

# IMPACT OVERVIEW

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## OF THE **AMR** COMMUNICATION TRAINING PROGRAM

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# INTRODUCTION

The **African Youths for AMR Communication Program**, an OHDI initiative spearheaded by the **Stop Superbugs Squad**, has achieved extraordinary results in its first phase, launched during World AMR Awareness Week (WAAW) 2024.

This pioneering initiative equipped **41 youth champions and 362 volunteers** (using the Training of Trainers Approach) from various disciplines and backgrounds with the skills, tools, and knowledge to drive impactful **AMR advocacy campaigns** across diverse settings.



**DRIVING IMPACTFUL AMR  
ADVOCACY CAMPAIGNS  
ACROSS DIVERSE  
SETTINGS.**



# DIVERSE OUTREACH EFFORTS

The champions leveraged their training to design and implement innovative, localized campaigns, reaching **7.6 million people** and breaking language barriers by communicating in **English, Yoruba, Hausa, Igbo, Swahili, and French**. Highlights of their campaigns include:

- **Abattoirs & Veterinary Clinics:** Educating animal health workers and meat processors about responsible antimicrobial use and promoting hygiene to tackle AMR in the food supply chain. Participants engaged in reflective discussions, with some committing to improved practices.
- **Community Pharmacies:** Sensitizing pharmacists and customers about the dangers of self-medication and advocating for the sale of antibiotics only with prescriptions. Notable outcomes included increased awareness, requests for more educational materials, and the commitment of 20 pharmacies to support AMR awareness efforts.



- **Primary Healthcare Centers:** Using bilingual materials, champions educated over 250 healthcare workers, patients, and students on antimicrobial stewardship and proper antibiotic use. Many healthcare professionals committed to sustained AMR education.
- **University Radio Stations:** Broadcasting AMR awareness programs to reach thousands of students and staff, ensuring that the message resonated across campuses in an engaging and relatable way.
- **Social Media Playlets:** Producing entertaining yet educational videos that encouraged online audiences to take actionable steps to prevent AMR. These relatable skits sparked conversations and amplified awareness digitally.
- **Awareness Rallies in Schools & Markets:** Engaging students, teachers, market vendors, and consumers through interactive sessions, games, and pledges. A standout outcome included a principal pledging to sustain AMR education and committing to hand hygiene improvements within the school.





# EVIDENCE OF IMPACT

The champions' efforts yielded clear and measurable results, demonstrating the program's sustainability and influence:

- 01 Knowledge Uptake:** Pre- and post-campaign surveys revealed a **75% increase** in AMR knowledge among market vendors and consumers.
- 02 Behavioral Change:** Feedback highlighted tangible actions influenced by the campaigns. For instance, a sensitized pharmacist refused to sell antibiotics without a prescription, emphasizing proper usage.
- 03 Commitments:** Many participants, including nurses, pharmacists, teachers, and community leaders, signed pledges and expressed their dedication to spreading AMR awareness. One teacher even initiated an impromptu staff session for AMR education after a student session.
- 04 Sustainability:** The champions received invitations to train healthcare workers and requests for continued AMR advocacy in their communities, underscoring the ripple effect of the project.

## BUILDING THE MOMENTUM

The **Phase 1 success** exemplifies the potential of youth-led initiatives to address global health challenges. With plans to train **40 more AMR champions** to educate students in **80 secondary schools** during **Phase 2**, this program continues to inspire a grassroots movement for sustainable AMR advocacy across Africa.

# PHOTO GALLERY

The following pages feature highlights from these diverse campaigns, showcasing the creativity, dedication, and impact of our youth champions in driving change during WAAW 2024.

## ABATTOIRS



AMR champions engaging butchers and meat vendors in a local abattoir, holding informational flyers about responsible antibiotic use in livestock. Participants are gathered around, listening attentively. Raising awareness among meat vendors on the risks of antimicrobial misuse in livestock farming and promoting safer practices to combat AMR.



# VETERINARY CLINICS



AMR champions conducting a workshop with veterinary staff and animal caretakers, demonstrating best practices for antibiotic use in animals. Visual aids are displayed in the background. Educating veterinary professionals and animal caretakers about the impact of AMR on animal health and sustainable veterinary practices.



# UNIVERSITY RADIO STATIONS



AMR champions speaking into a microphone in a university radio station, discussing AMR and strategies for prevention, with the station's logo visible in the background. Broadcasting AMR awareness to university communities through engaging discussions on radio shows.



## PRIMARY HEALTHCARE CENTER



AMR champions speaking to a small group of healthcare workers and patients at a clinic, using a poster to explain AMR prevention strategies. Promoting antimicrobial stewardship and encouraging proper treatment protocols at primary healthcare centres.

# SOCIAL MEDIA



A social media playlet showing champions acting out a skit about the dangers of self-medication, shared widely on platforms like Facebook and Instagram. Creative and engaging social media playlets delivered key messages about AMR to young audiences across various platforms.



## COMMUNITY PHARMACIES



AMR champions handing out informational flyers to pharmacists and customers in a busy community pharmacy, with a banner on AMR displayed prominently. An engaging way to collaborate with pharmacists to educate customers on the importance of proper prescriptions and the dangers of antibiotic misuse.



# RALLIES IN COMMUNITIES AND SCHOOLS

These are in schools, market places and communities



A group of AMR champions and volunteers conduct an awareness rally in a school courtyard, holding banners and speaking to students, while another picture shows a similar activity in a bustling marketplace. Through these dynamic rallies, they effectively reached students and market vendors, fostering meaningful dialogues, distributing educational materials, and inspiring participants to take pledges for responsible antimicrobial practices.

# MEET SOME CHAMPIONS



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UNIVERSITI PUTRA MALAYSIA



OLOFU ENE JOY  
OBAFEMI AWOLowo UNIVERSITY



NGUELE NNA LEA  
UNIVERSITY OF YAOUNDEII





ELEBE MMESOMA  
UNIVERSITY OF NIGERIA NSUKKA



ABDULKAREEM HIKMOT  
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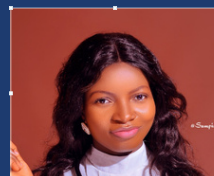


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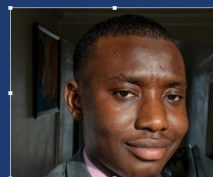
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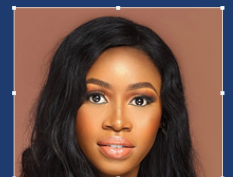
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## HEARTFELT APPRECIATION TO OUR SPONSORS AND THE STOP SUPERBUGS SQUAD TEAM

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### WITH SUPPORT FROM:



We would like to express our deepest gratitude to the incredible individuals whose dedication, hard work, and volunteerism have been instrumental to the success of this program.

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