

World Antimicrobial Awareness Week
18-24 November 2020
Asia-Pacific Tripartite & UNEP joint celebrations

Concept Note

Background

Since 2015, the World Antibiotic Awareness Week (WAAW) aims to increase awareness of antimicrobial resistance and to encourage best practices among the general public, health professionals and policy makers across different sectors to avoid the further emergence and spread of antimicrobial resistance. The WAAW has been hugely instrumental at raising the level of awareness across the Asia-Pacific Region.

2020 marks the sixth year of the awareness week and for the first time the week will be called the World Antimicrobial Awareness Week, marking a shift to move away from solely antibiotics to a broader group of antimicrobials including antifungals, antiparasitic.

It is proposed for the tripartite, together with UNEP, to mark the World Antimicrobial Awareness Week together to demonstrate it is united to fight antimicrobial resistance.

Objective of AMR Advocacy and Awareness in the Asia-Pacific Region

The longer-term goal of the awareness and advocacy work on AMR in the Asia-Pacific Region is to recast AMR as a political and social issue and ingrain collective behavior change through incremental, yet sustained, awareness-raising to reach a level where handling antimicrobials across sectors with care combat AMR will become the norm.

The desired social norm would be: individuals acting individually or within their networks (communities, professional organizations, households, among others), will adopt, implement and share a set of desired behavior and critical actions to combat antimicrobial resistance.

- evidence-based decision-making process for antimicrobial use across sectors;
- non-antibiotic-seeking behavior among patients in human health sector;
- Good animal husbandry practices in animal health sector;
- routine practices for infection prevention and control, and water and sanitation;
- Good waste-water management practices across sectors;

How to operationalize? Mobilize networks to build a broad movement

To operationalize and work towards this broader longer-term goal, the Tripartite organizations aim to raise awareness and understanding of AMR and enjoin collective action by different stakeholders using a network approach, using the social capital available in these networks.

The aim of the 2020 regional AMR Awareness and advocacy campaign focuses specially on the mobilization of health professional networks across sectors in the Asia-Pacific Region. It is envisaged for the health professionals themselves to stimulate or start local activities and advocate to raise awareness on AMR.

Health professionals across sectors are essential networks to lead by example and encourage other actors in society to also use antimicrobials in a responsible manner. As such, health professionals can adopt actions towards the rational use of antimicrobials, while at the same time using their networks to persuade other stakeholders in their network to also act and for those stakeholders, each on their own, to also mobilize their own networks, hence creating a broad engagement on AMR started by health professionals but taken forward to the community and by people from all walks of life, including farmers, students, engineers or nurses.

Planned campaign activity

The virtual meeting will be organized on 24 of November to celebrate the successful conclusion of a week-long events on AMR in the Asia-Pacific Region.

Title of the meeting: "United to preserve antimicrobials" across the Asia-Pacific Region

- Aim: The proposed virtual meeting will showcase activities that have been undertaken in the Region by highlight the role of One-Health in the Region in supporting Member States.
- Target audience: Future health professionals (in-training students) from animal, human, environment sector. Each of the tripartite organizations is responsible for mobilizing their networks to attend the meeting.
- The meeting will be hosted on the FAO Zoom platform with the ability to host up to 500 attendees.
- Simultaneously the meeting will be casted on the OIE YouTube channel

WORLD ANTIMICROBIAL AWARENESS WEEK

24 November 2020; 14.00-15.30 hrs (ICS)

United to preserve antimicrobials

Agenda

Time	Details	Speaker
Welcome & Opening		
14.00—14.05	Opening and housekeeping rules	Dr Emmanuel Eraly, WHO WPRO
14.06—14.13	Video messages by Regional Directors or Representatives	<ul style="list-style-type: none">• Dr Hirofumi Kugita, OIE RRAP• Dr Poonam Khetrpal Singh, WHO SEARO
Setting the scene: Antimicrobial Resistance		
14.14—14.18	What is antimicrobial resistance?	
14.19—14.26	Pop QUIZ	FAO
14.27—14.35	Video messages by Regional Directors or Representatives	<ul style="list-style-type: none">• Dr Takeshi Kasai, WHO WPRO• Dr Jong-Jin Kim, FAO RAP
Panel discussion: One Health and AMR		
14.36-15:15	The importance of collective action on AMR	<i>Panel discussion chair:</i> Dr Vipat Kuruchittham SEOHUN Executive Director <ul style="list-style-type: none">• Chairperson of International Federation of Pharmacy Students on being a steward for the future (Human Health Rep)• Aashish Adhikari, International Veterinary Students Association President (Animal Health Rep)• Chris Ramos, Masters Studen (Environmental Health Rep)
	Response from the Regional Tripartite Plus UNEP	Dr David Sutherland, WHO SEARO
Closing		
15.16—15.20	WAAW 2020 Video Highlights	Dr Emmanuel Eraly, WHO WPRO
15.21—15.22	Join the AMR campaign: How to get engaged	Dr Emmanuel Eraly, WHO WPRO
14.23—14.25	Video message by Executive Director	Dr Inger Andersen, UNEP (1:30)
15.29—15.30	Closing	Dr Emmanuel Eraly, WHO WPRO

Webinar info

- Zoom webinar registration: https://fao.zoom.us/webinar/register/WN_MsYTBN8mQl2HN2tZ0dURnA
- YouTube live stream: <https://youtu.be/B8mKtfURgKA>