

Group publishes Antimicrobial Resistance (AMR) prevention infographics in over 50 African languages

Alliance Against Antimicrobial resistance (Triple-A) describes the importance of creating simple, clear, and translated AMR messages for the population.



Let's fight Antimicrobial Resistance



WHAT IS AMR?

Antimicrobial resistance [AMR] occurs when antibiotics and other similar medicines become ineffective and infections become difficult to treat.

AMR is spreading at an alarming rate and can affect anyone of any age, in any country. We need to take action.



WHAT CAN YOU DO?

IMPROVE ANTIMICROBIAL USE.



TAKE antibiotics only as instructed by a certified healthcare professional,



DO NOT overuse antibiotics in livestock and farming,



AVOID giving or collecting antibiotics from friends or neighbors,



COMPLETE taking your antibiotics even if you feel better.

PREVENT INFECTION SPREAD



WASH your hands regularly,



GET vaccinated,



AVOID physical contact with sick people,



GOOD hygiene and sanitation.

Source:  World Health Organization

SUPPORTED BY: 

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Antimicrobial resistance (AMR) is resistance of a microorganism such as bacteria, fungi, viruses and some parasites to an antimicrobial medicine to which it was originally sensitive. As a result, antimicrobials e.g. (antibiotics, antifungals, antivirals) become ineffective and infections become difficult to treat. AMR is primarily driven by misuse of these medicines and has the potential to cause not only 10 million deaths annually by 2050 but also push 28.3 million people to poverty. It is a One Health issue, meaning it needs collaboration between the human, animal and environmental health sectors. Research evidences have reported that most people in the communities don't understand AMR nor do they know what a threat AMR is or why we need to use our medicines more judiciously.



Courtesy of Graeme Williams-Panos

AMR terminology is quite complex and has geographic, disciplinary, and societal variations that affect understanding and interpretation. Thus, without simple, clear, and translated AMR messages, populations are misinformed, and left with popular myths and belief systems regarding the use of antibiotics. This initiative served as an opportunity to build on the energetic power of young people and future describers, dispensers and

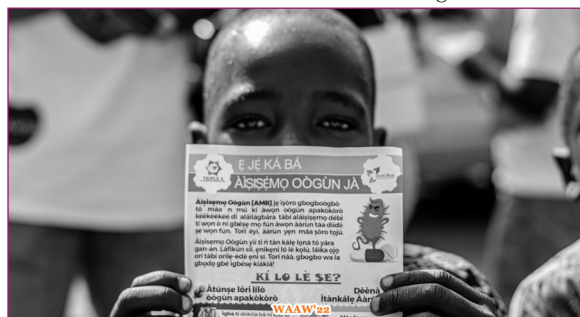
alliance.a.amr@gmail.com and info@ducitblue.com

users of antimicrobials to bridge the gap that exists in AMR awareness by developing and disseminating unambiguous, clear, and translated AMR messages both online and onsite reaching hard-to-reach and underserved populations. The first objective of the global action plan on AMR aims to improve the awareness and education of antimicrobial resistance. We intended to contribute to these global efforts by ensuring people have the right information on AMR. Besides, people can only take the right action when they have the right information. By making AMR messages as clear and unambiguous as possible, people would understand the need to use antibiotics the right way and they would also know why we all need to do our parts in combatting the menace that is antimicrobial resistance (AMR).

Our team at Alliance Against Antimicrobial resistance



(Triple-A) led by Yusuf Babatunde and Naomi Chikezie collaborated with Ducit Blue Foundation led by Pharmacist Estelle Mbadiwe under their youth against antimicrobial misuse (YAAM) project to develop evidence based antimicrobial resistance (AMR) messages into a one-page infographic. The one-pager gave a short and simple description of AMR and what individuals reading the content should do in their respective homes and communities to prevent infection spread and improve antimicrobial use. We then crowdsourced ideas from young people all over Africa to translate the one-page infographic into over 50 local languages. By providing simple, clear, evidence-based, translated, and unambiguous AMR messages, we want to ensure that the global effort against antimicrobial resistance is tailored to various African communities so the right action can



be taken.

These translated AMR messages were then disseminated onsite by going to hard-to-reach and often neglected populations in Nigeria. Our AMR champions visited local markets, farms, schools, and bus stops across 3 states in Nigeria (Kwara, Oyo, and Borno State) to share these messages and made concentrated efforts to ensure the heart of the messages is communicated clearly. This project was also replicated in Senegal, Kenya, and Uganda. In addition, a 3-day massive social media campaign on the translated infographics was also conducted on Twitter and Instagram. LinkedIn, and WhatsApp. So far, from the webpage analytics, over 800 people across 38 countries have viewed our translated infographics. A total number of 254 people have downloaded the infographics for their own individual campaigns in their respective countries. Also, we have over 74,000 engagements across our social media pages on Twitter, Instagram, LinkedIn, and WhatsApp. During the state level awareness activities, we were able to reach more than 3,000 people across the various locations. Community engagement can promote antimicrobial resistance (AMR) behavior change as it has the potential to engage communities to create locally relevant solutions, particularly in LMICs. However, in order to change behaviors, engagement with people through AMR education and awareness is necessary to fully understand the subject. We strongly believe our project is a huge step in sparking responsive dialogue in the community on AMR. This project was supported by South Centre as part of the world antimicrobial awareness week activities. This was a great opportunity to put Nigeria on the map, addressing the global health security threat of AMR.

We would like to acknowledge the support of Prof Iruka Okeke, professor of Pharmaceutical Microbiology, University of Ibadan for reviewing the infographic.

Click the link below to check out the infographics:
<https://bit.ly/amrweek22>

Call to Action: Let's all act now to stop Antimicrobial Resistance.

What do you need to do?

1. Get the picture for your local language.
2. Spread the word on social media and remember to tag us and our partners.
3. Use the infographics for your sensitization programs and outreach in your community.
4. Share the infographics with your families and friends.

Contact Us: alliance.a.amr@gmail.com and info@ducitblue.com

