



Communication practices

Activity Group 7

Objectives of the working group activity

To identify, according to a specific target, why and how develop a specific communication campaign on prevention and use of antimicrobials.

Background

Antimicrobial resistance (AMR) is the ability of microorganisms to resist antimicrobial treatments, especially antibiotics. This has a direct impact on human as well as animal health and carries a heavy economic burden due to higher costs of treatments and reduced productivity caused by sickness. The European Commission has conducted a Special Eurobarometer presenting EU citizens' awareness on antibiotics and how these are used by the citizens and in agriculture. While the results show a decrease of the use over the last 10 years, one-fifth of the population still takes antibiotics for the wrong purpose. 85% of Europeans are aware that unnecessary use makes them become ineffective. More key figures can be found in the full Eurobarometer report.

Expected outcomes of working group

Based on the target you have been assigned, identify one issue you want to tackle and propose a communication plan.

You can develop your creativity and use any support you want to present your strategy.

Group assignment

Each group has been assigned a specific target, as follow:

- ✓ Group 1 – Communication to education sector a: School age children
- ✓ Group 2 – Communication to education sector b: Universities
- ✓ Group 3 – Communication to professionals (H/V): rural veterinarians, pet veterinarians, nurses, general practitioners etc.
- ✓ Group 4 – Communication to general public and/or patients and/or caregivers
- ✓ Group 5 – Communication to food chain distributors (farm to fork)
- ✓ Group 6 – Communication to long-term care facilities (for both professionals and patients)



Each group will then have to discuss and come up with a communication strategy, following the steps below and keeping in mind their own target:

1/ Analyse the situation and set objectives

1. What is one of the problems that can be identified?

Example: ignorance of the existence of prescription guidelines

2. What are the characteristics of your targeted audience?

Who are they? What motivation and wishes do they have? Are they individuals or companies? Do they already have knowledge about antimicrobial resistance?

3. Establish objectives for the campaign.

What do you want to achieve? Raise awareness, teach, inform.

Examples:

- Objective 1: to inform about the existence of the guides and disseminate them.
- Objective 2: to promote their implementation and use.

2/ Design the campaign or activity

4. Select the key points of the message

What is the key point you want to make according to all the elements above?

Example: using guides + reducing consumption + reducing resistance

5. Design the communication activities considering:

- That they are adapted to your target
- The channels selected for dissemination (posters, website, tv spot, radio, social media etc.)

Choose where to concentrate your communication efforts, establishing which means are the most effective to reach your targeted audience.

For example: industry publications, a certain event, specific social networks, etc.

It will also be essential to adapt the message to the chosen media. For example, in Twitter it is necessary to concentrate on a few characters, while in outdoor advertising visual elements such as colour, size, etc. or others such as location, an effective slogan, etc. acquire great importance.

Documents provided

- Key findings of the Eurobarometer 2018 on Antimicrobial Resistance
- Examples of communications campaigns



Funded by
the Better Training for Safer Food
Initiative of the European Union

Tasks allocated to the groups (*total 1h45*)

1. Discuss among the group – *60 minutes*
2. Present conclusions from each group – 5 minutes / group – *total of 30 minutes*
3. Summary of conclusions – TC – *10 minutes*