



Dakshama Health & Education  
*Your Voices Your Choices*



**PAIR**  
Patient Academy  
for Innovation & Research

**18 NOV - 24 NOV**

# **AMR AWARENESS WEEK REPORT**

**BY - DAKSHAMA HEALTH  
& PAIR ACADEMY**

# INTRODUCTION

Antimicrobial resistance (AMR) is one of top ten emerging threats to global health as declared by World Health Organization (WHO). AMR occurs when bacteria, viruses, fungi and parasites change over time and no longer respond to medicines, making infections difficult to treat, further increasing the risk of disease spread, severe illness and even death. The microorganisms that develop antimicrobial resistance are sometimes referred to as “superbugs”.

WHO has identified antimicrobial resistance (AMR) as an urgent priority area and adopted a worldwide antimicrobial resistance action plan with five goals. These goals include raising awareness about antimicrobial resistance, improving knowledge and evidence through surveillance and research, implementing antimicrobial resistance prevention measures, optimizing antibiotic use, and investing in newer medicines, diagnostic tools, vaccines, and other interventions.

In India, we are facing a triple burden of diseases: communicable, non-communicable and new emerging diseases. AMR adds additional burden to the already existing triple burden of diseases. AMR is projected to disrupt not just current health-related issues but also have a significant influence on the socioeconomic burden if it not addressed. There is an urgent need for more evidence and study on AMR, as well as a concrete surveillance system to monitor AMR.

AMR awareness week was observed from 18th Nov to 24th Nov. as “Spread Awareness, Stop Resistance”, the WHO's theme for 2021, calling on One Health, and all stakeholders, policymakers, health care professionals, and the general public to be Antimicrobial Resistance (AMR) Awareness champions.

People living with NCDs bear the burden of their disease for the rest of their lives. This cohort needs antibiotics at various stages, especially complications, and AMR could enhance complications resulting in poor or suboptimal outcomes. With the growing burden of NCDs in India and globally, preserving antibiotics and rational and responsible use is of urgent priority. DakshamA Health and Pair Academy collaborated to raise AMR awareness by running a campaign and disseminating it through various social media channels calling on stakeholders to know their responsibilities and urging safe antibiotic use

# AMR AWARENESS WEEK CAMPAIGN:



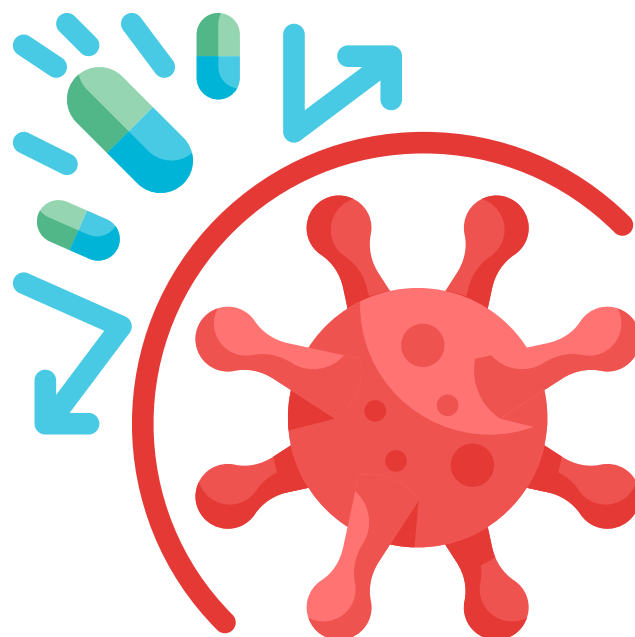
## Link for the campaign material:

[https://drive.google.com/drive/folders/1IYDYmFAOiD1I7\\_DfIpUmEFX2LID9IOf0?usp=sharing](https://drive.google.com/drive/folders/1IYDYmFAOiD1I7_DfIpUmEFX2LID9IOf0?usp=sharing)

This link contains the social media cards for each day of the week. It also contains the messages and the content that was disseminated along with the creatives.

# AMR AWARENESS WEEK CAMPAIGN:

Dakshayani and Amaravati Health and Education and Patient Academy for Innovation and Research collaboratively dedicated 7 days for AMR awareness week, in raising awareness on AMR. Campaign material and short videos for AMR awareness week on the theme of “AMR and Non-communicable diseases” were developed using short and focused messages and taglines. Each day focused on a specific topic and target audience and messaging was designed to capture the key areas that need urgent attention.



## MESSAGING FOR EACH DAY WAS AS FOLLOWS:

### Subject/Theme

Cancer and AMR

COVID-19 and AMR

CVD and AMR

COPD/Respiratory and AMR

Kidney/renal diseases and AMR

Stroke and AMR

Diabetes and AMR

### Date Scheduled

Day 1: 18th Nov

Day 2: 19th Nov

Day 3: 20th Nov

Day 4: 21st Nov

Day 5: 22nd Nov

Day 6: 23rd Nov

Day 7: 24th Nov



# SOCIAL MEDIA REACH AND ENGAGEMENT

FACEBOOK

LINKEDIN

TWITTER

POST REACH



POST POST ENGAGEMENT

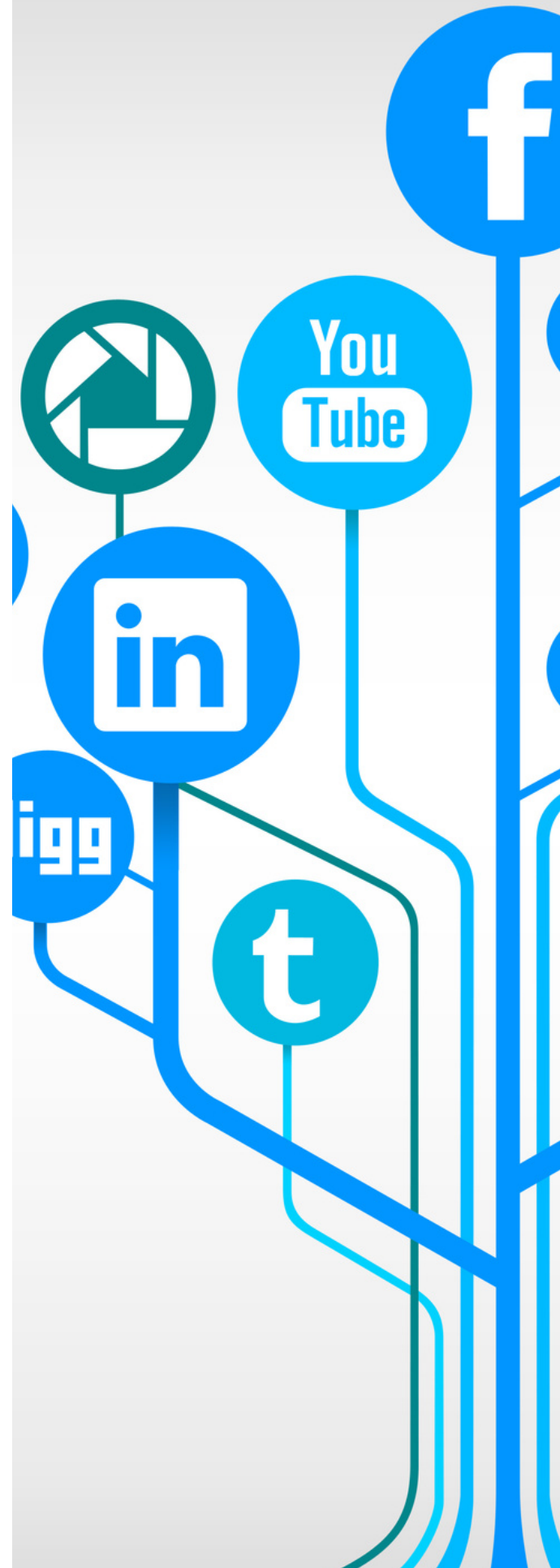


# SOCIAL MEDIA STRATEGY

To widen the reach and engagement of our campaign, we tagged several stakeholders from government, internationally and nationally.

The campaign's theme was "**Spread Awareness, Stop Resistance,**" and the hashtags were **#AMR #HandleWithCare #PAIR\_PatientAcademy #DakshamAHealth #NCDs**. We also used WHO's "**GO BLUE**" theme in our entire campaign and the 7 creatives were designed are blue in color.

Several volunteers were also involved in the dissemination of the social media campaign toolkit developed by us to raise awareness on AMR.



# CALL TO ACTION

**<http://amr.iapo-p4psobservatory.org/#call>**

During the AMR awareness week, the IAPO p4ps observatory campaign on AMR was disseminated and various stakeholders, organizations and patient advocates invited to sign the Statement on “Call to Action” to raise more awareness on AMR related issues.

This campaign focused on:

- Raising AMR Awareness and Strengthening Health Literacy
- Advocating For Evidence-Based Solutions
- Ensuring a Patient-Centered Approach in Antimicrobial Development and access
- Strengthening public health measures

**The no of the organizations and individuals that signed the statement on call to action as follows:**

<b>Category</b>	<b>Before the Campaign</b>	<b>After the Campaign</b>
Organizations	54	73
Individuals	32	41

# CONCLUSION

AMR is the silent pandemic that threatens to undo the advances in medicine and provide great challenges to the achievement of SDGs. Urgent attention is needed to raise awareness amongst people and more importantly patients with NCD and NCDs with Co morbidities, for rational use of antibiotics. The virtual celebration of AMR week is an attempt to join the global movement led by WHO and participate in disseminating messages on various thematic areas around AMR. The campaign also focused on bringing attention to a basic course on AMR designed for lay persons and to a “Call to Action and Pledge” for rational use of antibiotics.

India and many other LMICs and LICs have a great problem of irrational prescriptions, over the counter antibiotic sales and a disproportionately high use of antibiotics in animal husbandry and farms. Harmful disposal practices contribute to surface contamination and ingestion of antibiotics. The OneHealth approach led by WHO brings an integrated response to address all these challenges. The campaign is the beginning of a more sustained approach to antimicrobial stewardship and responsible use







# CONTACT US

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