

# WHO TASKFORCE OF AMR SURVIVORS



CONTENT

### Inaugural meeting

#### Website

Webinar: The voice of AMR Survivors in awareness and advocacy

Introductory video

**News Media** 

Social Media

## Inaugural meeting

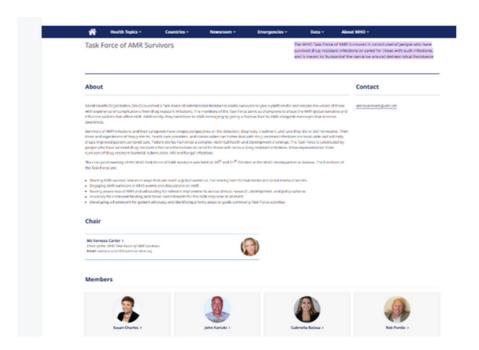
The inaugural meeting of the WHO Taskforce of AMR Survivors was held in Geneva on 10-11 October 2023. The meeting was officially opened by Dr Haileyesus Getahun, Director, Global Coordination and Partnership Department, AMR Division, WHO, who commented that the issue of AMR should be framed better in order to mobilize stakeholders and increase political and financial commitments. He outlined the progress of international policy on AMR since the launch of the Global Action Plan in 2015. He exhorted task force members to be global champions by using



their experiences to advocate for greater attention to the issue. The United Nations General Assembly high-level meeting on AMR, to be held in 2024, should be an immediate opportunity for advocacy, and the task force members should expect bold commitments by all countries. In a pre-recorded speech, Dr Tedros Adhanom Ghebreyesus, Director General of WHO, commented that lack of understanding about AMR adversely affects investment in prevention and mitigation and encouraged the task force members to share their stories, experiences, and expertise.



The inaugural meeting focused on strategies to promote a human face in AMR awareness-raising and principles for making the narrative more patient-centered. The members identified the priorities for patient advocacy on AMR; and subsequently established an agenda for the group. The meeting was attended by 11 of the 12 members of the Taskforce. Full report of the inaugural meeting is available in this link.



### **Website**

The Taskforce has a dedicated webpage on the WHO website, with a landing page and option to post various documents and publications. Brief profiles and photos of the members of the Taskforce are also available on the webpage. It can be accessed through this link



# Webinar: The voice of AMR Survivors in awareness and advocacy



Taskforce The organized webinar titled 'The voice of AMR Survivors in awareness and advocacy' on 21 November 2023, as a part of the World AMR Awareness Week (WAAW). The webinar brought together AMR survivors for a discussion and sharing of experiences and perspectives on the vital role that survivors' accounts can play in

enhancing AMR awareness-raising activities. In addition, the webinar explored strategies to leverage patient experiences and survivor stories to advance global policy priorities in the fight against AMR

Two members (Bhakti Chavan and Felix Liauw) shared their personal experiences with AMR, and the impact of it in their lives. This was followed by a panel discussion with Ella Balasa, Brandon Jaka and Rob Purdie, moderated by Nour Shamas. The panel discussion explored various dimensions of the AMR issue from a patient perspective, including the barriers to patient advocacy, platforms for advocacy, importance of engaging patients in advancing AMR agenda and other patient groups which can be co-opted.

The webinar was moderated by Vanessa Carter, the chair of the WHO Taskforce of AMR Survivors and had 213 participants from 45 countries. The recording of the webinar is available in this link.

### Introductory video

The Taskforce produced an introductory video of all members, and it was shown during the webinar on 21st November. The introductory video covered highlights of the personal experiences of the survivors, and their objectives for patient advocacy. It was a no-cost production with all the members recording their own parts; and the compilation was done by Brandon Jaka (member) and Vanessa Carter (chair).

### Survivor stories in media

The stories and/or quotes from members of the WHO Taskforce of AMR Survivors featured in the following media pieces:

**Vanessa Carter's** story was featured in The Telegraph, UK: <u>'I've tried and tried, and I can't get rid of it': The women living with drug-resistant infections</u>



**Ella Balasa** was interviewed for a Contagion Live video and article on cystic fibrosis and infections: <u>Bacterial Infections in People With Cystic Fibrosis: A Race Against Time</u>

**Vanessa Carter's** personal experience was mentioned in The Sunday Mail, Zimbabwe: <u>Alarm as antimicrobial resistance poses threat to millions | The Sunday Mail</u>

**Vanessa Carter's** personal experience was mentioned in the Modern Ghana: <u>Shooting our own foot: Misuse of medicines is making infections difficult to treat</u>

**Vanessa Carter's** story was featured in the Daily Trust, Nigeria: <u>Antimicrobial resistance: How misuse of medicines is making infections difficult to treat – Experts</u>

**Vanessa Carter's** personal experience was mentioned in The Pioneer, India: <u>Antimicrobial</u> resistance: A result of misuse of medicines

**Mashood Lawal's** story was featured in the Nigerian Tribune: <u>I almost died of fever, despite</u> <u>a cocktail of antibiotics — Lawal, ex-director, FMOH</u>

**Bhakti Chavan's** story was featured in a video by Techinvention Lifecare: Saluting warriors like Bhakti

**Vanessa's Carter's** quote was a part of a feature story on AMR on the WHO website: Patients' stories paint a vivid picture of antimicrobial resistance

**Ella Balasa's** story was featured on a Mucinex AMR campaign: <a href="https://www.youtube.com/watch?v=ro8F2Kdumzw">https://www.youtube.com/watch?v=ro8F2Kdumzw</a>

**Felix Liauw's** experiences were made into a short video by WHO country office, Indonesia: <a href="https://www.youtube.com/watch?v=o|3cp|F5iPc">https://www.youtube.com/watch?v=o|3cp|F5iPc</a>

### Social Media

Most of the members of the taskforce are active on social media and made compelling posts on engaging survivors in global AMR action. Some of the members were also involved in an online chat, organized by AMR Narrative (a UK based charity), which discussed patient engagement in the AMR space.



**X profiles** of some taskforce members are given below, click on the links to access and follow.

Ella Balasa: @EllaBalasa1

Nour Shamas: @Nour shamas ID

Vanessa Carter: @ FaceSA

### Contact for details

amrawareness@who.int