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# **ASEAN REGIONAL STRATEGY ON ANTI MICROBIAL RESISTANCE COMMUNICATION AND ADVOCACY**



Food and Agriculture Organization  
of the United Nations



# **ASEAN Regional Strategy on Antimicrobial Resistance Communication and Advocacy**

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## Background

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Antimicrobial resistance (AMR) was recently identified as an emerging threat to humans, animals and the environments<sup>1</sup>. The United Nations recently acknowledged that AMR is a major global public and animal health issue and the importance of addressing it now. It urged countries to prioritize actions to manage AMR<sup>2</sup>. AMR is a cross-sectoral issue that needs a multi-sectoral approach for it to be addressed. There have been gains in the public awareness and technical capacity in the public health, however, the animal health sector has been lagging behind in managing AMR. The risks of AMR are aggravated in countries where legislations, regulatory surveillance and monitoring systems regarding the use of antimicrobials is almost nonexistent. Inadequate and weak prevention and control of AMR in some countries also increases the risk of its spread.

The primary problem that needs to be addressed is the lack of awareness among stakeholders such as government officials, animal health specialists, producers and traders. Raising awareness may result to better engagement and stronger leadership to address the issue on AMR.

## Historical Perspective of Antimicrobial Resistance in ASEAN

There has been no systematic studies undertaken in the Southeast Asian Region to understand antimicrobial use or extent of antimicrobial resistance. However, estimates from the O'Neill Report<sup>3</sup>, commissioned by the Government of the United Kingdom of Great Britain and Northern Ireland, place human death toll in Asia of up to five million annually by 2050 if AMR is not addressed now. The few studies that have been the basis of AMR assessment in the Region focused only on selected diseases or organisms. It showed that AMR is an increasing problem in the Region<sup>4</sup>.

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1 [https://amr-review.org/sites/default/files/160525\\_Final%20paper\\_with%20cover.pdf](https://amr-review.org/sites/default/files/160525_Final%20paper_with%20cover.pdf)

2 <http://www.un.org/pqa/71/2016/09/21/press-release-hl-meeting-on-antimicrobial-resistance/>

3 [https://amr-review.org/sites/default/files/160525\\_Final%20paper\\_with%20cover.pdf](https://amr-review.org/sites/default/files/160525_Final%20paper_with%20cover.pdf)

4 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3028949/>

## **Strategy**

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### **Guiding Principles for Regional AMR Communication and Advocacy**

The Regional AMR Communication and Advocacy Strategy will be guided by the tenets of participatory approaches. Specifically, the ASEAN AMR Regional Communication Strategy will follow the guiding principles in strong recognition of stakeholder engagement and ASEAN values:

- Agree on the principle of consensus among the ASEAN Member States (AMS);
- Ensure and demonstrate collaboration and coordination in regional efforts among AMS;
- Promote teamwork among AMS;
- Foster trade cooperation among AMS;
- Conduct activities in the spirit of ASEAN solidarity;
- Enhance information-sharing among AMS; and,
- Respect individual country cultures in the design and implementation of communication tools.

### **Definition of terms:**

- Participatory Approach: Ensuring that all stakeholders have a say in the drafting and implementation of strategy, idea or product.
- Education: The process of facilitating learning among stakeholders to strengthen knowledge, awareness and behavior change.
- Communication: The process of discussion exchange among stakeholders with the ultimate goal of mutual agreement on a certain social product or idea.
- Advocacy: Enjoining public support to a social product or idea such as policy or behavior.
- Campaign: Series of activities aimed at a common outcome and sets of outputs.
- Technical: knowledge practices such as research in communication and advocacy.



**Antimicrobials are to be used wisely**

## **Strategic Framework**

### **Vision**

An ASEAN community promoting and practicing responsible and prudent use of antimicrobials.

Prudent use of antimicrobials and good farming practices contribute to slowing antimicrobial resistance in ASEAN.

### **Goal and Objectives**

The overall goal of this communication strategy is to raise awareness on AMR and its consequences. Specifically, the objectives of this communication strategy are to:

- Promote prudent use of antimicrobials among key stakeholders in the AMS such as veterinary drug owners and veterinarians; and,
- Promote good animal husbandry practices among livestock producers/farmers;

### **Strategic Approach and Components**

Members of the ASEAN Communication Group on Livestock (ACGL) and the ASEAN National Focal Points on Veterinary Products (ANFPVP) identified four components under which all thematic activities will be conducted. Key focus areas in the AMR Communication and Advocacy Strategy will be embodied in TANR:

- Technical
- Awareness and Education
- Networking and Collaboration
- Resource Mobilization

### **Technical**

### **Objective**

To design and implement evidence-based communication and advocacy activities

### **Deliverables**

- Report on the situational analysis of communication needs including stakeholder profiles and training needs

**Output**

- Stakeholders are identified and profiled
- Assessment tools to be developed are identified and piloted
- Results from pilot activities are used to develop corresponding (evidence-based) communication activities
- Activities are monitored and evaluated

**Proposed key activities**

- Stakeholder mapping
- Listing and reviewing of possible assessment tools
- Implementing and evaluation of pilot activities
- Identification of monitoring and evaluation tools and framework

**Awareness and Education**

**Objective**

To raise awareness by fostering knowledge exchange and understanding of AMR among key stakeholders.

**Deliverables**

- Region-wide coordinated AMR education and awareness campaign
- Region-wide coordinated campaign on good animal husbandry practices
- Development of communication and advocacy products on AMR

**Output**

- Implementation of AMR education and awareness campaign
- Promotion and implementation of good animal husbandry practices campaign
- Production and distribution of communication and advocacy products on AMR

**Proposed key activities**

- Series of promotional activities leading to antibiotic awareness week
- Series of education and training activities region-wide for trainers and farmers
- Pretesting and production of communication products

**Networking and Collaboration**

**Objective**

To strengthen cooperation and collaboration among AMS in promoting prudent use of antimicrobials.

## Deliverable

- Strengthened coordination of One Health different national ministries and stakeholder among AMS

## Output

- AMU/AMR becomes a regular part of the agenda of ANFPVP and other appropriate ASEAN meetings
- A suitable mechanism OH mechanism is established in the AMS to share information
- AMR champions are identified in the country and regionally tasked to sustain the collaboration

## Proposed key activities

- Regional AMR conference among regional scientists and other stakeholders with the aim to promote discussions of policies, latest research and best practices on AMR
- Information sharing on AMR developments in the Region
- Tapping public personalities regionally and internationally as AMR champions (Hollywood or regional actors endorsing the campaign)

## Resource Mobilization

## Objective

To ensure a sustainable and efficient approach to AMR education, communication and advocacy.

## Deliverables

- ASEAN proposal on a sustainable program for veterinary education, communication and awareness is produced

## Output

- Practical, doable mechanism for information sharing amongst AMS is developed and implemented
- Resource mobilization opportunities are explored

## Proposed key activities

- Virtual knowledge and information exchange among AMS, possibly through the ACGL website
- Use of social media to share information
- Develop a work plan or concept notes for submission and funding consideration by partners



## **Implementation Mechanism**

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### **Duration, Geographical Scope and Key Partners**

This strategy is designed for implementation within two years after it is approved and adapted by the ASEAN Sectoral Working Group on Livestock.

Main government partners will be ministries of agriculture, under which the respective livestock department will be the main implementing agencies of proposed activities. Private and other technical partners will also be encouraged to participate in implementing key activities in this strategy.

### **Alignment with ASEAN's mandate and priorities**

This strategy will be implemented to complement the 38<sup>th</sup> ASEAN Ministers of Agriculture and Forestry's call to more attention and action on antimicrobial resistance.

### **Action Plan**

In delivering this strategy, AMS will ensure that a country will take the lead to ensure the implementation of proposed activities. The strategy will be integrated with activities within the ACGL as part of the regional strategic communication framework. The lead country for each activity will ensure that each activity will go ahead as planned by leading the writing of concept notes in collaboration with international partners. The concept notes are to be submitted to the ACGL. While most of the activities will be regional in scope, it will be implemented in each country as appropriate. Countries will have the liberty to adapt each activity according to their current cultural and political norm.

Further agreement and finalization of activities will be discussed in future meetings to ensure that each activity is implemented. Technical assistance may be sought from international partners to ensure the success of this strategy.

### **Monitoring and Evaluation**

A logical framework will be drafted to outline components of the strategy and action plan. This will include performance indicators, means of verification and assumptions made. Reporting will be made to the ACGL at the conclusion of each activity.