

# WAAW 2022 Campaign

## Preventing Antimicrobial Resistance Together



Summary of activities, insights and  
key learnings from WAAW 2022 campaign



World Health  
Organization

# WAAW 2022 CAMPAIGN

## INTRODUCTION

WAAW is a global campaign to raise awareness and understanding of AMR and promote best practices among One Health stakeholders to reduce the emergence and spread of drug-resistant infections. The World Health Organization, in collaboration with Tripartite partners, the Food and Agriculture Organization of the United Nations (FAO) and the World Organisation for Animal Health (WOAH, founded as OIE) have been celebrating, supporting, and coordinating the delivery of WAAW campaign since 2015. In March 2022, the UNEP formalized the long-standing working relationships with the Tripartite forming the Quadripartite Alliance which boosted the level of collaboration and coordination on WAAW campaign.

WAAW is one of WHO's official health campaigns and the dates were fixed to 18-24 November since 2020. The overarching aim of WAAW 2022 was to expand and deepen awareness around AMR, encourage responsible AMR-related behaviours, and garner collaboration across sectors to prevent AMR and preserve the effectiveness of antimicrobials. There has been planning and engagement at the headquarters, regional offices, and within many country offices around the world.



## PLANNING AND STAKEHOLDERS' ENGAGEMENT

- **Campaign theme:** The Quadripartite agencies conducted stakeholders survey to get ideas for a campaign theme and understand communication priorities for WAAW 2022 across the human, animal, plant, and environmental health. The survey ran for about two weeks (2-16 May) and each organization had circulated it to their regions and partners. It was carried out in [English](#), [French](#) and [Spanish](#). Ultimately, 269 stakeholders from animal, plant, environmental, and human health sectors submitted their suggestions for a global theme.

After wide consultations across the quadripartite and broader stakeholders, the official theme common to all sectors was agreed as **“Preventing antimicrobial resistance together”**. The theme was inclusive and well received by stakeholders. It was translated into the other 5 UN languages and disseminated widely.

- **Global consultations:** The Quadripartite agencies held two [global consultations](#) on AMR awareness yielding consensus on priority audiences and approaches to AMR across sectors. The deliberations informed the planning and implementation of WAAW 2022.
- **Quadripartite collaboration:** There was successful collaboration and harmonization across the Quadripartite agencies with common theme, [joint campaign guidance](#), joint key messages, and events. The establishment of Quadripartite AMR awareness working group has significantly improved collaboration and coordination this year and delivered various results including joint media training, common terminology on AMR and successful coordination of WAAW 2022.
- **Regional offices:** early and continued engagement of regional offices was critical part of WAAW 2022 planning and implementation. Engagement started as early as April. This was followed by regular monthly meeting with the regional focal points and, in some cases, members of the regional comms teams as well. The discussions with regions informed the planning of WAAW 2022.
- **Other internal and external stakeholders:** There was extensive engagement of internal and external stakeholders across the headquarters and regions. More stakeholders were engaged than ever before including new partners and institutions who were never involved in WAAW before.
- **The Global Leaders Group on AMR (GLG):** Engagement with GLG members themselves, or their representatives took place weeks before WAAW. GLG-specific graphics and an engagement opportunity suggestion list with links to resources were created to support and facilitate engagement. Many planned activities took place during WAAW, before and after the week. New this year, the GLG published an article with the Guardian Newspaper and Global Cause for their WAAW campaign, titled: [Mobilizing political commitment and action on antimicrobial resistance](#).
- **Go Blue for AMR awareness:** Building on the last year's success, the go blue campaign was promoted this year across the world inviting individuals, workplace/organization, and communities to join the campaign. Various participation ideas were published in the [campaign guide](#) and several [Go Blue graphics](#) were created to accompany the campaign. This year, the quadripartite did not promote lighting buildings and monuments blue because of the ongoing energy crisis around the world. However, some organizations and countries lit up buildings and monuments blue during WAAW 2022.

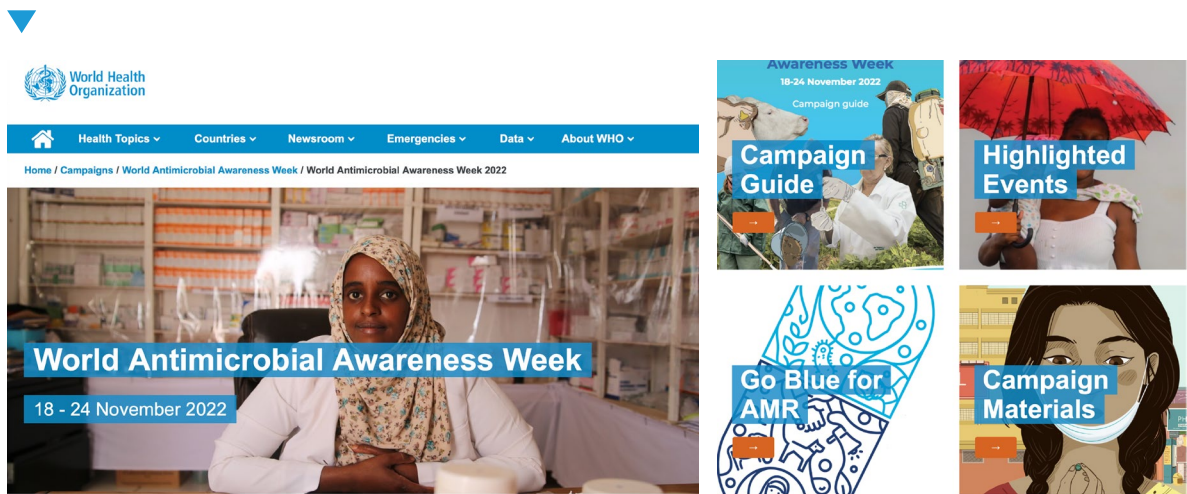




# CAMPAIGN RESOURCES

- Website:** A website dedicated to [WAAW 2022](#) was created. For the first time, the webpage was also created in the other 5 UN languages. There were 76,484 views of the webpage from 15 September - 31 December 2022. This showed an increment by 30% from 2021 and more than double from 2020.

The webpage provided an online *'register your event'* form for institutions, individuals, or other entities from around the world to share their events/activities for WAAW. About 454 organizations from 51 countries in the 6 WHO regions submitted their activities through this platform. This is about 2.6 times as compared to submission during WAAW 2021.



- Campaign guide:** The quadripartite agencies developed joint [campaign guide](#) to support WAAW which was translated and available in 6 UN languages.



- **Key messages:** for the first time, the Quadripartite developed cross sectoral key messages approved by Quadripartite and branded with Quadripartite logo. The key messages were put into social media cards in multiple languages that were disseminated by the 4 agencies throughout the week. The Quadripartite also agreed on common terminology to help shape awareness across all sectors.
- **Campaign materials:** [Canto](#) continued to serve as the file repository for all campaign materials. Many materials were adaptable to local languages. Source materials were created in easily editable versions and availed to all WHO offices. The materials were shared with regions and partners much earlier than previous years which helped timely adaptation and dissemination of materials. The Quadripartite joint [Trello-board](#) was used to keep the joint campaign resources.
- **Newsflash:** WAAW 2022 newsflash was shared regularly via WHO campaign monitor reaching 5,404 subscribers. The newsflash was created as visually appealing short email with pictures and short texts that connected to links to enhance chance of being read. It highlighted key upcoming events on WAAW and broader AMR awareness agenda providing the opportunity for people to subscribe to the regular newsflash. Daily emails were sent throughout WAAW to keep subscribers updated of daily activities and highlight daily events.



## GLOBAL EVENTS AND ACTIVITIES

- **Global events:** Several events and activities were organized around the world including high level launching events, global youth summit, hosting technical webinars, panel discussions, launching AMR-related global guidance, strategies, methodologies, and many others. Events that involved WHO/AMR staff member and events that were organized by WHO HQ departments were published on [WAAW 2022 calendar of events](#).
- **Global media forum:** For the first time, the quadripartite agencies collaborated with Citizen News Service (CNS) to train and create a pool of AMR-sensitized journalists who can report on AMR during WAAW 2022 and beyond on a continuous basis. Seventeen media organizations and networks together co-hosted the forum. The event was live streamed on [Youtube](#) and [Facebook](#). 137 participants from 34 countries (including 76 media from 16 countries) attended the training. Over 60 articles published/radio programmes broadcasted in 16 countries across Africa, Asia, and Americas.



## SOCIAL MEDIA ANALYSIS

The quadripartite developed social media cards in 6 UN languages and disseminated during WAAW on Twitter, Facebook and LinkedIn.

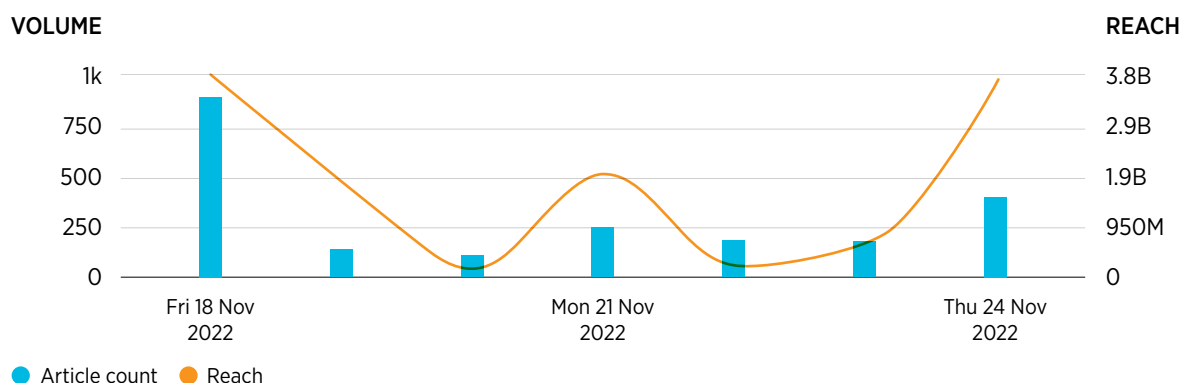


- **Twitter:** the cards were tweeted 10 times by WHO reaching 1,261,461 impressions, with 2,602 engagements: 687 retweets and 1,529 likes.
- **Facebook:** posted once, earning 508,841 impressions, 507,905 people reached, and 2,146 engagements: 498 shares and 1,356 reactions.
- **LinkedIn:** published twice and reached 182,556 impressions, 2,503 engagements: 305 shares and 2,084 likes. This year for the first time, the campaign performed well on this platform.
- **#AntimicrobialResistance:** The hashtag was used 19,700 times, with a peak of 3,000 tweets on the 1st day of WAAW.
- **Influencers:** There were 1,800 influencers, and the top influencers include a [TikTok video](#) by Croatian Tiktok influencer, WOA, the Biocodex Microbiota Institute, WHO and Dr Tedros.



## MEDIA COVERAGE ANALYSIS

- WAAW got **2,098** mentions in the media over the period of 18-24 November 2022. This has increased by 858 mentions (70%) as compared to WAAW 2021.



## II

## SUMMARY OF REGIONAL ACTIVITIES



All regional offices actively participated in WAAW 2022 with a line-up of activities and events as well as social media campaign. The global theme and generic campaign materials were established at HQ level with input from the regions. Many regions have their own rich WAAW identities and materials as well. Below is a summary of the regional activities.

### AFRO

The WHO AFRO in collaboration with the other members of the Quadripartite (FAO, UNEP, and WOA) in partnership with the African Union and Africa CDC jointly organised the 4th continental WAAW commemoration under the theme *“Preventing Antimicrobial Resistance Together, in Africa”*. The campaign was organized in a hybrid mode. The physical commemoration took place in Dakar, Senegal, with participation from various key stakeholders including CSOs and youth from a number of Member States.

One notable event of the continental WAAW commemoration was a [One-Health AMR student debate](#). The debate was held between the Youthful AMR Ambassadors-Zambia (YAMRAZ) and the Senegalese Students One Health initiative Club (SOHIC), which served as an opportunity to add to the voice of the Youth as AMR ambassadors and advocates who can have a positive impact in their communities with regards antimicrobial use. The motion under debate was *‘Antimicrobial Misuse and Overuse is the major driver of AMR in the African Region.’*



The other activities included a high-level kick-off event; an AMR awareness webinar for manufacturers of antimicrobials from 7 countries in the region; showcasing AMR success initiatives in Africa: *Spotlight on MPTF*; a high-level panel discussion; webinars focusing on the role of CSOs in combatting AMR; and a Twitter space. Recognizing the importance of including one of the keys but usually forgotten stakeholder-*the Community*, the physical commemoration ended with a field visit and community engagement exercise and distribution of educational materials.

Individual member countries in the region also undertook targeted multisectoral and multi-disciplinary activities focusing on the community, educational institutions, professional associations, and media personnel. The activities included awareness walks and sports, grand round to sensitize prescribers, media cafes to engage journalists, scientific symposium's, community engagement activities as well as live TV and radio programmes.

### ✓ RECOMMENDATIONS

- ▶ **Health in all policy approach- Adopt an integrated and holistic multisectoral One Health approach in combating AMR and put in place legislation and regulations/policies that promote One Health as a shared responsibility to be fulfilled through active multi-sectoral collaboration, coordination, and oversight**
- ▶ **Contextualize One health taking into account national reality and peculiarities**
- ▶ **Make AMR awareness an everyday agenda at national, regional, and global level**



AMR awareness activities in Zimbabwe

## EMRO

WAAW 2022 activities were shared on [EMRO WAAW 2022](#) webpage and all EMRO digital platforms Facebook, Twitter, Instagram and YouTube. The webpage contains campaign materials in English, Arabic and French.

WHO EMRO Regional Director, Dr. Ahmed Al-Mandhari, launched the WAAW 2022 campaign with an [important talk](#) to emphasize the importance of fighting AMR through the One Health approach. The regional office collaborated for the 3rd consecutive year with WHO/AFRO, Africa CDC, and the African Union in joint continental WAAW commemoration.

The regional office disseminated a social media kit that reached wider audiences: Facebook reach: 1,026,899, Instagram reach: 4,570 and Twitter engagement: 1,472. WHO EMRO also conducted on-site live interviews and call to action at the 3rd High-level Ministerial Conference on AMR. The region also provided necessary support to the countries in the region to implement WAAW 2022 initiatives. 15 countries in the region participated in WAAW 2022. Country activities included Go Blue campaign, social media campaign, school visit, walk the talk to raise awareness, lectures, seminars, and others.

### ✓ RECOMMENDATIONS

- ▶ Move from one week or month awareness activity to full year continuous awareness activities which simulate the healthy behavior to each segment in day-to-day practice.
- ▶ Target and engage youth and younger generations with customized activities, utilize continued social media, media interview, competitions and digital awareness campaigns and move from a one-off activity to a long-term commitment.

## EURO

WHO EURO has actively participated in social media campaign throughout the week. The one-week campaign included 34 posts using Twitter, Facebook, and Instagram.

- **Twitter** was the main platform with 18 posts published earning more than half of total impressions, 70,147. The most successful tweet was the [Twitter Space interview](#) with Danilo LO FO WONG, Regional Advisor, showing that producing more audio content on the platform could be a promising direction.
- **Instagram** stories were moderately popular: a total of 14,282 impressions brought 1,180 responses to antimicrobial awareness-related questions. This could be improved with more consistent posting through a longer timeframe.

One of the key messages widely shared during the week is *“Each year, in the EU/EEA, 35 000 people die from infections caused by drug-resistant bacteria.”*

The region issued a [press release](#) based on preliminary findings of an attitude & behaviour study in 14 countries outside of the EU. The survey found that 1 out of 3 are taking antibiotics without a prescription.

The region also supported member countries in the region and many countries have organized several activities and events. Country activities included visit to school, press conference, seminars, Go Blue campaign, broadcasting on national radios and TVs, interviews, panel discussions, and social media campaigns.

## PAHO

PAHO/WHO led the [WAAW 2022 campaign](#) across the Region of the Americas in the human health sector, consisting of the launch of events at the regional and national level, production of communication materials, social media posts, website development, press releases and newsletters. The campaign has led to a stronger health component: this year, WOA, and FAO have increased their participation and engagement in social media using common cards produced by WHO.

In 2022, more events (political advocacy, events, and webinars) were held compared to 2021. In preparation of WAAW 2022, PAHO launched communication workshop for Communication and Health Promotion Specialists from the Caribbean and Latin American countries. The biggest recommendation was to work with *school children and young people, and journalists*.

The total reach of social media was 245,672. The dissemination and reach on social networks decreased compared to 2021. Changes in PAHO's social media strategy in its regional accounts, implemented in recent months, have had an influence on the reduction of posts and reach on social media. However, advocacy and awareness activities have shifted to other channels, such as face-to-face events and direct campaigns with different audiences. Websites remain an excellent means of communication in the region with reported 36,395 hits. There were 76 press releases, 63 of them mention PAHO.

Country activities and events include webinars, workshops, Go Blue for AMR, social media campaign, press release, patient counselling, and others.

### RECOMMENDATIONS

- ▶ Encourage social media engagement through more dynamic posts, such as the use of trivia, surveys, reels, videos, and other popular social network strategies.
- ▶ Consider collaborating with Google to create a Doodle about the AMR campaign.
- ▶ Consider lessons learned from past campaigns, for example: in 2021, the posts that reached the largest audience have been related to the lighting of Christ the Redeemer in Rio de Janeiro, so we suggest considering the lighting of other iconic sites and monuments in the region to make the issue visible.
- ▶ Observe the most popular social networks to keep the campaign on current and popular channels, such as Tik Tok.
- ▶ Involve youth leaders and social media ambassadors in AMR.

## SEARO

The WHO SEARO organized several activities and events for [WAAW 2022](#). Dr Poonam Khetrapal Singh, WHO Regional Director, released [message](#) in recognition of WAAW 2022 and reaffirming WHO's commitment to support all countries of the region to prevent and contain AMR together, across sectors, partners, stakeholders and the public.

The Regional office developed a [novel flagship video](#) highlighting AMR, for WAAW and beyond. It is designed to appeal to a wide audience across sectors, and potentially of national, regional, and global relevance. The region also organized a webinar on One Health Integrated Antimicrobial Stewardship Approach with participation of WHO country offices, FAO, WOH, and country counterparts.

Country activities and events included high level national advocacy meetings, workshops, Go Blue campaign, scientific seminars, social media campaigns, media briefings and interviews on TV/radio, creating videos, dissemination of promotional materials, billboards, joint rallies, and others. Country activities also targeted children and youth by conducting school awareness on AMR and student competitions as they play an important role for the future.

## WPRO

The WHO WPRO initiated a new communication campaign in 2022 to raise awareness and advocate for immediate actions among high-level policy makers. [WAAW 2022](#) campaign was a great starting point for the long-term communication campaign in the Western Pacific Region.

A high-level policy dialogue between WHO and political leaders and AMR champions was held at the side event of the 73rd session of Regional Committee Meeting. The side event titled "[A Crisis at Our Doorstep: Act Now on Antimicrobial Resistance to Save Lives](#)" was also a kick-off for the communication campaign leading up to the WAAW 2022, advocating for immediate action to integrate AMR into the ongoing system transformation, and in a long term, building a sustainable system to avert the impact of AMR in the region.

### ✓ RECOMMENDATIONS

- ▶ **Continue engaging cross-sectoral champions who can raise awareness and support policy advocacy. These champions include youth, media, communication groups and experts, key opinion leaders and government officials.**
- ▶ **Identify a few grounds-up experiences and try-and-learn stories as country showcase to address the key constraints and its root cause and showcase these stories in the format that could be useful to support country office's advocacy on the ground, e.g., short videos, conference presentations/showcase, flyers, feature stories, or anything that is eye-catching and innovative.**

To convey champions and further amplify this message, WPRO worked with the WHO Philippines Office as a pilot and hosted a one-day workshop with media and journalist partners. It served as an avenue to discuss the vital role of the media in correcting misconception and misinformation around AMR, telling stories from the field, and disseminating accurate messages to shape the general public's understanding of AMR and to engage different sectors. In total, 15 journalists and media participants attended.

Following the media workshop, the WAAW 2022 Culminating Activity together with the High-Level Media Forum, were conducted in Philippines on 22 November 2022. The celebration culminated with a high-level media forum with delegates from various ministries and quadripartite agencies. There was wide media coverage of the event and campaigns throughout the week by international and local media. The media release published by Department of Health can be found through this [link](#).

A public opinion poll was conducted in Philippines to better understand the public perception about AMR, identify the entry point that public can relate AMR to their daily life, and therefore optimize the future campaign strategy and maximize impact. A total of 1,013 adults participated in an online survey from 23rd – 30th November 2022. While more than 8 in 10 (81%) have heard of any of the listed types of resistance, only 29% have heard specifically of AMR, with the most recognizable type of resistance chosen is antibiotic resistance (69%). Of those who have heard of any of these, the most common source is from a doctor or nurse (55%), followed by social media (48%) and the news (41%). Approximately 8 in 10 respondents said each message made them more concerned about, interested to find out more and likely to change how they behave in the future towards AMR.

Other country level activities and events included community events, launching of updated NAPs, video and poster competitions, webinars, policy briefs, lectures, panel discussions, multisectoral coordination committee meetings, and TV broadcastings.

A series of social media materials was developed/shared through the WPRO social media platforms and WHO WPRO [campaign site](#).



## III

## RECOMMENDATIONS

The WAAW 2022 campaign offered rich insights on engaging various stakeholder groups on AMR and ways to support them to become effective agents of change. Much of the learnings can be incorporated into future campaigns and communication activities



### PLANNING AND STAKEHOLDER ENGAGEMENT

- The Quadripartite awareness working group improved the collaboration and harmonization of WAAW 2022 across the One Health sectors delivering various results: common theme, campaign guide, key messages, and branding. Continue the strong collaboration and coordination of the working group to support a successful WAAW 2023.
- Strengthen the engagement of cross-sectoral priority audiences (youth, media, parliamentarians, and policy makers) who can raise awareness about AMR and advocate for policy support.
- Reach out and explore opportunities to better engage youth and younger generations in WAAW 2023 and broader AMR awareness agenda. Initiate early engagement with the World Health Students' Alliance for successful Global AMR Youth Summit.
- A continued hybrid (virtual and in-person) approach to WAAW would strengthen the reach of the campaign. Face-to-face events are returning in many of the regions and countries. The expanded access that are offered by online events also continues to make them a more inclusive and attractive option for WAAW.
- The WAAW press release issued at HQ and regional level improved press coverage on AMR. This should continue in future WAAWs.



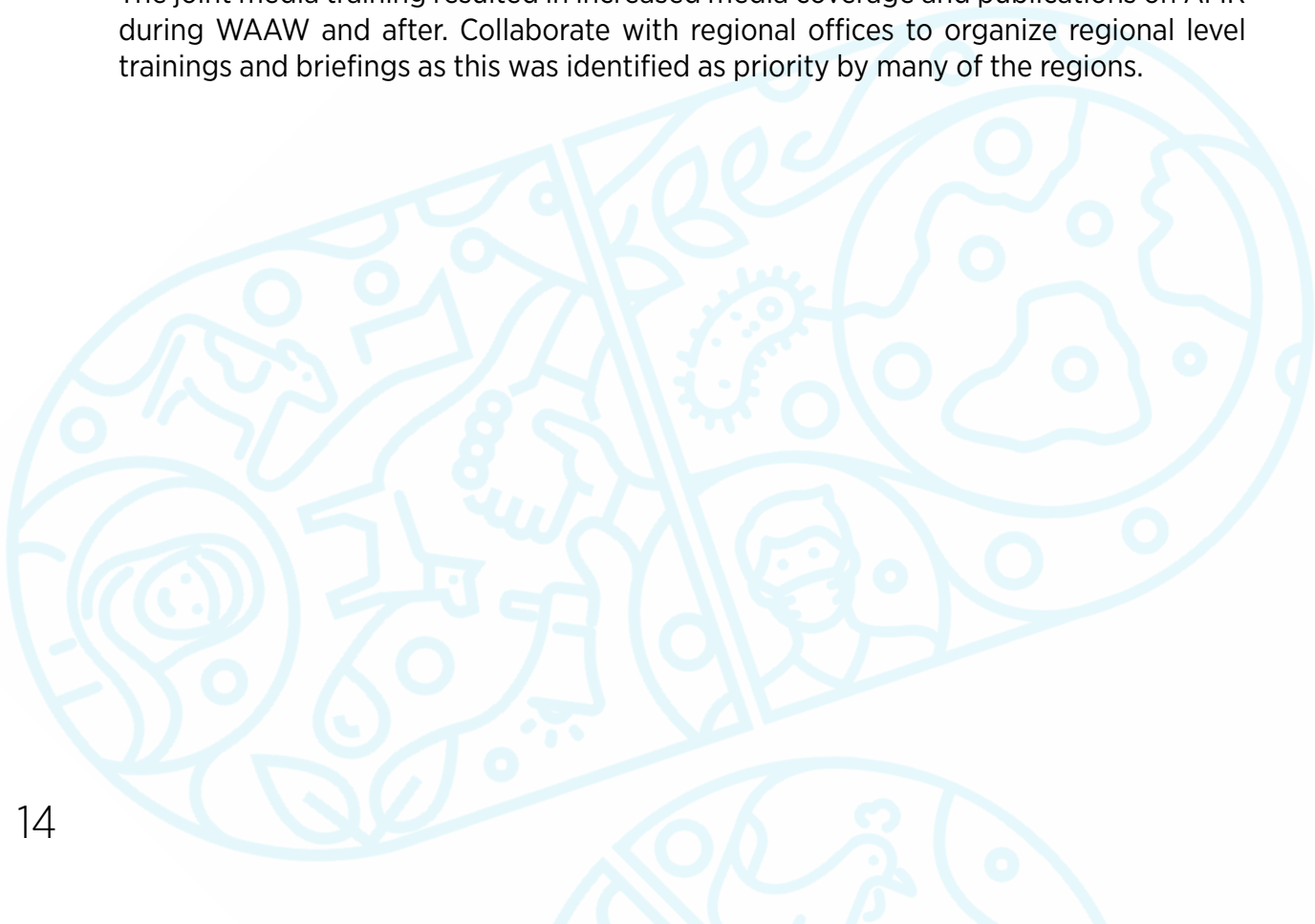
## REGIONS

- Early and continued engagement of regional offices and stakeholders should continue as critical part of planning and implementation of WAAW this year.
- Campaign assets and resources to be shared with regional offices by *late September to early October* for timely adaption of the materials and dissemination to country offices.
- Consider building an online platform with map for countries to share their WAAW activities online.
- Move AMR awareness activities from one week/month campaign to full year continuous activities. Suggested activities include:
  - Regular interactive social media outreach (e.g., Twitter chats, Facebook lives, partnerships with social media influencers) for general awareness
  - Improved technical awareness among member states through scheduled quarterly webinars with countries and regions
  - Integrating AMR awareness into internationally recognized days and campaigns.
  - Link AMR awareness activities to yearly calendars like flu season, fasting season, summer season, vaccines programs and other relevant calendar events.
  - Launching some activities during WAAW that goes into the next year



## MEDIA

- The joint media training resulted in increased media coverage and publications on AMR during WAAW and after. Collaborate with regional offices to organize regional level trainings and briefings as this was identified as priority by many of the regions.



# Antimicrobial Stewardship and Awareness Unit

AMR Global Coordination and Partnership Department

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