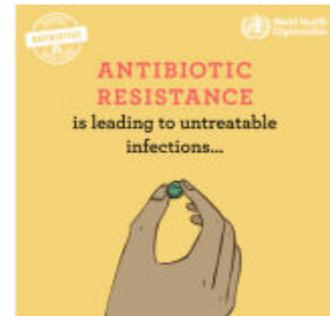
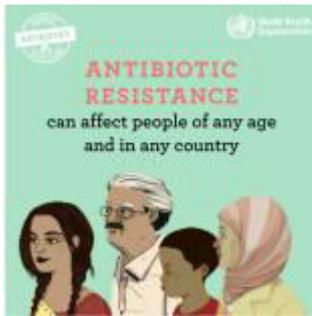




WORLD ANTIBIOTIC AWARENESS WEEK 2018 MONITORING AND EVALUATION REPORT



World Antibiotic Awareness Week 2018: Monitoring & Evaluation Report



Each November since 2015, World Antibiotics Awareness Week (WAAW) aims to increase global awareness of antibiotic resistance and encourage best practices among the general public, healthcare workers and policy.

In 2018, the primary campaign revolved around two main themes:

Think Twice. Seek Advice.
The Misuse of Antibiotics puts us all at risk.

Additionally, in 2018 WHO HQ also employed a multi-day messaging campaign, which was largely social media driven, to give stakeholders freedom to shape their own WAAW campaigns, by aligning each day of the week with one of the five objectives of the Global Action Plan on AMR.

To support policy makers, we maintained our global message, **'Our time with antibiotics is running out. Change can't wait'**.

Global Action Plan on AMR - Objectives

- to improve awareness and understanding of antimicrobial resistance;
- to strengthen knowledge through surveillance and research;
- to reduce the incidence of infection;
- to optimize the use of antimicrobial agents; and
- develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines diagnostic tools, vaccines and other interventions.

Lessons Learned

The 2018 WAAW Monitoring and Evaluation report is based on country and regional level survey responses, social media metrics, news media site monitoring and social media comment analysis. WAAW 2018 is the first year of official country office reporting, as validated by regional offices.

Key Observations

- **The world has a long journey ahead to increase general public knowledge on AMR** - 30% of social media comments posed generic questions regarding AMR – what it is, how it works and what it does; 3% of questions demonstrated a complete lack of understanding of AMR.
- **Peer to peer sharing of knowledge regarding AMR is difficult** - 80% of social media awareness-related questions acknowledged the importance of handling antibiotics with care, but requested assistance to appropriately spread accurate and impactful information in their countries, workplace, and social circles.
- **Healthcare settings are a major concern** – approximately 30% of social media awareness-related comments raised concerns about the important role of healthcare workers in addressing AMR, but posed queries as to how WHO supports healthcare worker knowledge.
- **Leverage the role of all actors in a ‘One Health’ approach to AMR is vital** – 7% of public comments asked how WHO was helping to reduce antimicrobial use in animal health and agricultural sectors, while regions highlighted the need for materials and further collaboration with multisectoral actors to embed animal health and agricultural sector AMR priorities within WAAW.
- **Funding is crucial for sufficient engagement with WAAW campaigns**– Countries highlighted the need for funding opportunities to engage with various sectors on AMR, to help produce and translate official materials, and to improve resources for implementing awareness of AMR at the country level.
- **Target audiences are dynamic and contextually specific** – Countries and Regions specified need for materials for additional target audiences, including young people, policy makers and at-risk populations (refugees, migrants, displaced populations).

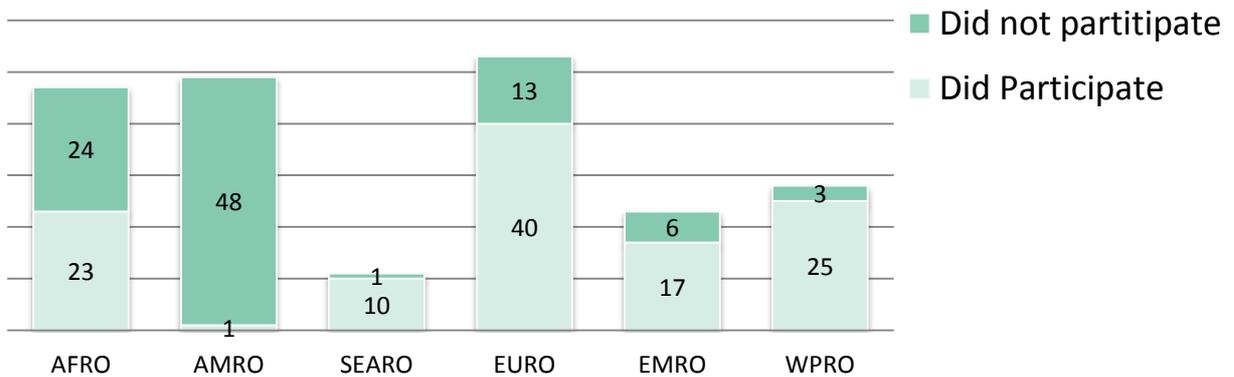
Recommendations

- Expand the suite of **traditional campaign materials** to include easily editable formats, more diverse regional contexts and healthcare settings, key facts and 'general knowledge' on AMR; include Regional Office comments & input on the development of representative materials.
- Focus on building stronger and more comprehensive **distribution channels** for the WAAW campaign materials, including efforts to further increase newsletter subscribers, earlier distribution of WAAW materials, and research into new stakeholders.
- Develop further **interactive elements** with **strong narratives** noting that public feedback indicated that interactive elements like the Tripartite game were well received and cited as great educational resources.
- Use advocacy materials to **lead the public to the answers** about antimicrobial resistance already available on Tripartite partners' websites.
- **Guide stakeholders in hosting celebrations/events for WAAW** based on the main types of events hosted during WAAW 2018, including discussion forums, music/theatre, and exhibitions.

Participation



Country Participation WAAW 2018*

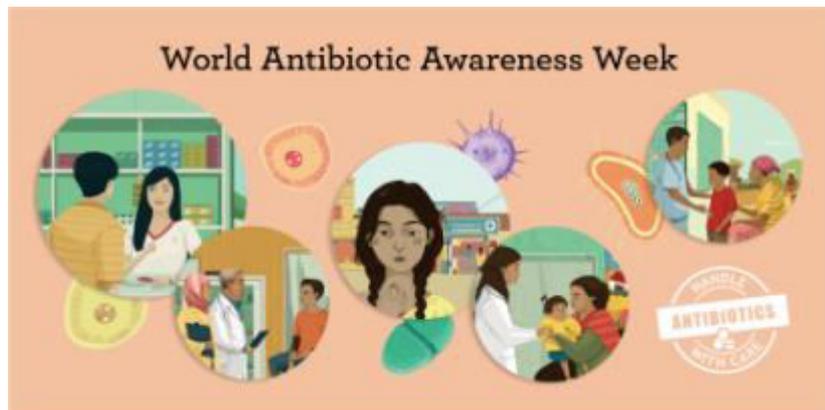


*2018 is the first year of official country office reporting, as validated by regional offices.

Website

Oct 23
site launch

42,836
site visits



Social Media

Headquarters



47
Posts



8.47m
Impressions



50k
Likes/Retweets

#AMR #WAAW **#StopDrugResistance** #StopSuperBugs

#AntibioticResistance #WAAW18 #AntibioticGuardian

#WorldAntibioticAwarenessWeek #KeepAntibioticsWorking

Comments

Facebook Live:



230K
Reach



1.5K
Reactions



994
Shares

On average:

35%

asked about
Awareness &
Behaviour Change

17.5%

asked about AMR
Surveillance

10.5%

asked about health
care settings &
infection prevention

19%

asked about AMR in
animal & agricultural
sectors

40%

Of comments expressed support for the WAAW18 campaign and WHO's investment in educating the public on AMR

24%

Of comments asked general question about AMR

3%

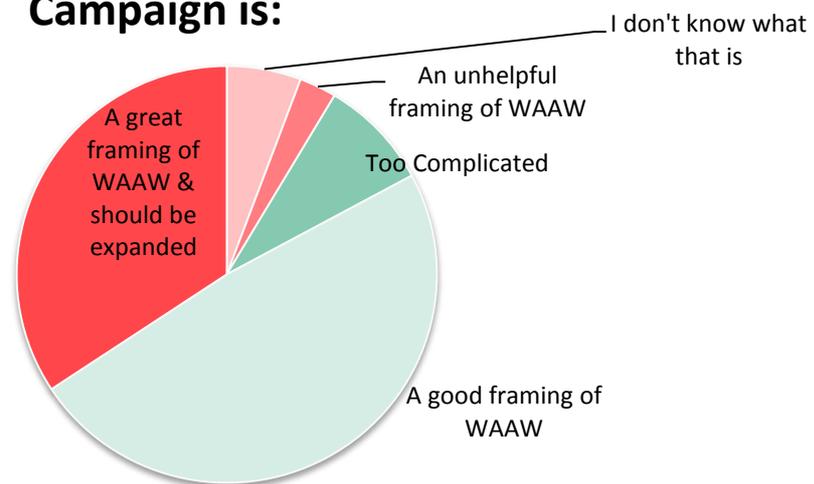
Of comments demonstrated no knowledge of AMR

Multiday Social Media Messaging Campaign

A multi-day messaging approach was developed to provide flexibility to regions and countries to reflect their unique audiences, levels of awareness and education.

The five days of World Antibiotic Awareness Week featured tailored messaging corresponding to each of the five strategic objectives of the GAP – awareness, surveillance, infection prevention and control, optimizing antimicrobial use and investment and R&D.

Country Response: The Multiday Messaging Campaign is:



The multi-day campaign proved to be a successful tool for communicating the many facets of antibiotic resistance. WHO HQ proposes to include multi-day messaging linked to the GAP for social media in future WAAW Campaigns to highlight advocacy messages for each objective of the GAP.

A flexible social media campaign provides a pathway for stakeholders to engage and build foundations for more comprehensive and targeted future campaigns while the annual WAAW campaign is in its infancy.

Regional Spotlight: Social Media*

AFRO



4

Posts



412

Likes/Retweets

AMRO



>15

Posts



>424k

Reach

SEARO



34

Posts



214k

Impressions

EMRO



21

Posts



1.6k

Shares

EURO



23

Posts



219k

Impressions/Views

WPRO



33

Posts

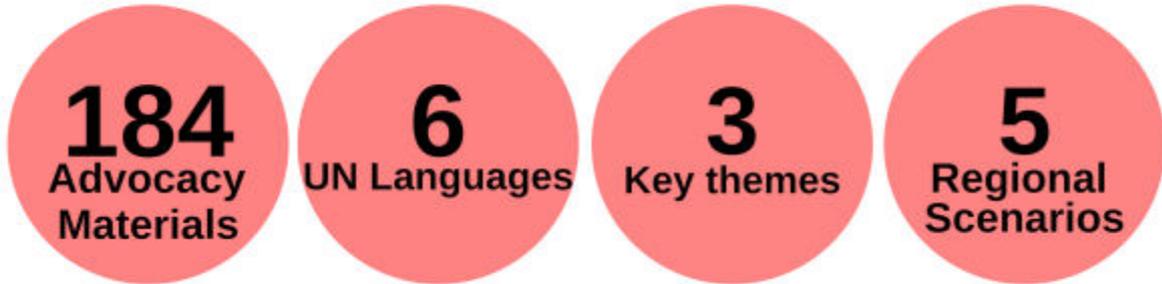


465k

Impressions

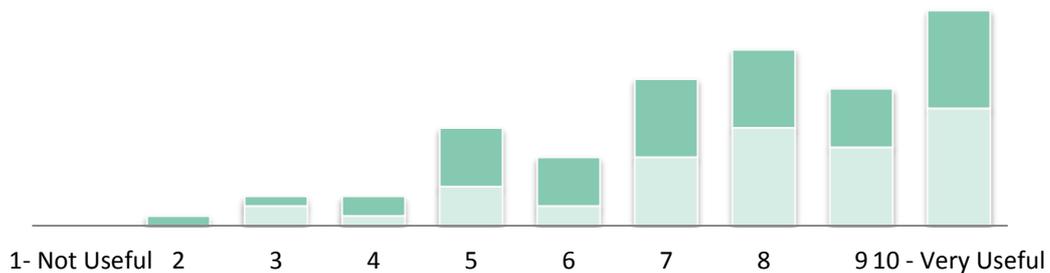
*Social media metrics are reflective of varied data provided by regional offices; comparative values are not available.

Materials



Country Response: HQ materials were...

- How-to Guide
- General Materials



Regional Spotlight: Materials

AFRO



AMRO



SEARO



EMRO



EURO



WPRO



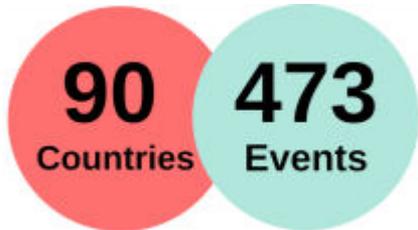
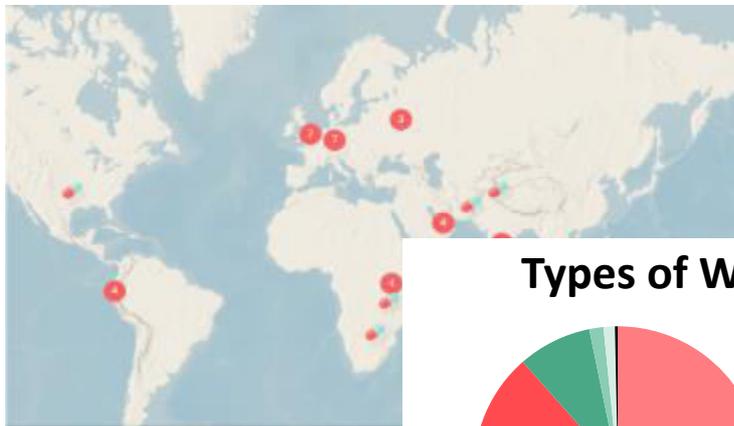
In 2018, WAAW materials were reported in

Arabic, Chinese, English, Russian, French, Spanish, Vietnamese, Lao, Khmer, Mongolian, Fijian, Pidgin English, Korean, Japanese, Tagalog, Burmese, Bahasa, Dhivehi, Romanian, Azerbaijani, Albanian, Uzbek, Bosnian, Georgian, Pashtu, Dari, Tigrigna, Yoruba, Hausa, Igbo, Kirundi, Chichewa, Swahili, Amharic, Tongan, Mongolian, Bislama, Pohnpeian, Yapese, many Polynesian languages in Pacific

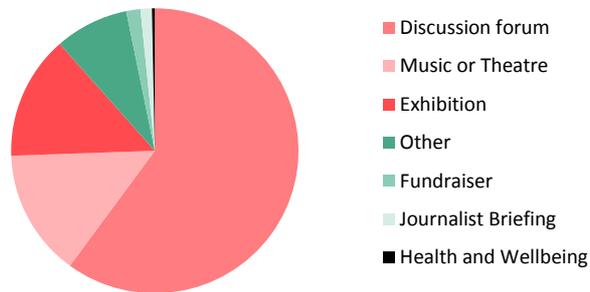


Interactive Platform

WAAW Interactive Campaign Map



Types of WAAW2018 Events



- 2018 saw a substantial increase in country participation and overall number of events reported across the WAAW Interactive Map, with a **37% increase in the number of activities recorded compared to 2017.**

WAAW Interactive Game



- In 2018, the Tripartite Interactive Game was expanded significantly to include additional healthcare settings to reflect common interactions with prescribers.
- The average playing time is a clear indication of user interest and engagement with the interactive content noting that the **average web session time is between 2 to 3 minutes**.

8,582
Game Plays

6:05
average playing
time per visitor
(in mins)

Events/Press Media

**159 AMR/WAAW
news items were
tracked during World
Antibiotic Awareness
Week 2018.**

Tracked news coverage by Region



Headquarters

[Innovate4AMR Capacity Building Workshop](#), hosted by ReACT and IFSMA in collaboration with WHO and the South Centre, was held on 15-17 November bringing together 24 medical students as finalists in a global competition designing solutions to improve antimicrobial stewardship in resource limited healthcare settings.



The major news hook for WHO Headquarters was the release of [WHO Report on Surveillance of Antibiotic Consumption: 2016 -2018: Early Implementation](#) and its press release on 12 November.

WHO HQ hosted the **WAAW photobooth** to encourage WHO staff and visitors to have their photo taken and share social media messages on AMR or with colleagues and friends.

Regional Spotlight: Events/Media

AFRO

School demonstration: As part of WAAW 2018, WHO-AFRO team worked with the 7000 students at Lycee de la Revolution secondary school in Brazzaville on the importance and effectiveness of hand hygiene in combatting antimicrobial resistance.



AMRO

Webinar: To mark the start of WAAW 2018, a webinar was held on best practices to stop the spread of antimicrobial resistance.

SEARO

Video Message: To celebrate WAAW 2018, a video message was developed from Dr Poonam Khetrpal Singh, WHO regional Director for SE Asia which was placed on the AMR homepage and made available on YouTube and through social media channels.



EURO

Facebook Live: Questions on antibiotics, colds and flus and the ‘One Health’ approach were answered during EURO’s Facebook Live during WAAW 2018.



Video Message: Her Royal Highness Crown Princess Mary of Denmark expressed her support for the One Health approach on the occasion of World Antibiotic Awareness Week 2018

Press Release: the release for WAAW 2018 highlighted the need for a multisectoral approach to antibiotic resistance and was distributed to over 500 media contacts.

Exhibition: As part of WHO/Europe’s activities for World Antibiotic Awareness Week 2018, in conjunction with the Norwegian Cancer Society, an exhibition entitled ‘Hanging By a Thread’ was displayed at UN City Copenhagen for two weeks. The exhibition highlighted the importance of antibiotics for many cancer patients.

EMRO

AMR Hero Campaign: Encouraged the public to sign up to the online hero challenge and pledge to become part of the movement to beat AMR. The largest number of registered ‘AMR Heroes’ came from Sudan with 4071 pledges.



Press release/Press Conference: 12 Nov - WHO/EMRO and the FAO Regional Office (FAORNE), EMRO premises.

Over 30 media representatives and other stakeholders attended the press conference. Fourteen journalists who covered AMR in different media outlets during 2017 received awards during the ceremony along with winners of the smart phone initiative who were announced during the event.

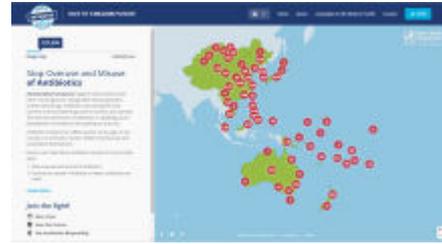
Smart Phone for Change Initiative for young people: A behavior change initiative using smart phones as a tool for change was launched in November 2018 in Egypt, Jordan and Sudan. The objective of this initiative was to mobilize young medical, pharmacy and veterinary students to use smart phones to make videos on behaviors linked with AMR.



Awareness Booth: Awareness raising of EMRO staff took place during the week via campaign booth located at EMRO entrance lobby. The booth offered a new quiz each day following the global themes of WAAW

WPRO

The Pledge to Fight AMR Campaign: A call for one million pledges to “Save Lives, Save our Future and Use Antibiotics Responsibly”. The campaign reached 127,371 pledges during WAAW 2018.



Interviews: Radio Broadcast ABC Pacific Mornings – pacific wide.

Internal Events: A brown bag was held with expert participants each approaching AMR from a different angle (prevention, health security, sexually transmitted diseases) in the WPRO office highlighting the multi-sectoral nature of AMR.

Partnerships

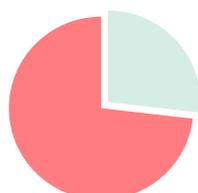
Regional Offices reported key partnerships with:



Newsletter



Country Response: Signed up for the WAAW Newsletter



Yes
No

