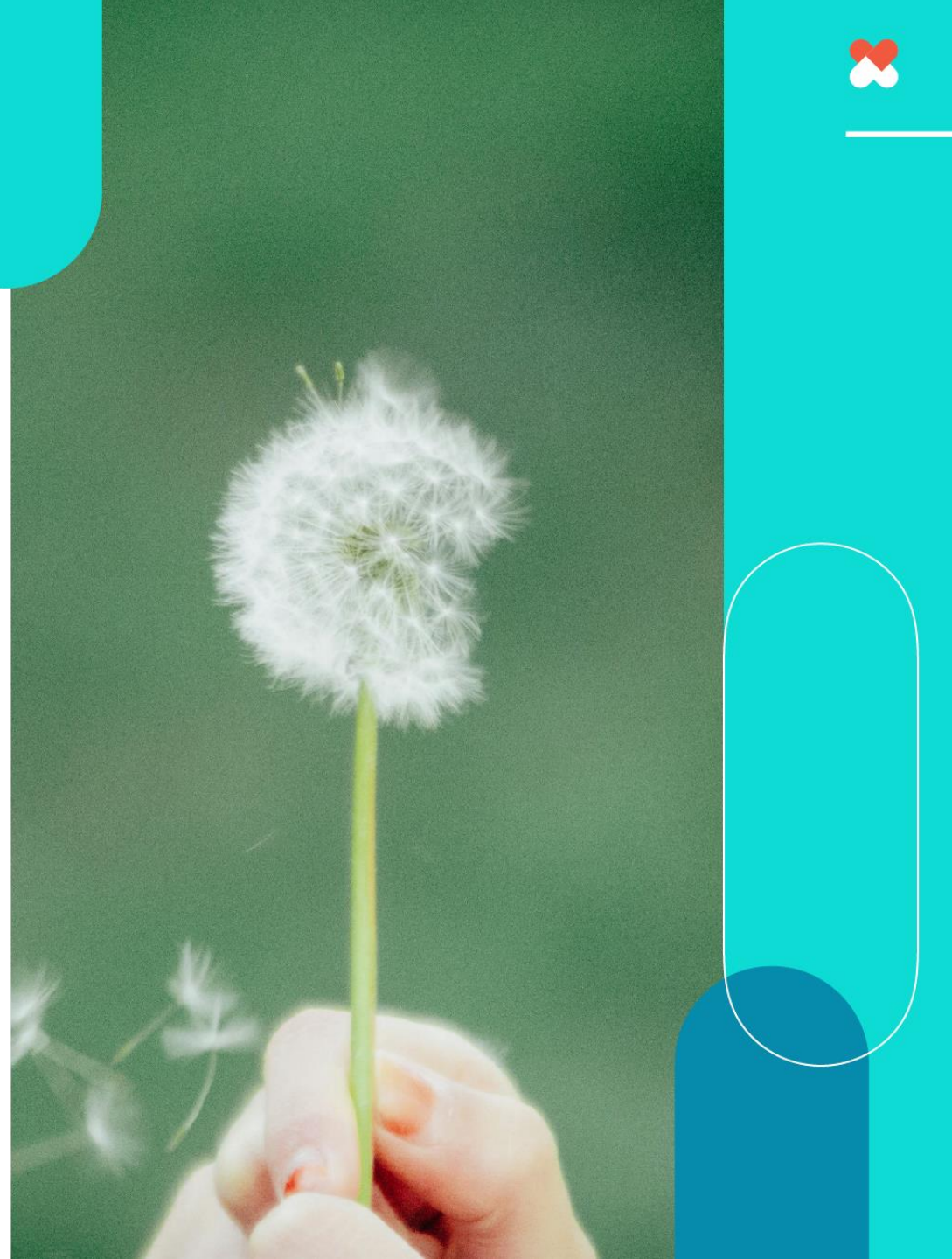


3- Renewing AMR communication



Renewing AMR communication

“building” better than “fighting”



The AMR communication challenge

The FEELINGS

Oxford Research Encyclopedia of Communication

Positive Affect Related to Health and Risk Messaging

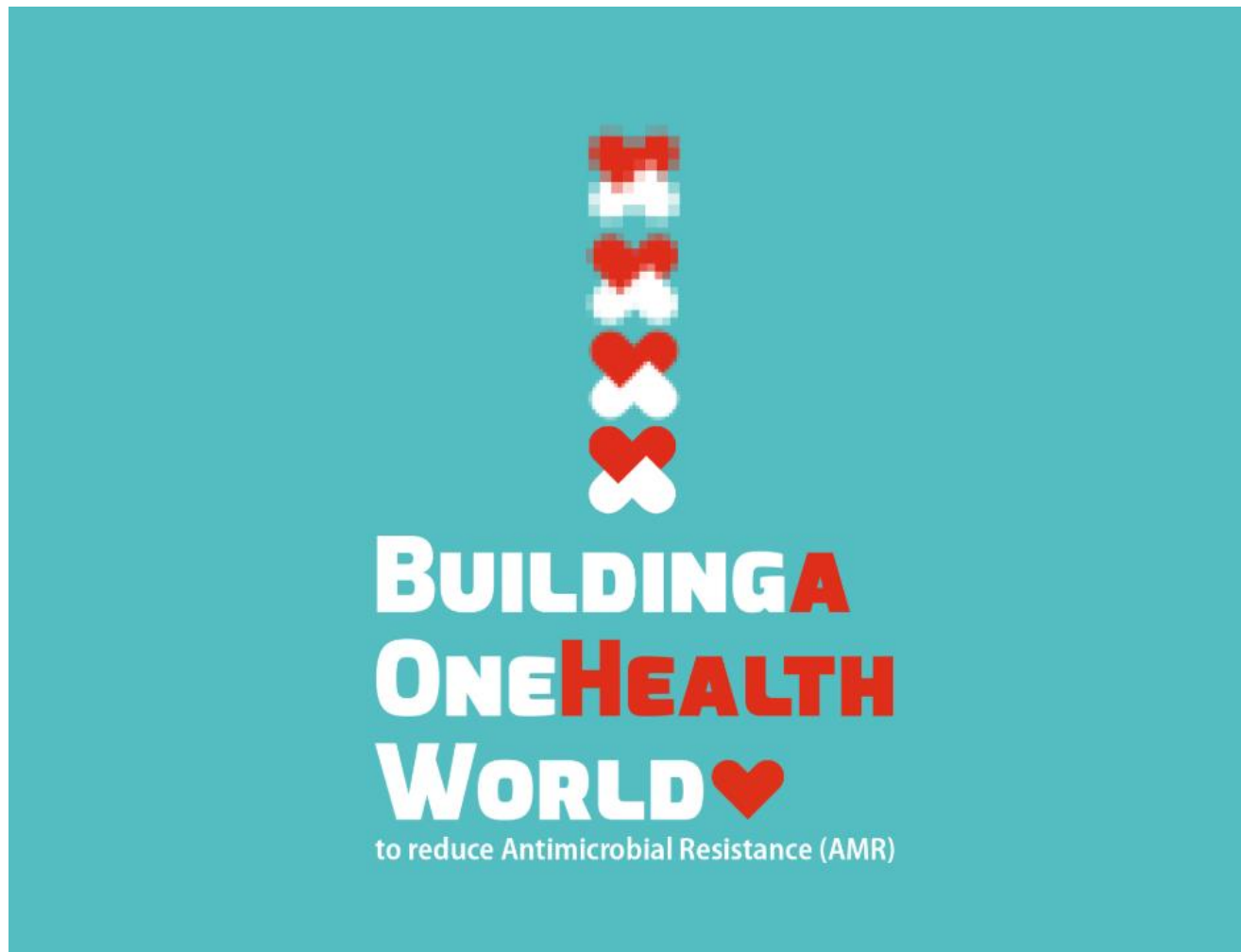
Mengfei Guan and Jennifer L. Monahan

Subject: Health and Risk Communication Online Publication Date: May 2017

DOI: 10.1093/acrefore/9780190228613.013.268



The FEELINGS



The ACRONIM

➤ [Commun Med \(Lond\). 2023 Oct 25;3\(1\):149. doi: 10.1038/s43856-023-00379-6.](#)

Existing terminology related to antimicrobial resistance fails to evoke risk perceptions and be remembered

Eva M Krockow¹, Kate O Cheng², John Maltby³, Eoin McElroy⁴



The **ACRONIM** **STUDY**

Review and creation of an effective term for Antimicrobial Resistance (AMR) that is **MEMORABLE**, **CLEAR**, and capable of generating an adequate **RISK PERCEPTION** in the public.



The AUDIENCE





#RAISING AWARENESS



The AUDIENCE: PATIENTS

Comment | [Open access](#) | Published: 25 January 2025

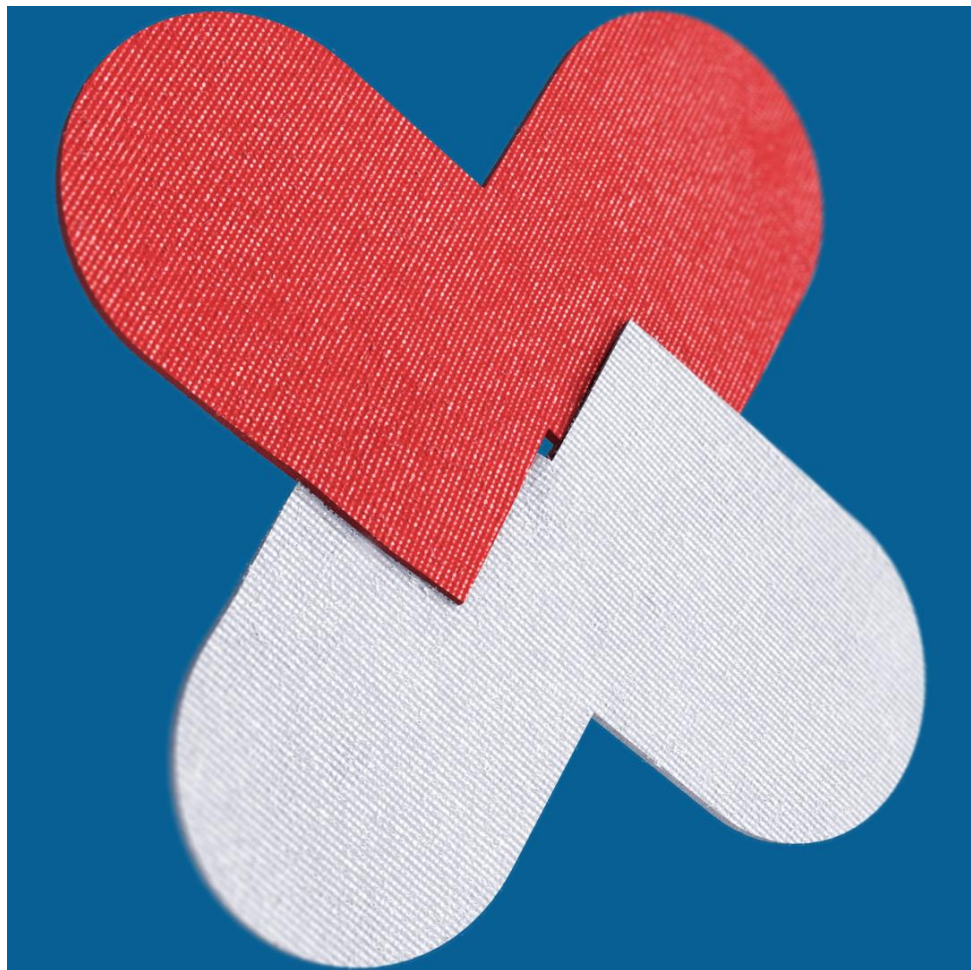
Patient and public involvement and engagement to improve impact on antimicrobial resistance

[Emily Scott-Dearing](#) , [Vanessa Carter](#), [Michael Corley](#), [Philip Mathew](#) & [Ara Darzi](#)

[Nature Communications](#) **16**, Article number: 1022 (2025) | [Cite this article](#)



The **SYMBOL**



UNITES US ALL



The SYMBOL

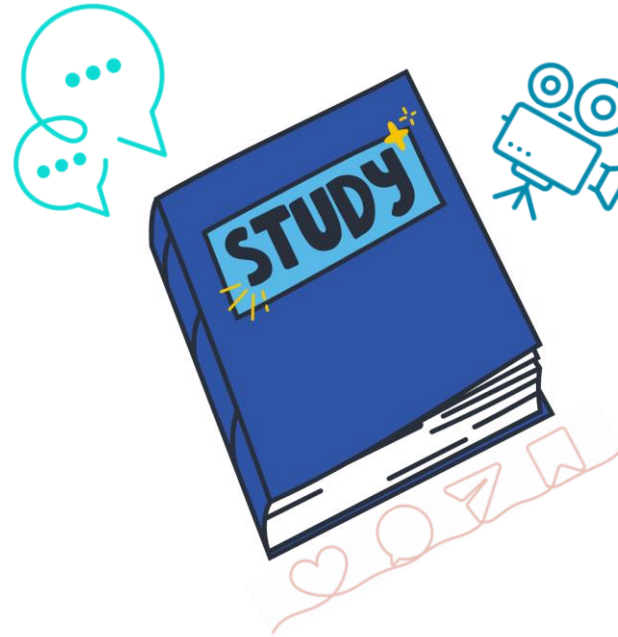


The AMR communication actions

Before starting to create...

The **MESSAGES** and **MATERIALS STUDY**

Review of existing awareness raising key messages and materials



The **SCHOOLS** **STUDY**

Study to identify barriers and facilitators for implementing AMR awareness in schools



The INNOVATIVE LEARNING STUDY

An exploration of Adult Education Methodology and Innovative Learning



#RAISINGAWARENESS

The AWARENESS RAISING PLAN

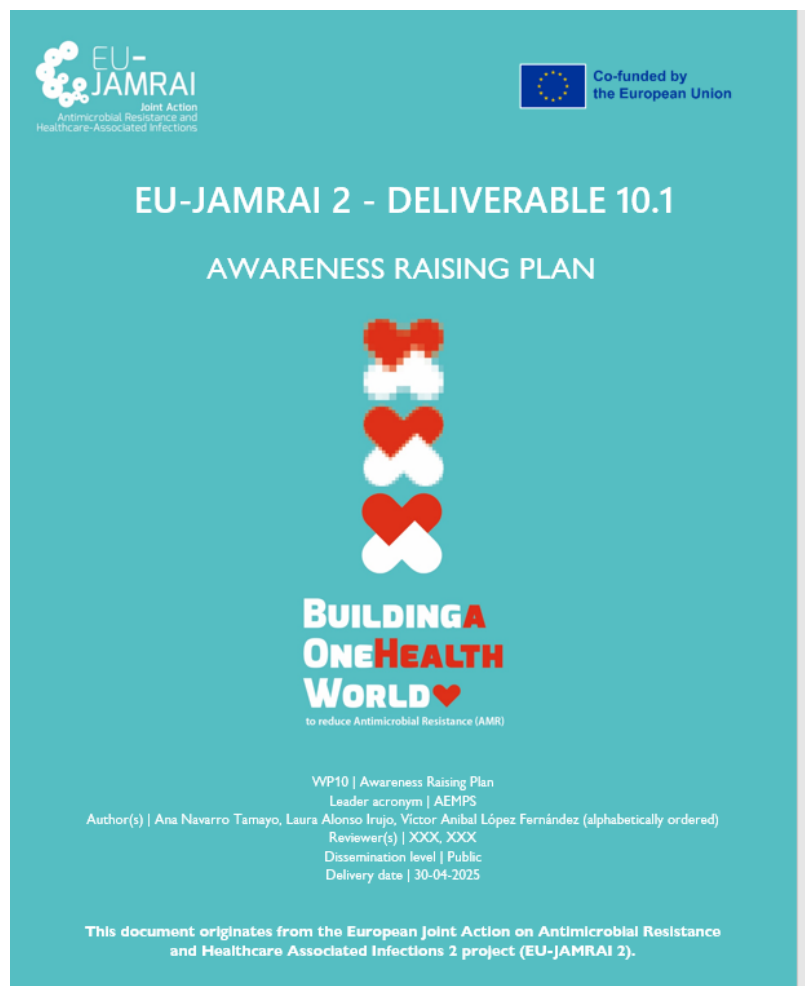


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Thank you!

Ana Tamayo

COM Team



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**BUILDING A
ONE HEALTH
WORLD** ❤️

to reduce Antimicrobial Resistance (AMR)



Scan and submit your question to the panellists



Session 4: Raising global awareness on AMR in Europe

Panel discussion: Renewing AMR Communication

Javier Yugueros-Marcos

Head of Department AMR & Veterinary
Products

World Organization for Animal Health (WOAH)



Sara Earnshaw Blomquist

Scientific Officer Disease Prevention
and Behaviour Change

European Centre for Disease Prevention
and Control (ECDC)



Pablo Sagredo

Associate Officer on One Health
United Nations Environment Programme
(UNEP)



Vanessa Carter

Executive Director
The AMR Narrative



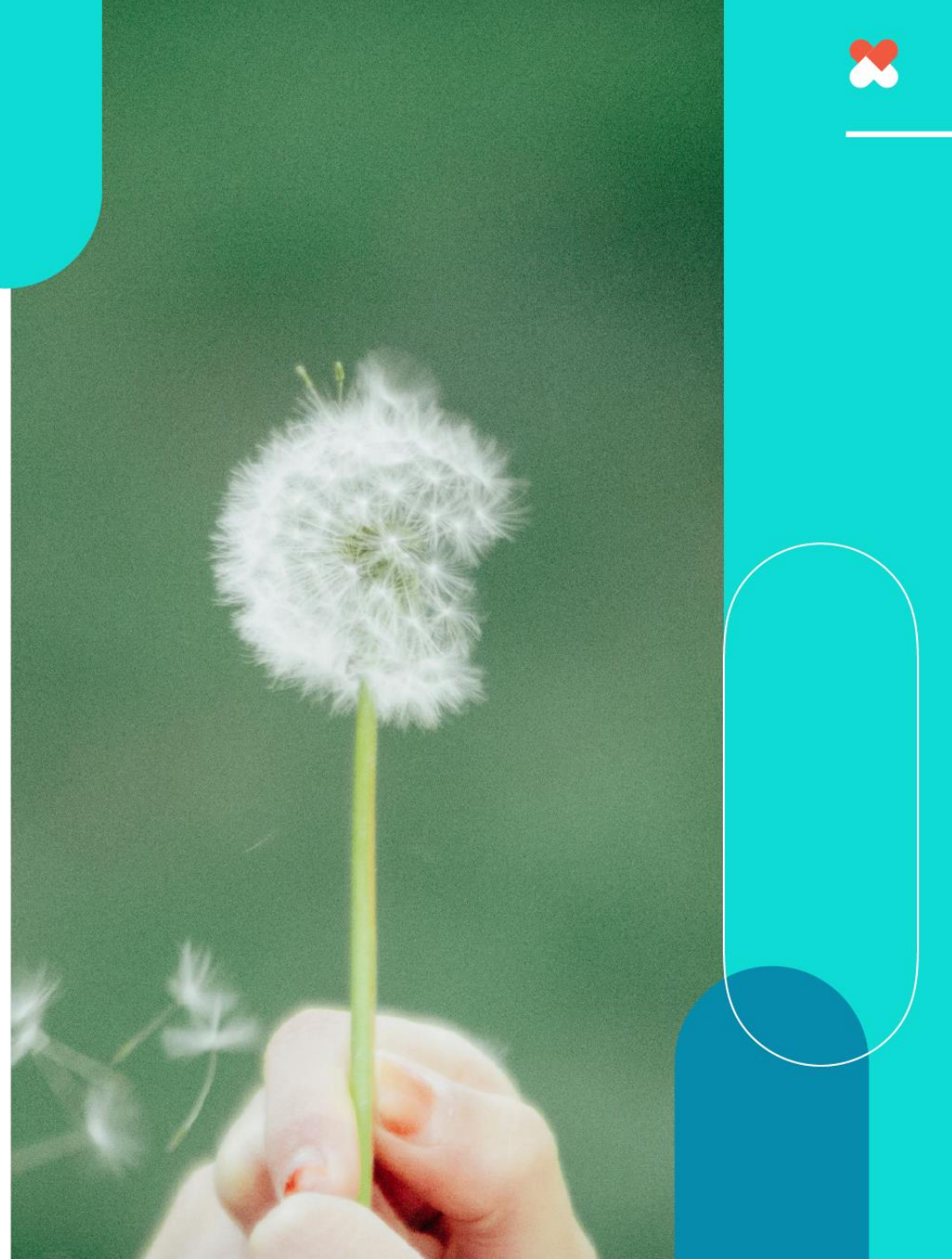


4- Raising awareness on AMR with a GLOCAL approach



Raising awareness on AMR

with a GLOCAL approach



How do we communicate
and raise awareness in a
global world?

How do we face a social
environment saturated
with information?



Prevalence of Health Misinformation on Social Media: Systematic Review

Victor Suarez-Lledo^{1,2} ; Javier Alvarez-Galvez^{1,2} 



Zeitschrift für Evidenz, Fortbildung und Qualität
im Gesundheitswesen



Volume 109, Issues 4–5, 2015, Pages 285–290



Schwerpunkt

Information overload in healthcare: too
much of a good thing?

Informationsüberlastung im
Gesundheitswesen: zu viel des Guten?

Irma Klerings, Alexandra S. Weinhandl, Kylie J. Thaler  













Furthermore, when we are handling a complex issue...



Open Access

Article

Finding What Is Inaccessible: Antimicrobial Resistance Language Use among the One Health Domains

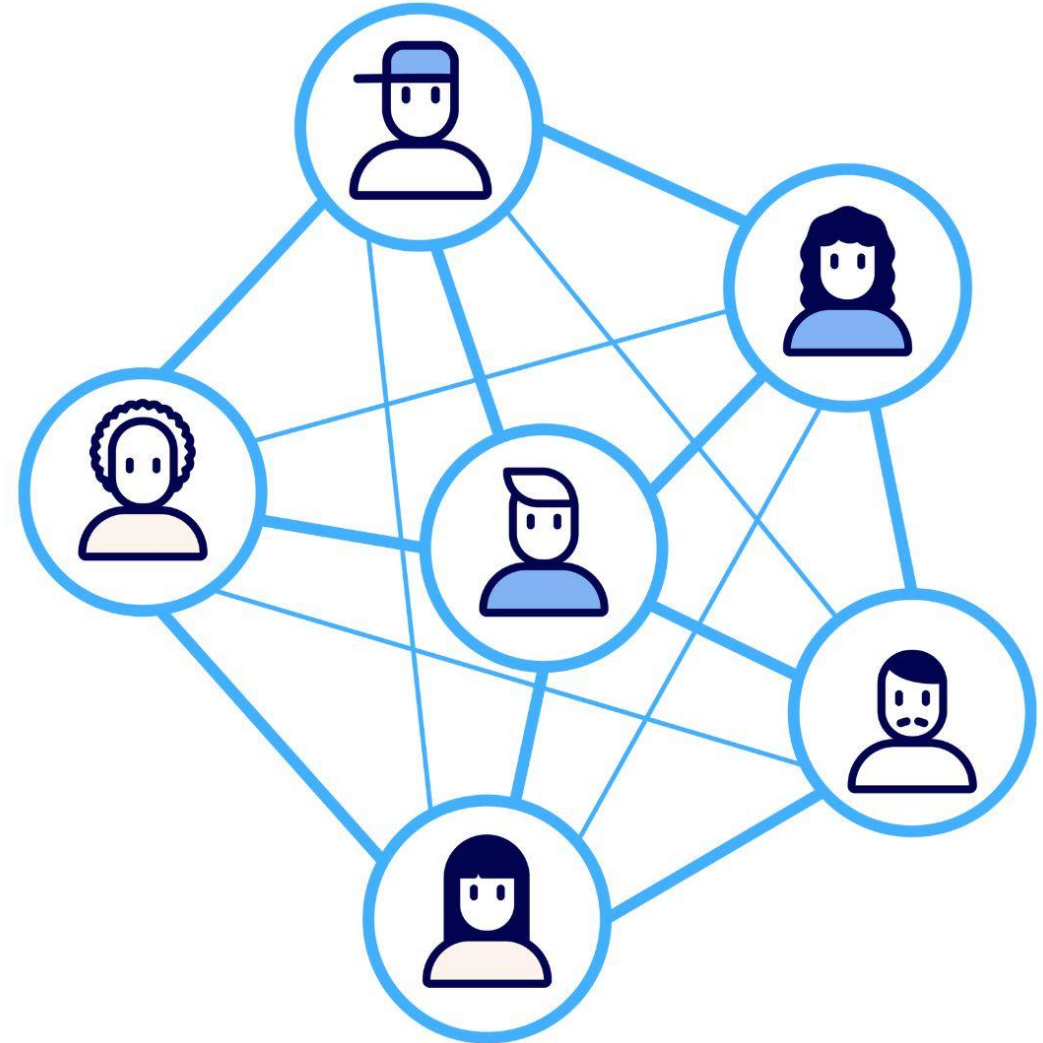
by Lauren L. Wind ^{1,*}  , Jonathan S. Briganti ² , Anne M. Brown ²  , Timothy P. Neher ³  ,
Meghan F. Davis ⁴ , Lisa M. Durso ⁵  , Tanner Spicer ²  and Stephanie Lansing ⁶  

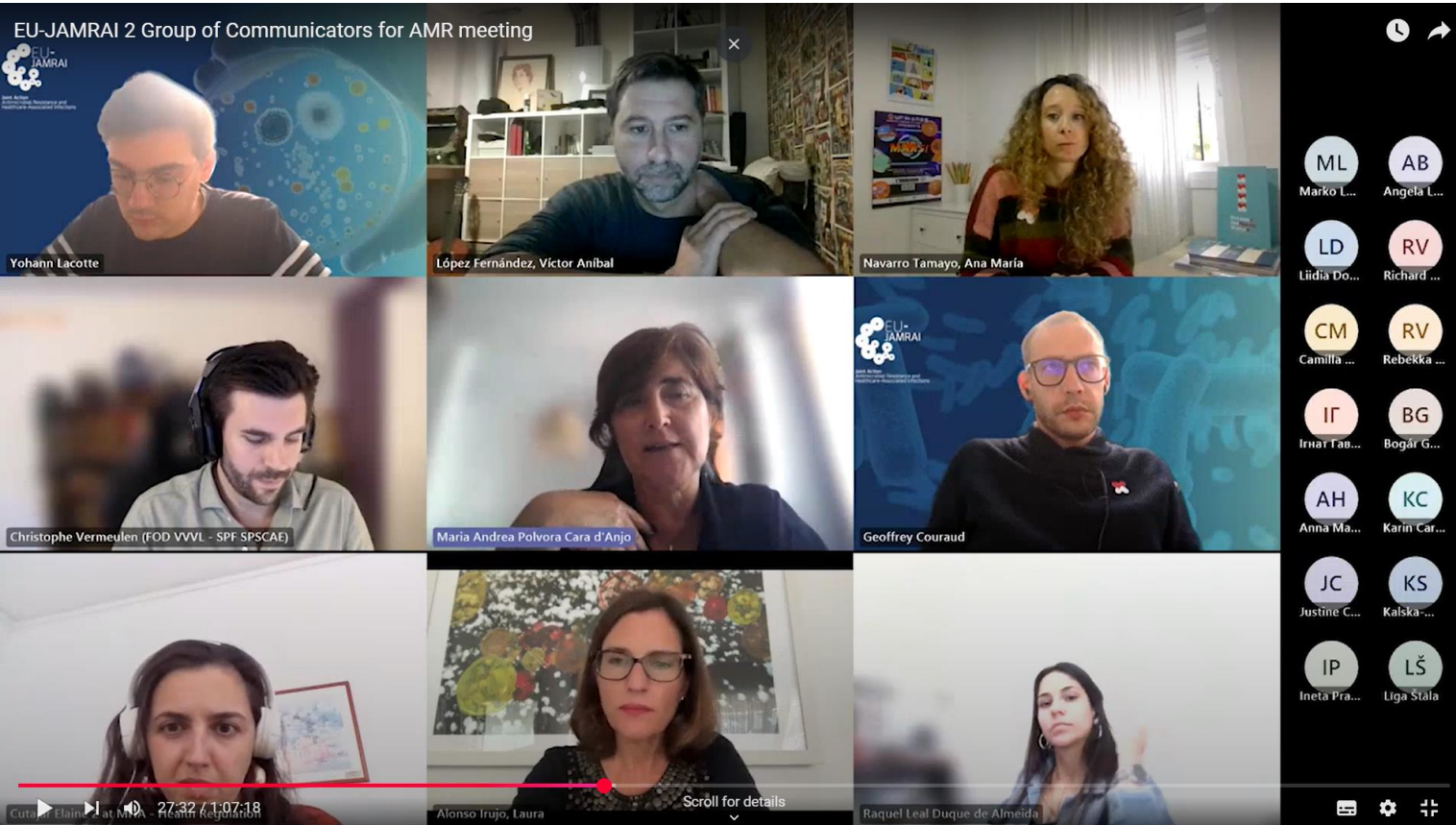
Think global, act local



Communicators Network on AMR

Ensure the local adaptation of messages, initiatives and activities





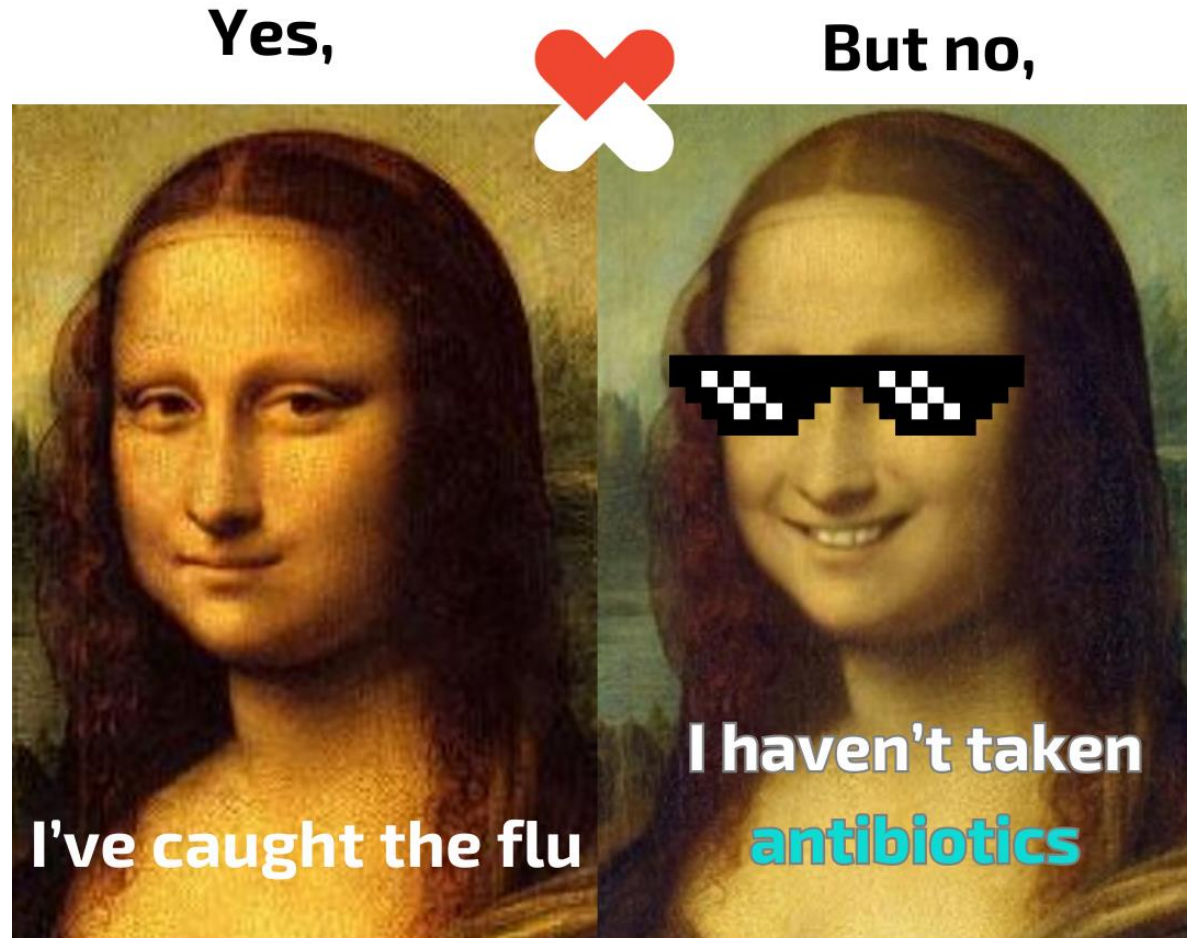
Communicators Network on AMR

More than 40 members

30 countries

Our pilot experience: AMR Art Memes

- An implemented example: EAAD 2024 pilot campaign - combining art and science and the COM network role (translations and local adaptation)



Lorsque vous prenez des
antibiotiques en **suivant les conseils**
de votre médecin

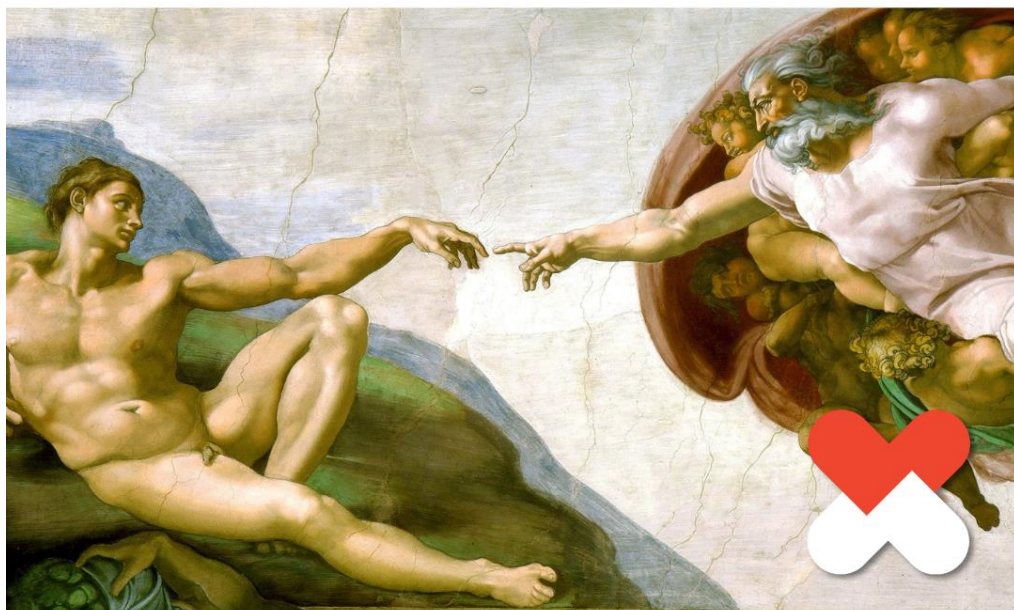


Να ρίχνεις τα **αντιβιοτικά** στην
αποχέτευση...



...είναι πράγματι τόσο κακό;

Heyrðu félagi,
ertu búinn að þvo hendurnar þínar?



Ste si istý, že ovocie bolo



Upcoming campaigns: Sketching AMR

30 illustrators, one representative for each country.

Working in their national languages
+ English.



#RAISINGAWARENESS

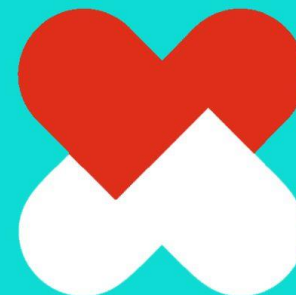
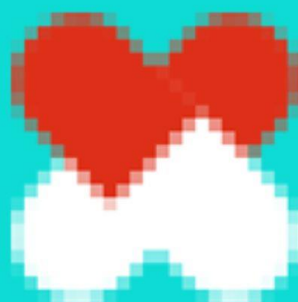
Upcoming campaigns: Sketching AMR

A digital campaign

An illustrated album

A street exhibition





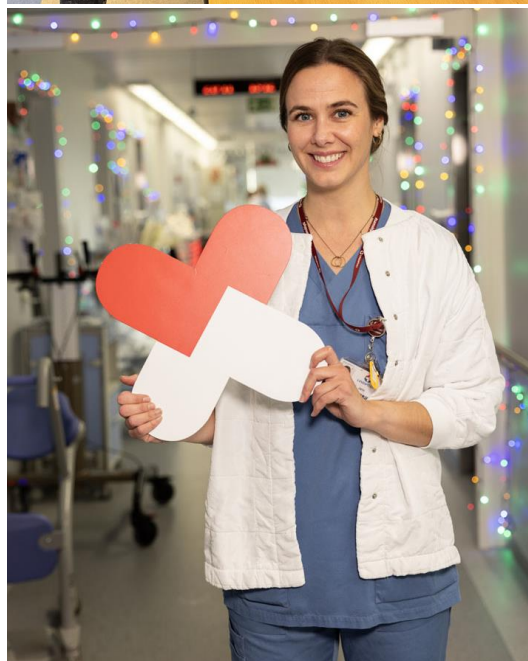
ANTIMICROBIAL
RESISTANCE
SYMBOL

BUILDING A
ONE HEALTH
WORLD 

Upcoming campaigns: AMR symbol in hospitals and healthcare facilities



Upcoming campaigns: AMR symbol in hospitals and healthcare facilities



Reaching the education system: Educators network on AMR

MicroCombat

Escape Room

Debate kit

E-library



Thank you!

Víctor Aníbal López
COM Team



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to reduce Antimicrobial Resistance (AMR)



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Session 4: Raising global awareness on AMR in Europe

Panel discussion: Raising awareness on AMR with a GLOCAL approach

Edward Demicoli

European Commission,
Unit A3



Selma Bošnjak

EU-JAMRAI 2 COM Network Member
(Croatia)



Giovanni Mancarella

European Food Safety Authority
(EFSA)



Rebekka Aldís

EU-JAMRAI 2 COM Network Member
(Iceland)



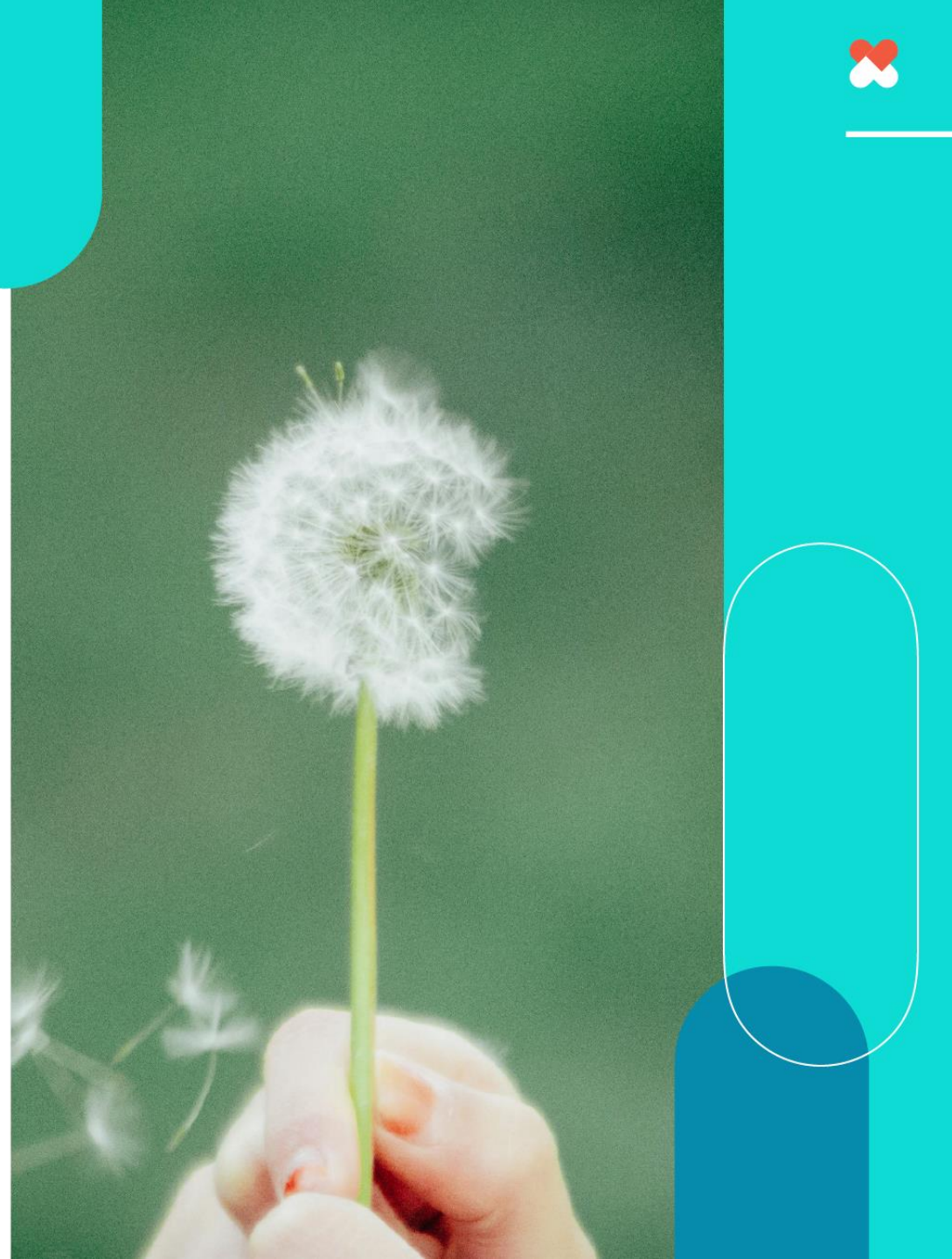


5- Wrap-up



About the coming year

Wrap up



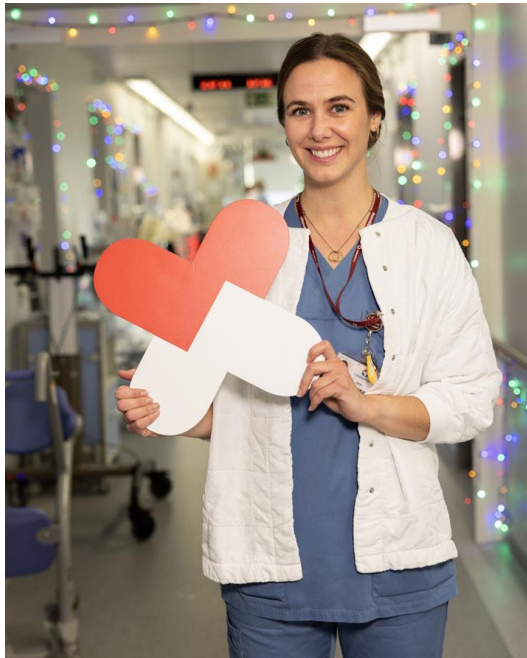
The EAAD campaigns

Sketching AMR



The EAAD campaigns

AMR symbol in hospitals and healthcare facilities



The RESULTS of the STUDIES



KEY MESSAGES and MATERIALS



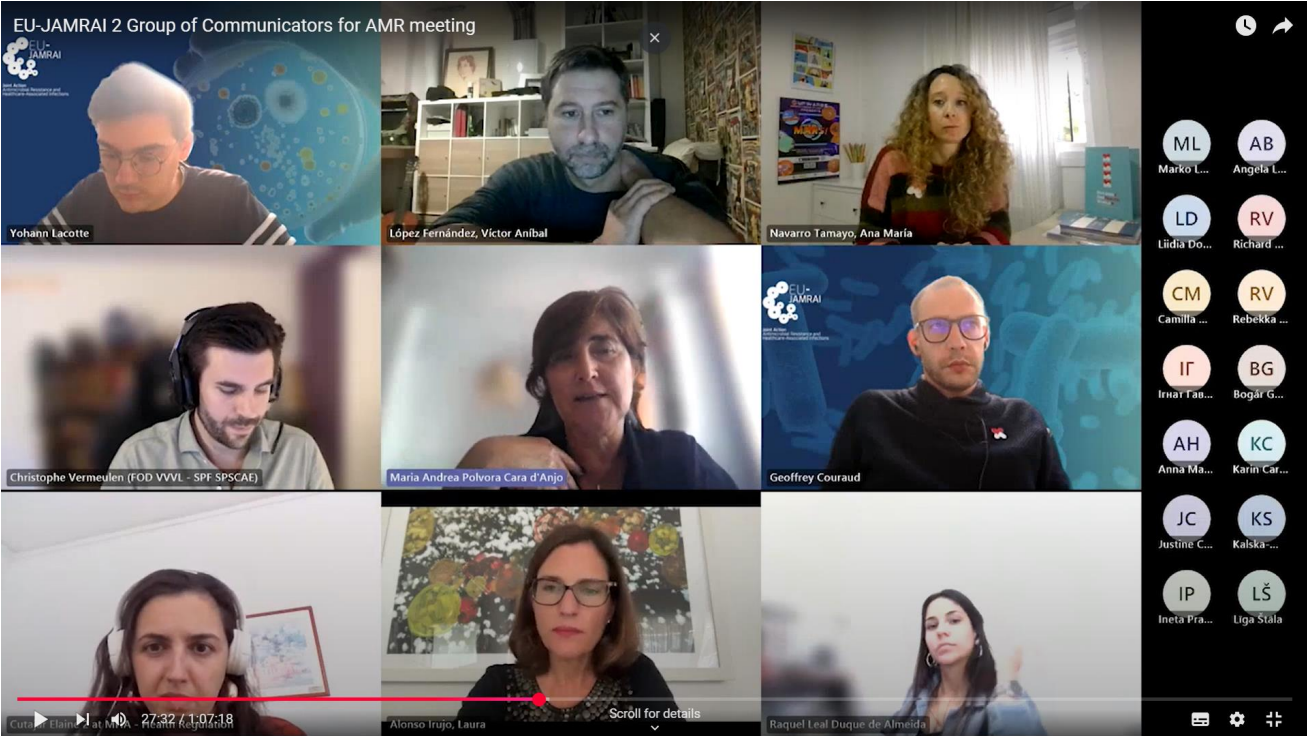
SCHOOLS



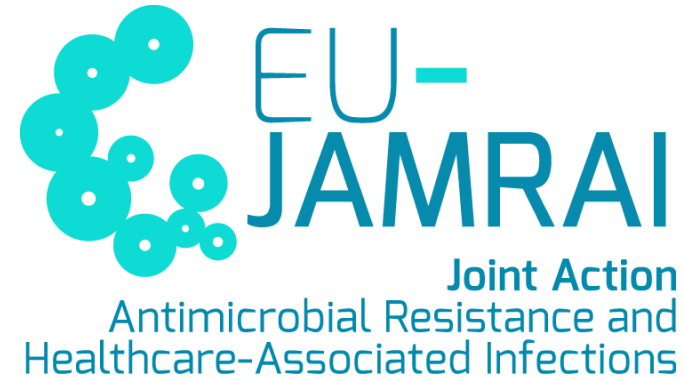
INNOVATIVE LEARNING

The COM Network workshop

Face to face in
Brussels



The PARTNERSHIP with EUN





A large group of people, mostly women in black and white uniforms, posing for a group photo in a large hall. A large orange flower decoration is visible in the foreground on the left.



Thank you!

Laura Alonso

COM Team



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