

## FAO Planning on Regional Antimicrobial Resistance Communication and Advocacy

23-25 July 2019 | Bangkok, Thailand

### Concept Note

#### Background and justification

As the global leader for food and agriculture, the Food and Agriculture Organization of the United Nations (FAO) reinforces the [Global Action Plan on antimicrobial resistance](#) (AMR) with its [FAO Action Plan on AMR](#). This comprehensive plan lays down the four focus areas in mitigating the emergence and spread of AMR in food and agriculture: **building awareness** (Focus Area 1: Improve awareness on AMR and related threats); **establishing evidence** (Develop capacity for surveillance and monitoring of AMR and antimicrobial use (AMU) in food and agriculture); **strengthening governance** (Focus Area 3: Strengthen governance related to AMU and AMR in food and agriculture); and, **promoting good practices** (Focus Area 4: Promote good practices in food and agriculture systems and the prudent use of antimicrobials). The FAO Action Plan has been programmatically cascaded down to Asia by the FAO Regional Office for Asia and the Pacific (RAP), through its [Emergency Centre for Transboundary Animal Diseases](#) (ECTAD) and AMR Projects funded by the [United States Agency for International Development](#) (USAID) and the [United Kingdom's Fleming Fund](#).

To consolidate all the actions taken to date, review the implementation, and plan the ways forward, FAO-RAP gathered the FAO AMR team of Asia (FAO RAP AMR Team and all the AMR focal points from FAO country offices) last March 2019 for the workshop, [Refining the Regional Directions in Implementing the FAO Action Plan in the Asia-Pacific Region](#). This workshop deliberated accomplishments and future needs for each Focus Area to define where further work in the region are still needed.

For Focus Area 1, improve awareness on AMR and related threats, the review established that FAO teams have successfully implemented a number of AMR communication and advocacy activities at the national and regional levels. These centered on developing key communication materials, education and training, implementation of communication and advocacy campaigns, social media campaign, and evaluation research monitoring. On the broader level, the regional work in this area included providing support to the development and endorsement of the ASEAN AMR Communication Strategy; development of regional communication and advocacy toolkits including Tripartite-endorsed communication materials; coordinating region wide activities, particularly the World Antibiotic Awareness Week (WAAW) celebrations; and, the development of the enhanced assessment of knowledge, attitudes and practices (KAP+) on AMR/ AMU.

While it was clear that substantial contributions to improving awareness on AMR in the region have been made, the review also highlighted the areas where further work will still be needed. This includes the need to strengthen mechanisms to integrate AMR into policy-level discussions on food and agriculture; further improving media and information exchange; and, the need for specific evaluation tools to measure effectiveness of interventions. In light of the past regional implementation of WAAW celebrations, areas to further improve collaboration between FAO RAP and FAO country offices, and among partners were raised. Additionally, the early implementation of the enhanced assessment of KAP on AMR/AMU (KAP+) in Cambodia, Lao PDR and Viet Nam calls

for a timely deliberation of this regional tool to evaluate its fitness for purpose in the AMR campaign in Asia.

Guided by these regional review findings on Focus Area 1 of the FAO Action Plan, FAO RAP is taking steps to further move the region forward with its AMR communication and advocacy. Gathering the communications specialists/focal persons of FAO ECTAD country teams and AMR Projects in Asia, FAO RAP is organizing the *FAO Planning on Regional Antimicrobial Resistance Communication and Advocacy* on July 23-25, 2019 in Bangkok, Thailand to collectively identify the key elements for the regional AMR communication and advocacy strategy, agree on specific activities and toolkits to implement and use for WAAW celebrations, and agree on further steps in the implementation of KAP+.

#### Objectives

1. To share updates on actions, materials, and tools developed relevant to FAO Action Plan Focus Area 1: improve awareness on AMR and related threats.
2. To discuss and deliberate on the key elements for inclusion in the FAO regional AMR communication and advocacy strategy, taking into account the collective experiences of the region in its earlier phase of implementation.
3. To agree on specific activities, AMR communication toolkits, and collaborative arrangements (within and beyond FAO) leading to the WAAW 2019.
4. To review the progress and discuss further steps in the implementation of the Enhanced Assessment of Knowledge, Attitudes and Practices and Intervention (KAP+) on AMR and AMU.

#### Expected outputs

1. A regional pool of concepts and materials for AMR communication and advocacy.
2. Draft outline and key elements for the FAO Regional AMR Communication and Advocacy Strategy;
3. Draft outline of activities, refined AMR regional communication toolkit; and regional/national implementation plan for WAAW 2019 celebrations; and,
4. Agreement on future plans for the implementation of KAP+.

#### Key inputs/main activities

1. Creative presentation of reports ranging from video, poster, TEDTalks-style among others
2. Group discussions/brainstorming session

#### Timing/duration and location:

23-25 July 2019; Bangkok, Thailand

#### Expected participants/participant type (N=17)

- FAO RAP (9)
- ECTAD/AMR Project Communications Officers/Focal Persons (8)<sup>1</sup>

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<sup>1</sup> Bangladesh, Cambodia, India, Indonesia, Lao PDR, Philippines, Thailand and Viet Nam

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### Provisional Agenda

Time	Topic	Presenter/Panelists
Day 1, 23 July 2019		
08.30-09.00	Welcome and registration	
09.00-09.15	Opening and welcome remarks	Katinka de Balogh, AMR Lead Technical Officer, FAO RAP
09.15-10.00	Session 1   Setting the Scene	
09.15-09.45	Overview of AMR initiatives at FAO RAP	
	Animal Health	Katinka de Balogh
	Food Safety	Masami Takeuchi, Food Safety Officer, FAO RAP
	Fisheries and Aquaculture	Weimin Miao, Aquaculture Officer, FAO RAP
9.45-10.00	AMR background, FAO AMR issue positions, key messages and challenges	Mary Joy Gordoncillo, Regional Project Coordinator, FAO ECTAD Asia
10.00-10.30	Photo Session and Coffee break	
10.30-12.30	Session 2   Review of actions related to FAO AMR Action Plan Focus Area 1 (Improve awareness on Antimicrobial Resistance and related threat)	
10.30-12.30	AMR Mini-exhibition fair	
10.30-12.30	Overview and objectives of the meeting	Domingo (Jim) Caro, Regional Advocacy and DevCom Coordinator, FAO ECTAD Asia
	Mini-exhibition and presentation of Regional and Country AMR communication and advocacy activities, materials and tools	Workshop participants
	Plenary session: Lessons learned from regional and national initiatives to improve awareness on AMR	Workshop participants
12.30-13.30	Lunch	

Time	Topic	Presenter/Panelists
13.30-17.00	Session 3   Developing the FAO Regional AMR communication and advocacy strategy	
13.30-13.45	Synthesis of discussions from review of actions related to Focus Area 1	Domingo (Jim) Caro
13.45-15.00	Workshop 1: Key elements of the FAO Regional AMR Communication and Advocacy Strategy	Workshop participants
15.00-15.30	Coffee break	
15.30-17.00	(continued) Workshop 1: Key elements of the FAO Regional AMR Communication and Advocacy Strategy	Workshop participants
Day 2, 24 July 2019		
09.00-09.15	Day 1 Recap and presentation of findings of Workshop 1	Domingo (Jim) Caro
09.15-09.30	M&E and reporting for Communication and Advocacy	Frank Pumipuntu, M&E Specialist, FAO ECTAD Asia
09.30-10.00	Workshop 2: M&E and reporting for communication and advocacy	Workshop participants
10.00-10.30	Coffee break	
10.30-17.00	Session 4   Workshop Planning for 2019 World Antibiotic Awareness Week	
10.30-12.00	Presentation and discussion of the 2019 WAAW Toolkit	Domingo (Jim) Caro
12.00-13.00	Lunch	
13.00-14.00	Workshop 3A: Planning for activities and products for 2019 WAAW   Regional	Workshop participants
14.00-15.00	Workshop 3B: Planning for activities and products for 2019 WAAW   National	Workshop participants
15.00-15.30	Coffee break	
15.30-17.00	2019 WAAW Workshop outputs presentations and discussions	Workshop participants
Day 3, 25 July 2019		
09.00-09.15	Day 2 Recap	Domingo (Jim) Caro
09.15-14.00	Session 5   Enhanced assessment of knowledge, attitudes and practices on AMR and AMU	
09.15-09.45	Introduction to KAP+	Domingo (Jim) Caro
09.45-10.00	Case Study 1   KAP Survey on AMR/AMU in livestock and aquaculture productions in Viet Nam	ECTAD Viet Nam

Time	Topic	Presenter/Panelists
10.00-10.30	Coffee break	
10.30-10.45	Case Study 2   KAP Survey on AMR/AMU and Stakeholder Mapping among small and medium-scale farmers in Lao PDR	ECTAD Lao PDR
10.45-11.00	Case Study 3   KAP Survey on AMR/AMU in livestock production in Cambodia	ECTAD Cambodia
11.00-12.00	Workshop 4: Review progress and discuss further steps in the implementation of KAP+	Workshop participants
12.00-13.00	Lunch	
13.00-14.00	(continued) Workshop 4: Review progress and discuss further steps in the implementation of KAP+	Workshop participants
14.00-17.00	Session 6   Next steps	
14.00-15.00	Wrap up and the way forward	Domingo (Jim) Caro
15.00-15.30	Coffee break	
15.30-16.00	Closing	Katinka de Balogh