

World AMR Awareness Week campaign 2023

Summary of successes, challenges and lessons



World Health
Organization

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Abbreviations

AMR	antimicrobial resistance
CDC	Centers for Disease Control and Prevention
FAO	Food and Agricultural Organization of the United Nations
GAMA	Global AMR Media Alliance
GLG	Global Leaders Group on AMR
PAHO	Pan American Health Organization
USA	United States of America
WAAW	World AMR Awareness Week
WHO	World Health Organization
WOAH	World Organisation for Animal Health

1 Introduction

World AMR Awareness Week (WAAW) is a global campaign to raise awareness and increase understanding of AMR and to promote best practices among One Health stakeholders to reduce the emergence and spread of drug-resistant infections. WHO, in collaboration with the [Quadripartite partners](#), has promoted, supported and coordinated delivery of WAAW campaign since 2015. WAAW is one of [WHO's official health campaigns](#), mandated by the World Health Assembly. WAAW is celebrated on 18–24 November every year.

2 Campaign planning

2.1 Re-branding of WAAW

In May 2023, the Quadripartite organizations conducted two [global consultations](#) to discuss [re-branding](#) of World Antimicrobial Awareness Week as “World AMR Awareness Week”. There was broad agreement and support for this change from stakeholders around the world and from many sectors. “AMR” includes the term “resistance”, which is vital to spark global discourse and to better represent the core global issue, as opposed to mere awareness of antimicrobials. The acronym “WAAW” will remain, while all extensions of the acronym will be re-branded as “World AMR Awareness Week”. The re-branding will help to popularize and socialize the term “AMR” globally, so that it becomes as easily recognizable in the long term as HIV and AIDS.

2.2 Campaign theme

The Quadripartite agencies launched a survey of stakeholders to elicit ideas for the campaign theme and to understand communication priorities for WAAW 2023 in human, animal, plant and environmental health. The survey was conducted in [English](#), [French](#) and [Spanish](#) for about 3 weeks (30 March–21 April) and was managed by the World Organisation for Animal Health (WOAH). Each organization circulated the survey to their regions and to wider networks across the world.

A total of 133 respondents in the animal, plant, environmental and human health sectors submitted suggestions for a global theme. The Quadripartite AMR awareness working group reviewed the submissions and presented their conclusions at [global consultations](#) on re-branding of WAAW. In total, 77 suggestions were received for the WAAW 2023 theme. Strong preference was expressed for a theme that emphasized multisectoral coordination, collaboration, the One Health approach and preventive practices, in line with suggestions made for WAAW 2022. After extensive internal consultations, the Quadripartite agreed to retain the theme for WAAW 2022 “[Preventing Antimicrobial Resistance Together](#)” as that of WAAW 2023. The theme promotes collaboration among various sectors working to preserve antimicrobials and protect the health of people, animals, plants and the environment. It acknowledges that fighting AMR is a global endeavour and must be addressed through a [One Health](#) approach.

2.3 Quadripartite coordination and collaboration

Building on the momentum of previous WAAWs, the Quadripartite AMR Awareness Working Group continued to extend and foster collaboration and harmonization of AMR awareness, advocacy and communications in the human, animal, plant and environmental health sectors. The working group met once every 2 weeks to plan and prepare for the WAAW in March 2023. Collaboration and harmonization among the Quadripartite agencies resulted in a [joint theme](#), a [campaign guide](#), [campaign materials](#), a [global media forum](#) and global events. The Quadripartite's global connections and collaborations facilitated outreach to regional counterparts.

3 Engagement of stakeholders

3.1 WHO regional offices

Continued engagement of the six WHO regional offices was critical in planning and conducting WAAW 2023. The WAAW team organized regular meetings with regional focal points and members of the regional communication team, starting early in April 2023. The team also worked with the Department of Communication at WHO headquarters in engaging regional communications teams. The WAAW team participated in a coordination meeting of regional communication focal points. The discussions with regions were useful to ensure alignment with global, regional, and national priorities. All the regional offices participated actively in WAAW, with both activities and events as well as social media posts. They also facilitated many national initiatives, such as webinars, panel discussions, advocacy to policymakers, social media engagements and community programmes. Regional and country activities are summarized in section 7.

3.2 The Global Leaders Group on AMR (GLG)

The GLG consists of world leaders and experts from various sectors who work together to accelerate political action on AMR. This advisory and advocacy group was launched during WAAW 2020. GLG members themselves or GLG member representatives met weeks before WAAW 2023, hosted by the GLG secretariat, the WAAW team and, when available, communication leads from the Quadripartite organizations.

In 2023, many GLG members were invited to participate in AMR conferences and events. Ms Mia Amor Mottley, Prime Minister of Barbados, who is the Chair of the GLG, hosted a [Global Youth Dialogue](#) during WAAW, encouraging youth to take political action for support to tackle AMR. [A video compilation](#) of youth messages from across the globe was played during the event, showing that young people are concerned about facing a future without effective medicines and are ready to play a stronger role in the response to AMR.

Several members of the GLG actively contributed to events during WAAW. Dr Christopher Fearn, Deputy Prime Minister of Malta and Vice-chair of the GLG, and Professor Dame Sally Davies, the United Kingdom Special Envoy on AMR, hosted an [AMR symposium in collaboration with the University of Malta](#). The event engaged university faculty, students and AMR stakeholders in promoting responsible antimicrobial use and stressed the urgent need for political action against AMR. Professor Onyebuchi Chukwu, former Minister of Health of Nigeria, participated in a virtual Global AMR Youth Summit hosted by the World Health Students' Alliance. Dr Scott Weese, Professor at the University of Guelph, Canada, gave a presentation at an AMR symposium hosted by Canadian partners entitled *Putting evidence into practice in the fight against AMR*. Ms Beatrice Anywar, Minister of State for Environment, Uganda, participated in the third [annual global media forum](#) to encourage members of the media to raise awareness and increase understanding of AMR in the general public.

The majority of GLG members acknowledged WAAW via social media. The success of the two GLG-hosted events during WAAW 2023 indicates that future engagement opportunities with the GLG could include virtual and in-person GLG events on each day of WAAW 2024. The 2024 WAAW will follow the High-level Meeting on AMR at the United Nations General Assembly, providing a unique opportunity to discuss the meeting outcomes.

3.3 Other internal and external stakeholders

The WAAW team did extensive reach out to internal and external stakeholders and partners around the world from July 2022 to solicit their participation in WAAW. Over 50 virtual meetings were organized to brief various organizations on WHO's WAAW 2023 campaign plan and to explore activities and events that could be hosted by the organizations. Several follow-up meetings were held to discuss progress and to follow up items. This resulted in extensive engagement of stakeholders around the world, with activities, events and also social media campaigns. Manders and constituencies were reached and mobilized, particularly youth organizations and networks as well as parliamentarians and AMR survivors.

3.4 Go Blue for AMR campaign

Although AMR is a leading global public health threat, many policy-makers, professionals and the general public remain unaware of it. To improve the global visibility of this health priority, the Quadripartite launched the “Go Blue for AMR” campaign in 2021, which enjoyed diverse, broad uptake globally. The campaign was promoted in 2023 to individuals, workplaces, organizations and communities.

Go Blue ideas for participation were published on the Go Blue campaign webpage and the WAAW 2023 [campaign guide](#). [Go Blue graphics](#) were updated and disseminated to support the campaign. Some organizations and countries lit up buildings and monuments in blue during WAAW week. Others participated by wearing blue clothes and updating their social media profiles with the images.

WAAW Marathon organized by the Department of Infectious Diseases, Christian Medical College, Vellore, India



WAAW Marathon organized by the Department of Infectious Diseases, Christian Medical College, Vellore, India

3.5 The media

The media were identified as one of the [priority target audiences](#) for raising awareness about AMR in the human, animal, plant and environmental health sectors. Building on 2 years of successful media engagement, WHO, in collaboration with the other Quadripartite agencies, supported the third annual Global Media Forum in the lead up to WAAW 2023.

The Forum was co-hosted with the [Global AMR Media Alliance \(GAMA\)](#) and held virtually on 13 November 2023, with 431 registrants in 83 countries. French and Spanish interpretation was available. A total of 186 participants attended the forum, which was [streamed live on YouTube](#). The number of registrations was seven times higher than in 2021 and almost double that in 2022, and the number of attendees was three times that in 2021 (60 attendees). The number of countries in which registrants worked also doubled in 2023 (83 countries) as compared with 2022 (42 countries).

The Forum included AMR experts from the four Quadripartite agencies, GLG, the WHO Taskforce of AMR Survivors and members of the GAMA. The issues discussed at the forum included basic messages on AMR and communication, the 2024 United Nations General Assembly High-level Meeting on AMR, a survivor’s personal testimony to highlight the human face of AMR, the One Health approach, the link between AMR and poverty, the economic impact of AMR and others. Formal launching of the GAMA was another highlight. GAMA leaders from several countries addressed the Forum, expressing their interest in advancing the global AMR agenda.

Interaction with the participants was very strong. The Global Media Forum resulted in media coverage in 79 news media outlets in 17 countries (mostly in Asia, Africa and the Caribbean) and in eight languages (Bengali, English, French, Hindi, Indonesian Bahasa, Nepali, Spanish and Telugu). Personal testimony from an AMR survivor resonated strongly with media participants, as evidenced by the coverage in print and in online and electronic media during WAAW 2023.



The Global AMR Media Alliance:

GAMA was formally launched on 13 November 2023, during the third annual Global Media Forum. With continued support from WHO, the [Citizen News Service](#) initiated a consultation with media networks, associations and agencies in various regions globally to focus on AMR. This led to consensus on a formal alliance, GAMA. As of 27 November 2023, GAMA had 143 members in 25 countries (47 organizational members in 18 countries and 96 individual members in 25 countries).

GAMA is a network of media professionals and organizations that raises media awareness on AMR and improves its visibility in the context of global health security and the [United Nations Sustainable Development Goals](#). The mission of GAMA is to collaborate worldwide with journalists and other media actors and media networks to demand stronger, more urgent action on AMR. GAMA has an executive committee and an international scientific advisory committee.

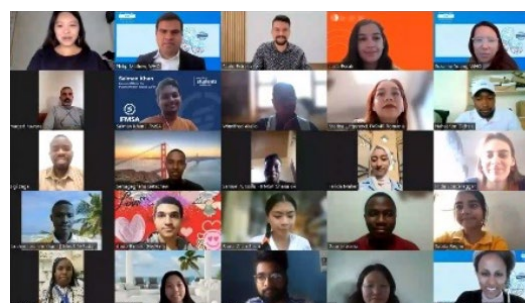
Media networks and associations that co-hosted the Global Media Forums or reported on AMR as part of these forums have consistently remained involved and have deepened their engagement in AMR. In addition to the third Global Media Forum, GAMA also co-hosted the [South Asia Multistakeholder Conference on Find All TB to Stop TB](#) and a [session at the 22nd meeting of the Independent Communications Authority of South Africa](#) held in Zimbabwe. GAMA's official X (formerly Twitter) identification is [www.twitter.com/globalamrmedia](https://twitter.com/globalamrmedia). This is the [link](#) for partners to join GAMA.

3.6 Engagement of youth

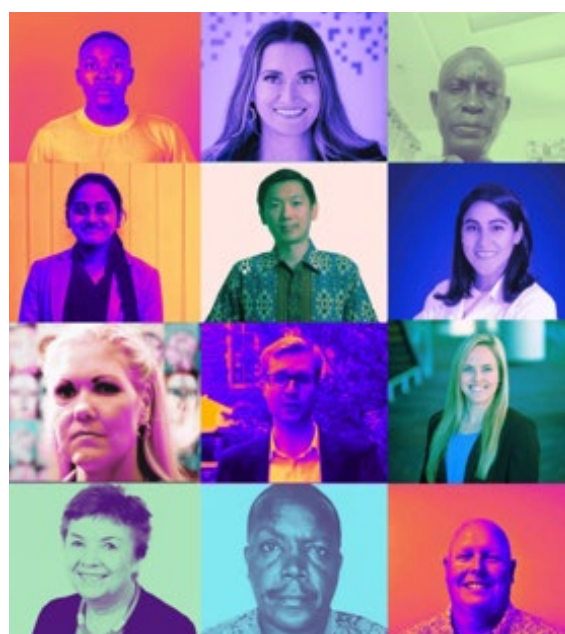
Youth were identified as a priority target for AMR awareness-raising in the [global consultations on awareness-raising](#) organized by the Quadripartite in 2022. Engagement of youth is key to promoting healthy futures and to preventing AMR, as young people are future consumers, health-care providers and patients, and youth can influence opinion globally. Youth actively participated in various global events and discussions during WAAW 2023. A notable high-level event was the [Global Youth Dialogue on AMR](#) with Ms Mia Amor Mottley, Prime Minister of Barbados, Chair of the GLG, with the theme “*Securing our future from AMR*”, encouraging youth to mobilize political action and support to tackle AMR.

A [video compilation of young people](#) across the globe was played during the event to show that young people are concerned about a future without effective medicines and are ready to play a stronger role in the response to AMR.

The fourth Global AMR Youth Summit 2023 was organized by the World Health Students' Alliance on 23–25 November 2023 with the theme, “AMR warriors: uniting youth for a resilient future”. The [Quadripartite Working Group on Youth Engagement for AMR](#), a newly established group to guide and inform Quadripartite youth mobilization activities on AMR, organized a virtual side-event at the Global AMR Youth Summit with the theme “Why do youth voices matter when fighting AMR?” About 100 young people attended the event.



The WHO Regional Office for the Western Pacific hosted a regional dialogue on “[The Power of Young People in the Fight Against AMR](#)”, to which youth leaders, the winner of the [Miss Earth 2022 pageant](#), innovators and WHO representatives were invited. The WHO Regional Office for the Eastern Mediterranean launched a student competition to publicize the WHO AWaRe [Access, Watch, Reserve] antibiotic book¹ before WAAW 2023.



3.7 Survivors of AMR infections

The [WHO Taskforce of AMR Survivors](#) hosted a webinar to bring together AMR survivors to discuss and share their experiences. Survivors' accounts can play a vital role in enhancing and extending AMR awareness and advocacy. The webinar had a good level of participation and engagement, with 387 registrants and 148 attendees. Since the webinar, Task Force members have received requests from various agencies and organizations to repeat their stories.

3.8 Health-care workers

Several webinars and panel discussions were organized by WHO and partner organizations for health-care workers. The areas covered included surveillance, diagnostics, the [AWaRe classification of antibiotics](#), infection prevention and control, AMR in children and AMR in hospital settings.

1. <https://www.who.int/publications/i/item/9789240062382>

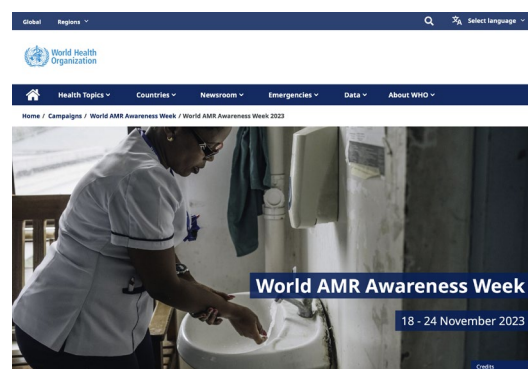
3.9 Parliamentarians

WHO and the UNITE Parliamentarians Network for Global Health co-organized a dialogue with parliamentarians across the world during WAAW on the theme of “The power of policy: AMR legislation and the impact on public health”. The aim was to sensitize them to the profound impact of AMR, explore existing and planned initiatives to combat it, and highlight the pivotal role that Members of Parliament can play in addressing this global threat. Speakers from WHO introduced the global AMR policy landscape and presented the upcoming AMR Legislative Assessment Tool and its use to advance national AMR agendas. Selected Members shared their experiences with AMR policy interventions and outlined examples of potential legislation. AMR is included in the 5-year memorandum of understanding between UNITE and WHO, and more initiatives are planned to engage parliamentarians in AMR action.

4 Campaign resources

Campaign webpage: A dedicated [webpage](#) was created for WAAW 2023 in the six United Nations languages. The webpage was the main source of information on the campaign, with links to resources. The webpage received 24 644 visitors between 15 September and 15 December 2023. Most visitors were aged 25–34 years, followed by 18–24 years, indicating strong interest among young people. Most visitors were from India, the United Kingdom and the United States of America (USA).

The webpage provided an online “[WAAW 2023 register your event](#)” form for institutions, individuals and other entities to show how they participated and contributed to WAAW 2023.

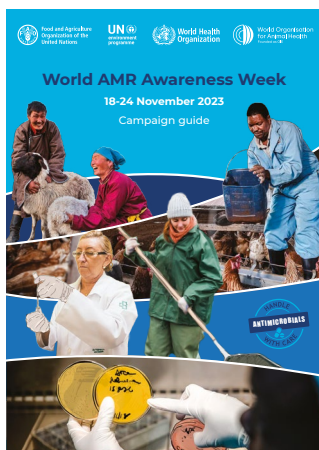


Visitors' languages *

Page lan...	Sessions ▾	Bounce Rate
en	21,746	20.4%
es	1,002	13.4%
zh	682	18.0%
ar	609	18.6%
fr	379	19.8%
ru	226	14.6%

Visitors' locations

Continent	Sessions ▾	Bounce Rate	Country	Sessions ▾	Bounce Rate
Asia	8,886	19.12%	India	3,458	17.44%
Europe	7,548	20.34%	United Ki...	2,780	20.79%
Americas	4,410	24.1%	United St...	2,258	30.29%
Africa	2,922	14.44%	China	794	19.4%
Oceania	816	21.57%	Canada	727	20.22%
(not set)	62	25.81%	Nigeria	637	12.09%
			Switzerla...	603	19.24%



Campaign guide: The Quadripartite agencies jointly developed a campaign guide for WAAW 2023, which was a key campaign resource. It included calls to action, guidance on how to participate in the campaign, social media information and links to various campaign resources. The guide was released in August, before the WAAW, in the six United Nations languages.

Key messages: The Quadripartite updated the existing cross-sectoral key messages after internal consultations, for use in various campaigns.

AMR factsheet: The [AMR factsheet](#) on the WHO website was reviewed and updated. Several units and departments within and outside the AMR division contributed. The factsheet was released during WAAW 2023 and was well received on social media.

Campaign materials: Various existing campaign materials were updated to reflect the re-branding and sent to WHO regional and country offices for adaptation and dissemination. Source materials were created in easily editable versions and sent to all WHO offices for translation into local languages as necessary. [Canto](#) continued to be the file repository for all campaign materials. The Quadripartite [Trello-board](#) was used to keep the joint campaign resources.

New communication assets: WHO engaged a communications agency to create [new campaign materials](#) to popularize the re-branding of WAAW and to make AMR more accessible and understandable for a diverse global audience. Various assets (videos, animations, gifs, infographics, posters, social media cards, carousels and a web banner) were disseminated in the six United Nations languages. Because of time limitations, the materials could not be developed jointly with the Quadripartite; however, it was noted that, with more advance planning, the agencies could harmonize messages and assets with joint content, social media cards and stories.

Video message from the WHO Director-General: The WHO Director-General, Dr Tedros Adhanom Ghebreyesus, issued [a video message](#) to start the week. He highlighted the key actions to stop AMR and the One Health approach that recognises the links between the health of humans, animals and environment. He said, “Stopping AMR is a shared responsibility”.

Message from the President of the United Nations General Assembly: His Excellency Mr Dennis Francis issued [a video message](#) calling for transformational commitment to address AMR at the highest political level.

WAAW news flash: From August 2023, WHO issued daily WAAW news flashes via the WHO campaign monitor, which reached over 5000 subscribers. The news flash was in the form of a short e-mail with pictures, short texts, and important links. It highlighted upcoming events during WAAW, campaign resources and opportunities for people to register and join events.



5 Global events and activities



Several global events were organized, including a high-level dialogue with a head of state, the Global Youth Summit, webinars, panel discussions and a media briefing. Events organized by WHO headquarters departments and events that involved WHO staff members as speakers were published on the [WAAW 2023 calendar of events](#) and widely disseminated in the daily news flash.



6 Social media analysis

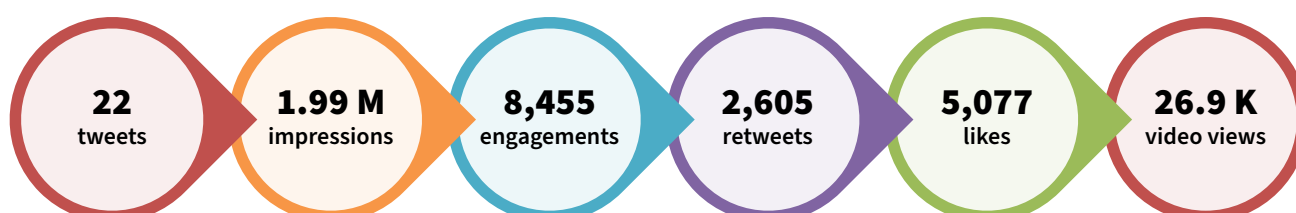
WHO developed new [communication assets](#) (videos, animations, gifs, infographics, posters, social media cards and a web banner) to make AMR more accessible and understandable for a diverse global audience. The materials were posted on Facebook, X, Instagram and LinkedIn on WHO's corporate accounts.

Quantitative Analysis



Performance on X:

Key indicator of success: 3–5 million impressions per day

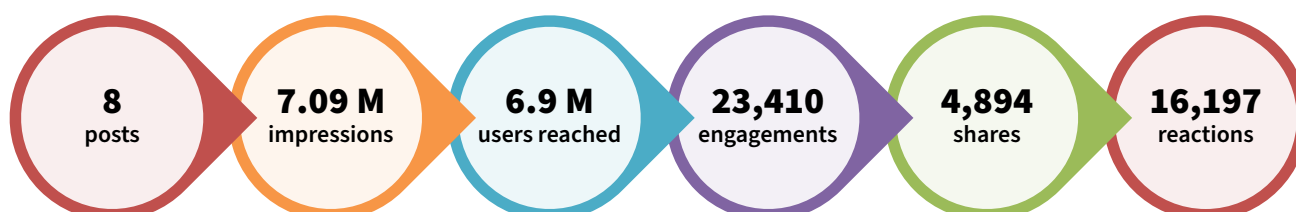


We made **1.99 million impressions**, which did not meet our target of 3–5 million impressions per campaign. The campaign in 2022 also underperformed, earning 1.2 million impressions, so that our performance improved slightly. In terms of re-tweets, all the tweets of the thread, except 6 of 22, earned more re-tweets than last year's average of 92 re-tweets per tweet. Thus, although the tweet did not earn many impressions, users who saw them decided to share the messages. The content that attracted most attention was a tweet stating that **AMR could be stopped, and we all have a role to play**, which provides information about the use and overuse of antibiotics. Another popular tweet stated that antibiotics are losing their power.



Performance on Facebook:

Key indicator of success: at least 1000–1500 shares per post

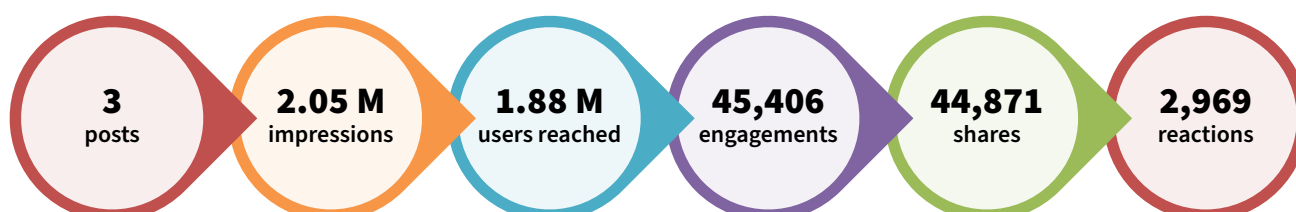


We met our target of earning 1000–1500 shares per post, as the two top-performing posts we published in 2023 earned 1000–2000 shares. In 2022, the campaign underperformed, as the top-performing post earned only 429 shares. The two posts that attracted the most attention were those that stated that **antibiotics are losing their power** and that **antibiotics do not treat viral infections**.



Performance on Instagram:

Key indicator of success: earning at least 20 000 likes per post

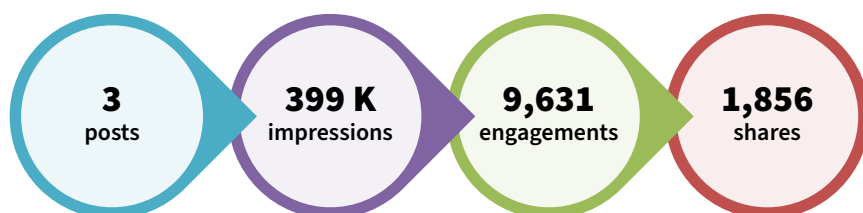


We were close to meeting our target of earning 20 000 likes per post. The top-performing post earned **17 000 likes**. We did not post on Instagram in 2022. The posts that attracted our audience's attention were statements that **antibiotics are losing their power** and that **antibiotics do not treat viral infections**.



Performance on LinkedIn:

Key indicator of success: earning at least **300 shares per post**



We met our indicator with the first post we published, which earned **1450 shares**. This post featured a tile that stated that **antibiotics do not treat viral infections**. In 2022, the campaign also performed well, as it earned 305 shares, although this year we improved our performance significantly.

Qualitative analysis: A new set of tiles was created in response to insights on what works best for our platforms, with bright colours and avoidance of text-heavy products. New tiles were created for all platforms. As news, it competed with coronavirus disease 2019 and the conflict in the Gaza Strip. Some of the posts attracted negative comments, misinformation from people who are opposed to WHO and some conspiracists who claim that natural remedies are better for our immune system or that the immune system works better than any medicine. We saw good engagement from the public health community, including doctors, nurses, and other health professionals.

Qualitative analysis (“sentiment” analysis):



X: Overall, sentiment was **negative** because users who are opposed to WHO shared their usual comments. Some conspiracists who insist that natural remedies are better for the immune system reacted negatively against the posts. Only a few users debated topics related to AMR. Of these, most stated that antibiotics should not be sold over the counter and that doctors often prescribe antibiotics unnecessarily.



Facebook: Overall, sentiment was **mixed**, because users who are opposed to WHO and conspiracists made their usual comments, although many other users debated topics related to AMR. Many users stated that doctors are one source of responsibility for AMR because they prescribe antibiotics to patients who might not need them. Another topic that triggered conversation was the use of antibiotics in livestock, which many users considered to be the cause of AMR.



Instagram: Overall, sentiment was **mixed**, as many people opposed to WHO made comments unrelated to the campaign, and many made political comments about the conflict in the Gaza Strip. Those users who commented on AMR stated that food is filled with antibiotics and commented on the role of doctors in overprescribing them.

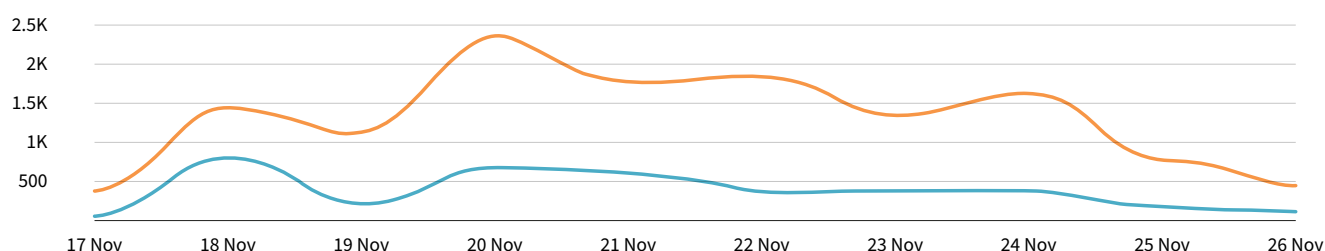


LinkedIn: Overall, sentiment was positive, because users agreed that antibiotics are not appropriate treatment for viruses or other diseases and that overuse of antibiotics contributes to the emergence of AMR. One topic that triggered many conversations but was not discussed on any other platform was the importance of community awareness and educating people about the use and overuse of antibiotics.

Social media listening: The hashtag used in the campaign was *#WorldAMRAwarenessWeek*, which was used with *#AntimicrobialResistance*. The two hashtags combined produced 16 400 results and 436 000 engagements during the week. In 2022, there were slightly more results, 197 000, and engagement was much higher, 644 000, than in 2023.

A peak was seen on 20 November, when *#WorldAMRAwarenessWeek* was used 23 000 times, while *#AntimicrobialResistance* received only 651 mentions. Overall, as the two graph shows, *#AntimicrobialResistance* was better adopted.

Results over time


































The campaign received mixed sentiment: almost 50% was neutral, while the rest were almost equally negative and positive, for the #AntimicrobialResistance hashtag but slightly more negative for the #WorldAMRAwarenessWeek hashtag.

Users in the USA drove the campaign, as most mentions originated there. The other countries included India and the United Kingdom. The high traffic from the USA was due to comments from several nongovernmental and other organizations, such as the Centres for Disease Control and Prevention and the US Agency for International Development, which tweeted on this topic. The office of the Food and Agricultural Organization of the United Nations (FAO) in North America also posted tweets.

Social media listening – influencers: Although there was high traffic from the USA, WHO and WOAAH were the top influencers. Other influencers included the European Medicines Agency, FAO and the Director-General of WHO.

Top Influencers

Influencer 	Network	Posts	Reach	Reach per mention	Engagement 	Engagement per mention
 World Health Organization (WHO)  @WHO		21	259.3M	12.3M	6.9K	327.5
 World Organisation for Animal Health  @WOAH		5	1.6M	319.4K	6.7K	1.3K
 European Medicines Agency http://www.youtube.com/		1	181.7K	181.7K	5.6K	5.6K
 Food and Agriculture Organization  @FAO		12	8M	662.7K	1.9K	160.2
 Tedros Adhanom Ghebreyesus  @DrTedros		1	2M	2M	692	692
 Dr. George  @GeorgeAnagli		9	764.8K	85K	629	69.9
 Ministry of Health  @MoHFW_INDIA		7	23.9M	3.4M	484	69.1
 UK Health Security Agency  @UKHSA		5	2.5M	506.7K	455	91
 World Health Organization (WHO) Western Pac...  @WHOWPRO		8	2.1M	264.7K	450	56.3
 S.E.F.H  @sefh_		3	89.2K	29.7K	450	150

7 Activities of WHO regional and country offices

7.1 WHO African Region

Guided by the One Health approach, the AMR African Regional Quadripartite, with African Union agencies (Africa Centres for Disease Control and Prevention [Africa-CDC] and the African Union Interafrican Bureau for Animal Resources (AU-IBAR), have worked together since 2019 to commemorate WAAW jointly. The [Joint 5th Africa Continental WAAW Campaign](#) was commemorated on 18–24 November 2023 in Harare, Zimbabwe. The activities and events included the following.

High-level official opening ceremony: The ceremony for the continental WAAW was attended by more than 550 people and attracted extensive [media coverage](#). High-level dignitaries from the Quadripartite and the Africa Union made opening remarks, all emphasizing the importance of multisectoral collaboration and the One Health approach in tackling AMR in Africa.

Media briefing and press conference: The media briefing was attended in person by 40 media representatives, including six national broadcasting stations, four international media houses and independent journalists. Additionally, there were more than 100 online participants and about 150 in-person attendees. Panelists were selected from the various organizations, including Dr Pious Makaya (Ministry of Agriculture, Zimbabwe), Dr Rudo Chikodzore (Ministry of Health, Zimbabwe), Dr Yewande Alimi (Africa CDC), Dr Irene Ouoba (FAO), Dr Ali Yahaya (WHO), Dr Walter Fuller (WHO) and Dr Mohamed Sirdar (WOAH).

AMR Youth debate: The WHO AFRO-led AMR Youth debate engaged university students in discussing AMR awareness. It was designed to introduce young people to the AMR problem through evidence-based research and cogent arguments relevant to motions on AMR. Three finalist teams, the Student One Health Innovative Club from Senegal, the Youthful AMR Ambassadors-Zambia and a student team from Zimbabwe took the floor after qualification in a webinar selection process before the WAAW. The Student One Health Innovative Club emerged as the winner of the 2023 AMR Youth Debate, including two of the best speakers for the debate tournament. These debates confirm the importance of young people as key stakeholders in addressing the impact of AMR in their communities.



Final student debate session

Football match for high-school students: The aim of this WOAHA-led activity was to raise awareness of AMR among high-school students and their communities. A football commentator was engaged, who delivered AMR messages as part of his commentary during the matches. The match attracted 1500 viewers. It offered an opportunity to mobilize high-school students as advocates in fighting the threat of AMR in their communities. The winning teams and best players were awarded trophies at the end of the tournament.



Football tournament

Panel discussions: Two high-level panel discussions were held during the week. The first, led by WHO, was entitled *AMR One Health multisectoral collaboration and governance*. The second was entitled *Policy dialogue on accelerating progress in African countries in AMR NAP implementation: A case of the animal health sector*. A series of webinars were also conducted during the week.

Media awards: The WHO Regional Office for Africa called for entries for AMR media awards. An independent panel selected the most compelling, impactful AMR stories in print and audio-visual categories. The winners were awarded prizes during the continental WAAW.

Field visit to FAO Farmer Field Schools in Murehwa district: This “learning-by-doing” approach promotes experimentation, group organization and decision-making, thereby increasing the likelihood that farmers will eventually “own” and adopt improved practices. The farm visited addressed rearing broilers and meeting the people who participate in these programmes.

Social media engagement: The Africa CDC hosted a live AMR conversation on X (formerly Twitter) spaces with panelists from the Africa CDC, WOAHA and WHO and personalities from various Member States. The space attracted well over 300 participants.

Laboratory visits: Visits were organized to the AMR-related sections of laboratory units at veterinary services and at the Harare Central Hospital. Both laboratories are the principal referral centres for animal and human health and have been refurbished with support from the Fleming Fund project.



Walkathon: A walkathon organized by the national AMR Secretariat in collaboration with university student organizations was the closing activity of the WAAW in Harare, Zimbabwe. Approximately 300 people joined the Walkathon, wearing branded T-shirts and caps and carrying umbrellas and bags with AMR awareness messages.

7.2 WHO Region of the Americas (Pan American Health Organization, PAHO)

A number of impactful initiatives were orchestrated by the Pan American Health Organization (PAHO) in collaboration with ReAct Latin America and the South Centre. Within the “[Empowered Communities to tackle AMR](#)” initiative, a number of hybrid and in-person events were organized, providing a platform for comprehensive, multidisciplinary dialogue on AMR in the broader context of One Health. These events, with elements of art, music, storytelling and dance, examined the critical link between combatting AMR and safeguarding planetary health.

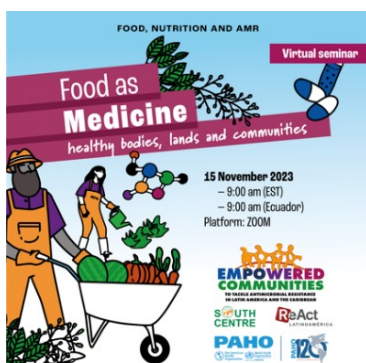
The activities included the International Workshop on Community Engagement on AMR, convened with international partners, in Cuenca, Ecuador, to discuss progress in the regional initiative “Empowered communities to tackle AMR”, lessons learnt to date, current initiatives on AMR awareness and education and to identify opportunities and strategies to better engage communities in the AMR response. The aim of an annual event around WAAW 2023, hosted in a hybrid format, was to raise awareness about AMR, to empower communities and to commend Cuenca for launching the “Smart City in Antibiotic Use” initiative by local authorities.

A musical event, “Dancing with Bacteria”, was performed several times in Cuenca to raise awareness about appropriate use of antibiotics through art, with collaboration between artists and scientists from two national universities.



Dancing with bacteria, Pumapungo Theatre, Cuenca, Ecuador

Three webinars, conducted with simultaneous interpretation into English, Spanish and Portuguese, emphasized education and communication to prevent infections and avoid excessive and inappropriate use of antimicrobials from a One Health perspective. Civil society, academia, national representatives and international organizations discussed leveraging indigenous community practices, academic knowledge and intersectoral interconnectivity to tackle AMR and establish commitment and united action towards this goal.



The 10 best stories received in response to the initiative’s call for stories from the community “[Let’s make history by telling our stories](#)” during 2022–2023 were compiled, and extracts were read during the webinars.

Various communication channels were used to amplify the message of the campaign. Bulletins disseminated on the account of the Prevention, Control, and Elimination of Communicable Diseases Department were seen by 1952 recipients. The [PAHO website](#) was a strong communication platform, with a total of 37 667 page views on all AMR-related websites, indicating a 3.5% increase from the previous year. A [video message from Dr Jarbas Barbosa](#), Director of the WHO

Regional Office for the Americas and PAHO, was shared on YouTube in English and Spanish, accumulating a total of 6500 impressions.

Social media played a pivotal role in outreach efforts, with impressive engagement on all platforms. Facebook posts included 287 963 impressions and 1744 engagements, while X received 1604 impressions and 43 engagements. Instagram had a total of 48 993 impressions and 1450 engagements. LinkedIn posts comprised 7868 impressions and 410 engagements. These numbers show the effectiveness of various engagement strategies. In terms of news coverage, 33 articles were published about WAAW 2023, 27 of which mentioned PAHO or WHO. Eight countries in the Region, [Argentina](#), [Bahamas](#), [Colombia](#), [Costa Rica](#), [Dominican Republic](#), [El Salvador](#), [Jamaica](#) and [Peru](#), published web notes related to the campaign.

The WAAW 2023 campaign provided insights to improve future campaigns, including local activities, extended partnerships and innovative communication strategies. The collaboration during WAAW 2023 indicated regional progress since the launch of WAAW celebrations and collective commitment to combat AMR. Much is yet to be done to extend the reach of these campaigns, especially with the One Health approach, and to raise awareness about AMR and to engage communities meaningfully in the AMR response, beyond annual WAAW events.

7.3 South-East Asia Region

The WHO Regional Office for South-East Asia organized several activities and events for WAAW 2023 and shared various AMR advocacy materials with countries and partners, including a video entitled [Tomorrow's guardians: The crucial role of youth in the fight against antimicrobial resistance](#). Dr Poonam Khetrapal Singh, Regional Director, released a [WAAW 2023 message](#), which was published on the website. She said that the world is at a critical juncture in the fight against AMR and that the choices made today would profoundly affect the health and well-being of generations to come. She said,

Let us embrace this World Antimicrobial Resistance Week with a renewed spirit of cooperation and a firm resolve to preserve these critical medicines for the betterment of humanity and the planet. Together, we can make a difference, and together, we can prevent antimicrobial resistance.

The Regional Office also posted campaign materials on social media that targeted the public and professionals.

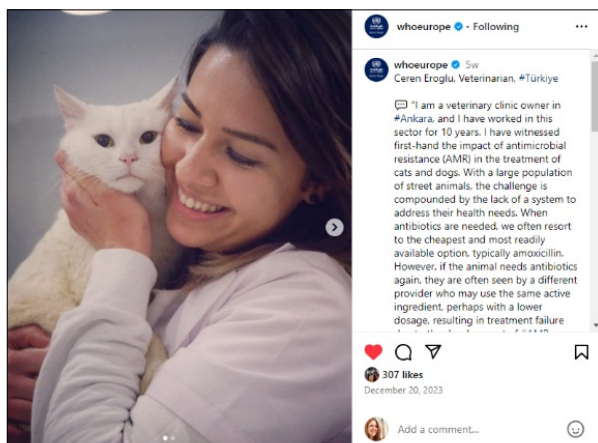
Activities and events organized by Member States in the Region during WAAW included AMR advocacy and awareness campaigns, dissemination of educational materials, translation of campaign materials into local languages, the Go Blue campaign, distribution of AWaRe posters, academic competitions, an Instagram AMR video contest, poster exhibitions, launch of national AMR surveillance reports, One Health seminars, quiz and drama competitions, rallies, panel discussion, webinars, workshops and media events.

The Directorate General of Drug Administration under the Ministry of Health and Family Welfare, Bangladesh, broadcast an AMR animation “[Tinu-Minu and Super Bug](#)” on three national television channels for 7 days during WAAW 2023 and published on the social media platforms of the Country Office. The WHO Country Office in Indonesia disseminated a video entitled [Antimicrobial resistance: a threat that affects us all](#) during a seminar with stakeholders on “[Preventing together the silent pandemic of AMR](#)”, featuring Dr Felix Liauw, Member of WHO First Task Force of AMR Survivors. The ministries of Health, Agriculture and Fisheries, the WHO Country Office, FAO, the US Agency for International Development and members of professional associations participated in the seminar.

7.4 European Region

WAAW was preceded by adoption of the European road map on AMR at the Seventy-third Regional Committee meeting in October 2023. Therefore, the ground had been well prepared, with social media and web articles. An online [AMR quiz](#) was launched in English, German and Russian for participants to test their knowledge of AMR and was further promoted during WAAW.

A press release entitled [Control antibiotic misuse or the drugs won't work, warn WHO experts](#) was distributed on 23 November on [research published in the journal “Frontiers”](#). The release performed well, yielding some 350 articles in the Region, in outlets ranging from political magazines such as Politika (Serbia) and [France 24](#) to the [British Medical Journal](#) and news agencies such as [ITAR](#), [TASS](#) and [Xinhua](#).



Ceren Eroglu, veterinarian and owner of a veterinary clinic in Ankara, Türkiye, WHO Regional Office for Europe

The campaign, **stories of AMR**, was also shown as a physical exhibition during the Regional Committee meeting and at the headquarters of the Regional Office in United Nations City, Copenhagen, Denmark, during WAAW.

Social media: The package provided by headquarters was used extensively. During awareness week, the Regional Office launched a social media campaign on Instagram and Facebook, using the hash tag #StoriesOfAMR. The campaign will run for a year, until WAAW 2024, on many social media platforms (e.g. [Instagram](#), [Facebook](#)).



Country activities: WHO EURO supported countries in marking the campaign under the theme of One Health. The activities and events organized by Member States included conferences, events, population awareness-raising activities, a social media campaign, workshops and meetings, an AMR symposium, a city lights campaign and intersectoral coordination meetings.

7.5 WHO Eastern Mediterranean Region

The WAAW 2023 campaign of the WHO Regional Office for the Eastern Mediterranean included both regional and national activities. The Region tailored its communication activities to target health-care workers, young health professionals and students. The main objective of the regional WAAW celebration was to encourage use of the [WHO AWaRe antibiotic book](#). A student competition for propagating the book was launched before the 2023 WAAW celebration. Various campaign materials were developed in Arabic, English and French and distributed to the 22 country offices in the region for adaptation. Virtual regional media training was organized to engage with journalists on AMR and to encourage them to cover the topic in reporting.

The majority of Member States in the Region, in collaboration with their country offices, participated actively in WAAW 2023. National activities and events included student poster and video competitions, engaging universities in AMR, a social media campaign, an “AMR awareness walk”, dissemination of the WHO AWaRe antibiotic book, launching of an updated national action plan on AMR, a national symposium on AMR, workshops, seminars, lectures and public education.



AMR awareness walk at the Pakistan Institute of Medical Sciences, WHO Country Office, Pakistan



Social media metrics: The campaign was promoted in still visuals and a video on the Regional Office accounts on Facebook X, Instagram, and LinkedIn. X provided six bilingual (English and Arabic) threads, with an average of three tweets per thread. Facebook and Instagram had five posts. LinkedIn had four posts in PDFs and stills to inform and retain attention. The content for health workers (especially the AWARe Antibiotic book) and explanation of AMR in simple terms to the general public) received the most engagement.

f Facebook: The average number of impressions in November was 32 191. The number was particularly high due to the situation in the Gaza Strip. Feedback on the campaign was positive. It demonstrated the importance of raising awareness about antibiotic resistance to pharmacists, who may prescribe medicines. People showed interest in reading information on cards and checking the links.

X: The average number of impressions in November was 6842, with 2430 during WAAW. Some prominent X accounts and public health figures engaged in the campaign. Snappy captions and brief text on a coloured visual simplified the messages in a thread and made them catchy.

Instagram: The average number of impressions during WAAW was 107 949 and that in November was 91 316. Content in Arabic performed better than that in English.

in LinkedIn: The average number of impressions during WAAW was 4729 and that in November was 13 234. Informed use of antibiotics was acknowledged as important by medical researchers and physicians. Information-rich PDFs led to high re-posts and likes.

7.6 Western Pacific Region

The WAAW campaign in the Western Pacific Region called on community champions to raise awareness about the urgent, escalating threat of AMR and what can be done. Throughout the week, individuals, communities, health-care professionals and policymakers engaged in meaningful discussions, shared knowledge and promoted responsible practices to combat AMR.

The focus of the WAAW for 2023 was youth champions. The Regional Office initiated an AMR Innovation Challenge, inviting young people as co-creators of ideas for AMR campaigns according to their country context and evidence. They were asked to use the “communication for health” approach. A series of “AMR innovation hackathons” was launched in Cambodia and Singapore. The ideas collected ranged from jingles to interactive games, comic books, a mobile bus, an interactive booth, standing comedy, videos, posters and infographics.

The Regional Office hosted a dialogue, “The power of young people in the fight against AMR”, among youth leaders who participated in the AMR innovation hackathon, including Miss Earth 2022 (Ms Mina Sue Choi), innovators and WHO representatives. The winning ideas were developed into real campaigns in Cambodia (Don’t you dare) and Singapore (Go the right way) in partnership with professional communications groups. The AMR innovation challenge is a testament to WHO’s commitment to combat antimicrobial resistance, as it actively involves and empowers the younger generation to create impactful campaigns tailored to regional nuances. The campaigns in Cambodia and Singapore were innovative, leveraging digital and influencer partnerships, for effective communication of the importance of responsible antimicrobial use.



Social media metrics: The Regional Office posted global and regional WAAW materials on Facebook, X, Instagram and YouTube, which generated substantial engagement and reach.



Facebook: Impressions: 80 238; reach: 77 825 users; engagement: 1244 likes, shares and comments.



X: Impressions: 58 456; engagements: 1560 likes, replies, re-tweets and clicks.



Instagram: Impressions: 16 493; reach: 14 582; engagements: 286 likes, shares and comments.

The campaign's overall rate of engagement exceeded the platform averages, showing the effectiveness of the content for the audience. The [YouTube video of the youth dialogue event](#) also contributed to the campaign's impact, which shows the importance of using diverse content formats in reaching and educating an audience about AMR.

Making an impact on AMR in countries: The Regional Office, in collaboration with Member States and partners, conducted several national celebrations, including campaign events, workshops, a One Health conference, dialogue sessions, exhibitions, press releases and a media forum with stakeholders from all sectors. These activities demonstrate the commitment of WHO and Member States in fostering collaboration, sharing knowledge and implementing strategies to combat AMR in the Region. Two significant examples of policy progress were made in Malaysia and in Viet Nam during WAAW, with the launch of the [Malaysian Action Plan on Antimicrobial Resistance 2022–2026](#) and the [National AMR Strategy 2023–2030 with vision to 2045 for Viet Nam](#).

The diverse range of activities and events organized for the campaign demonstrate the multifaceted nature of the AMR challenge and the need for collaborative, cross-sectoral work to address it. WAAW has laid a strong foundation for collaboration, and we must build upon it to ensure a healthier, more resilient future for all by building a sustainable system in which we all have a role to play. The lessons learnt and the commitments made during the week must be translated into concrete actions to implement the regional and national action plans effectively. Additionally, continuous education and awareness-raising are essential to instil a culture of responsible antibiotic use at all levels of society.

8 Conclusions and recommendations

- WAAW 2023 was a grand success, with extensive engagement of stakeholders and partners around the world. Individuals, communities, media, youth, AMR survivors, health-care professionals, civil society, the private sector, parliamentarians, and policymakers all engaged in meaningful discussions to combat AMR. The campaign served as a platform for fostering collective commitment to safeguarding the effectiveness of these life-saving medicines for current and future generations.
- The Quadripartite AMR Awareness Working Group facilitated collaboration and harmonization among the Quadripartite, with a joint theme, campaign guide, campaign materials, global media forum and global events. The working group should continue to champion the planning and execution of harmonized WAAW campaigns.
- Early planning and engagement of regional offices and other stakeholders should be maintained for a successful WAAW campaign. Campaign packages with editable files should be shared at least 2 months in advance for timely adaptation and dissemination of campaign resources to countries.
- The re-branding of WAAW is well aligned with the global priority to establish “AMR” as a recognizable term. The re-branding was widely accepted.
- New campaign resources were created in several languages to communicate AMR to a wider public and to disseminate them widely. The materials were well accepted on the social media accounts of WHO headquarters and regional offices.

- Many new partners and constituencies that were not previously been engaged were reached and mobilized for WAAW 2023, particularly youth, survivors and parliamentarians. Extension of the reach of WAAW by identifying and engaging new constituencies should continue.
- Students and other young people gave strong voice and energy, actively participating in global, regional and national discussions. The engagement of young people in WAAW should be sustained and strengthened in the next campaigns.
- Personal testimony from AMR survivors resonated strongly with the media and was well covered on various platforms. AMR survivors play an important role in enhancing and extending AMR awareness and advocacy.
- Parliamentarians were also strongly engaged during WAAW. Use of their networks for broader global reach should be maintained and strengthened.
- The media were substantially engaged. The Global AMR Media Alliance co-hosted the third Global Media Forum, which resulted in participation and media coverage by 79 unique news media outlets in 17 countries and in eight languages.
- GLG members engaged in various global and regional dialogues, symposia, the youth summit, social media campaigns and media briefings. Future engagement opportunities for the GLG could include hosting virtual and in-person GLG events each day of WAAW 2024.
- Innovative approaches, such as including art, music and storytelling in awareness campaigns, not only captured attention but also effectively conveyed complex messages about responsible antimicrobial use.
- Use of several engagement channels, including in-person and hybrid events, social media platforms and traditional media, was instrumental in reaching diverse audiences and amplifying the campaign's message.
- The campaign inspired action, encouraging stakeholders to take responsibility for their roles in mitigating AMR, focusing on collaboration, progress and hope. The momentum generated during the week must be harnessed to drive AMR awareness and education to continuous full-year activities at national, regional and global levels.
- Planning and preparation for WAAW 2024 should start early, including development of joint campaign products and social media assets. WAAW 2024 will be unique, because of the High-level Meeting on AMR at the United Nations General Assembly, to take place in September 2024, which will be an opportunity to discuss the meeting outcomes.
- A robust evaluation mechanism should be used to assess the impact of the WAAW 2023 campaign and to identify areas for improvement. Data-driven insights could be used to adapt strategies for future WAAWs.

Social media analysis

- WAAW 2023 had a strong social media presence and wide media coverage.
- The WAAW campaign had mixed results. It worked well on Facebook, LinkedIn and Instagram but underperformed on X. The campaign achieved better results in all platforms this year than in the previous year.
- The audience wanted to know how to prevent AMR. In the future, the WAAW campaign team could provide more practical tips on what people can do in their everyday lives.
- Although a wide range of new tiles were created this year, the messaging tends to be repetitive. Not enough assets were created specifically for the general public.
- Social media assets should address the misinformation that is being propagated on social media platforms, as some misinformation can adversely affect the success of the WAAW campaign.
- There was not enough platform-specific messaging. Visuals were not adapted to age or interest groups.
- No asset was produced for TikTok or Instagram specifically. More video content should be considered for these platforms in the future, as Instagram and TikTok have become highly influential platforms.
- The main influencers of WAAW 2023 included WHO, WOA, the European Medicines Agency, FAO and the Director-General of WHO. A household social media influencer could reach wider audiences.

Awareness, Campaigns and Advocacy Unit

Global Coordination and Partnership Department
AMR Division