

The cover features a central white circle with a grey border containing the title. Surrounding this are various colorful circles and icons: a large yellow circle with a smartphone and chat icons, a blue circle with a radio, a teal circle with a laptop and play button, a red circle with a television, a purple circle with a globe network, a light blue circle with a thumbs up, and a teal circle with a newspaper. There are also several smaller circles in yellow, orange, and blue scattered around.

# Antimicrobial resistance toolkit for media engagement



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization



World Organisation  
for Animal Health  
Founded as OIE





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Antimicrobial resistance: toolkit for media engagement

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There are no declared interests.

# Abbreviations

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<b>AMR</b>	antimicrobial resistance
<b>COVID-19</b>	coronavirus disease 2019
<b>FAO</b>	Food and Agriculture Organization of the United Nations
<b>TB</b>	tuberculosis
<b>UNEP</b>	United Nations Environment Programme
<b>WAAW</b>	World AMR Awareness Week
<b>WHO</b>	World Health Organization
<b>WOAH</b>	World Organisation for Animal Health

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# Glossary

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<b>Caption:</b>	Explanatory text placed below or beside a photograph or other graphic to describe it and credit the photographer or creator
<b>Citizen journalism:</b>	Form of reporting on current events practised by a person outside the established media, who is not professionally trained or formally employed as a journalist but whose writing or other media output may contain journalistic elements. The term has most often been applied to bloggers and user-generated contributions to mainstream media but has also been used to describe various alternative media and community journalism.
<b>Curtain raiser:</b>	A story written before an event to prepare the media and their audiences
<b>Editor:</b>	A person in charge of the editorial content and direction of a newspaper, magazine or other news outlet. The person could be in charge of a particular section of a news output, e.g. health editor, political editor.
<b>Editorial:</b>	An article written by an editor giving the news organization's opinion on an issue or subject
<b>Feature:</b>	A long article or audio or audio-visual story that treats a topic in greater depth than a simple news item. Features may refer to a current news event or examine a timeless issue.
<b>Graphic:</b>	An illustration in a newspaper, magazine or web page explaining part of a story visually
<b>Handout:</b>	A sheet of additional information given to journalists, such as a press release, media release or fact sheet
<b>Headline:</b>	A word or short phrase in large type at the top of an article that summarizes the content and/or attracts the reader's attention
<b>Human interest story:</b>	A news story or feature on individual people and the effects on them of specific issues or events. Used to make ideas and messages more concrete in the minds of viewers, readers or listeners
<b>Infographic:</b>	Data or other information presented in a simple visual form, such as a graph, chart, table, timeline, list and/or map
<b>Inverted pyramid:</b>	The most common structure for writing a news story, with the main news at the start and the detail following in decreasing order of importance

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<b>Managing editor:</b>	A senior editor who is involved in the day-to-day production of a newspaper, magazine or other media, with overall responsibility for collecting, writing and sub-editing of news and its placement in the media
<b>Media kit:</b>	Set of material provided to journalists by an organization, such as written documents, photographs, charts, schedules and other information on which the organization wants journalists to focus
<b>Op-ed:</b>	A column that represents the strong, informed, focused opinion of a writer (not affiliated with the publication) on an issue of relevance to a targeted audience
<b>Press and media conference:</b>	Meeting to which journalists and other media actors are invited to listen to statements by appointed spokespeople or panel members and are invited to ask questions. Usually organized by organization(s) to make an important newsworthy announcement, such as for World AMR Awareness Week (WAAW) activities, or to announce the latest AMR-related scientific breakthrough or an upcoming AMR-related conference
<b>Press and media release:</b>	A “ready to use” statement sent to the media to provide information, make an official statement or make an announcement for public release. Usually written on a letterhead with media contact information (name, phone number, email address, mailing address).
<b>Wire service:</b>	Service that collects news and distributes it to subscribing newspapers or other media outlets

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# 1 Introduction

Antimicrobial resistance (AMR) is one of the 10 most serious global public health threats facing humanity (1). It is undermining a century of progress in medicine, as infections that were previously treatable and curable with drugs are becoming (or at risk of becoming) incurable. AMR occurs when bacteria, viruses, fungi and parasites no longer respond to antimicrobial agents. As a result of drug resistance, antibiotics and other antimicrobial agents become ineffective and infections become difficult or impossible to treat, increasing the risk of disease spread, severe illness and death (1). Antimicrobials are agents used to prevent, control, and treat infectious diseases in humans, animals and plants. They include antibiotics, fungicides, antiviral agents and parasiticides. Disinfectants, antiseptics, other pharmaceuticals, and natural products may also have antimicrobial properties (1). While antimicrobials are the backbone of modern medicine, their misuse and overuse in humans, animals and plants is driving the emergence and spread of AMR. When antimicrobials enter soil and waterways, resistant strains of microbes can emerge in the environment, which can in turn infect animals and humans that come into contact with them.

AMR threatens the effective prevention and treatment of an ever-increasing range of infections. For instance, urinary tract infections, upper respiratory tract infections, typhoid and influenza are becoming difficult to treat, resulting in treatment failure, permanent disability or even death (2). Bacterial resistance to antibiotics directly caused 1.27 million deaths and indirectly caused, contributed to or was associated with an additional 4.95 million deaths annually in 2019 (3). Over 450 000 people were affected by drug-resistant forms of tuberculosis (TB) in 2021 (4). The emergence of extensively drug-resistant gonorrhoea is another major public health concern (5).

The cost of AMR to the economy is significant. In addition to death and disability, prolonged illness results in longer hospital stays, more expensive medicines and financial difficulties for patients. Without effective antimicrobials, the success of modern medicine in treating infections would

be at increased risk. According to a World Bank report in 2017 (6), if no action is taken now, AMR is likely to cause additional health expenditure of US\$ 1.2 trillion per year by 2050 and push up to 24 million additional people (particularly in low-income countries) into extreme poverty by 2030. AMR can directly affect progress in achieving at least 6 of the 17 United Nations Sustainable Development Goals and can also be linked indirectly to the remaining 11.

Moreover, the spread of new resistant strains of bacteria in terrestrial and aquatic animals increases animal suffering and losses. This in turn affects livelihoods worldwide, as 1.3 billion people rely on livestock for their living and over 20 million people depend on aquaculture (7).

Various forms of media help to shape public opinion, narratives and discourse that affect public behaviour, knowledge, attitudes and practice. Media also help to dispel myths and misconceptions, combat misinformation and promote evidence- and science-based information. Media were therefore identified as one of four priorities during two global consultations for raising awareness about AMR, organized in 2022 by the Quadripartite organizations (8), the Food and Agriculture Organization of the United Nations (FAO), United Nations Environment Programme (UNEP), World Health Organization (WHO) and World Organisation for Animal Health (WOAH). The priorities for developing a common approach to awareness-raising, including for the media, are to engage target audiences in a participatory approach; emphasize AMR and ensure that the messages are simple, consistent and clear; agree on common definitions, language and terms for AMR in all sectors; and ensure coordination of awareness among sectors.

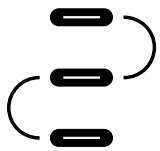
In response, the Quadripartite has developed this practical toolkit for engaging media in AMR. The aim is to equip individuals, organizations and networks with tools for media engagement on AMR at subnational, national, regional and global levels to increase public awareness of AMR, including policy-makers, civil society and communities.

# 2 Use of the toolkit

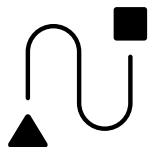
This practical media toolkit has been developed to support in-person, online or hybrid engagement with the media on AMR-related issues. It is intended for use by anyone who wishes to engage the media on AMR at subnational, national, regional or global level, through journalists and other media actors, including bloggers, social media influencers, television and radio programme producers, online content producers and community media.

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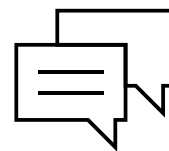
This toolkit consists of three modules, with references:



**Three-step  
guide to media  
engagement**



**Tactics  
for media  
engagement**



**Tools  
and tips**

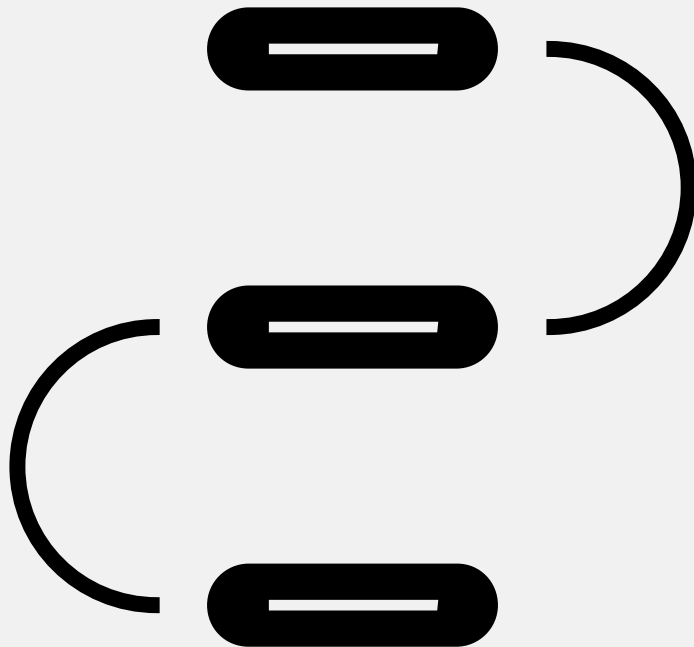
# 3 Three-step guide to engaging the media in AMR

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**3.1 Identify your objective.**

**3.2 Define the approach and activities.**

**3.3 Prepare.**



- 3.1 Identify your objective.**
- 3.2 Define the approach and activities.**
- 3.3 Prepare.**

FIG. 1.  
Three-step guide to engaging the media in AMR



## 3.1 Identify your objective

Media engagement on AMR should have a clear objective for maximal impact. Consult all those who are, or are likely to be, involved with questions such as:

- Why do you want to engage media on AMR-related issues? Why is it important?
- What is your objective? What do you want to achieve?
- Who do you want to influence through media engagement?
  - What level of media engagement (local, subnational, national, regional and/or global) will best serve the objective?
  - To what kinds of media should you reach out? (see section 4.1)
- Do you have the capacity and resources for media engagement?
- What will you tell the media, and why should they listen to you? What is your story?
- Which partners would help to make media engagement impactful?
- What is the most likely outcome of your media engagement activities?

## 3.2 Define the approach and activities

Some approaches and activities are described below that may help you to meet your objective for media engagement. You may consider a combination of these approaches and activities. Please ensure that these suggested approaches and activities are relevant to your local context for the objective identified in step 1 and, if so, whether they should be adapted.

For more information on these activities, see Annex 1.

### ACTIVITY Press conference

If you consider that the AMR-related issue you are working on is newsworthy, by timing, significance or human interest, you could organize a press conference. For example, you might wish to share details of activities such as an upcoming AMR conference, meeting or WAAW-related activity you are organizing, the findings of the latest AMR scientific research or AMR report. Press conferences are addressed by a panel of experts or an appointed spokesperson of an AMR organization; media professionals are given a media release or brief, and they have an opportunity to address questions to the experts. Onsite press conferences at a major AMR conference or meeting are also a good means to brief the media.

### ACTIVITY Organize media trips to campaign sites or for AMR advocacy or sensitization

Media trips could be organized during meetings of laboratory, pharmacy, hospital, agricultural or One Health committees, to take media on site to interact with AMR experts in the field or AMR-affected communities, to listen to and see people who have lived experience of AMR. Such trips can sensitize the media as partners. This is a cost-effective activity during conferences or meetings that bring together national, regional or global media professionals.

#### **ACTIVITY** Showcase the impact of a campaign to media

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An AMR activity with a strong impact and a positive result gives hope and stimulates more action to address AMR. It can show that affected communities face not only the severe adverse impacts of AMR but also indicate effective, people-centred solutions. It also helps to direct public opinion towards scaling up of community solutions to stop AMR.

#### **ACTIVITY** Launch of an AMR report or publication

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A new AMR publication or report is a good opportunity for media engagement. Media professionals have the opportunity to listen to a summary and highlights of the AMR-related report or publication, and the authors receive feedback from experts or appointed spokespeople.

#### **ACTIVITY** Media engagement at meetings and conferences

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AMR-related conferences and meetings provide an important opportunity for media engagement, as they bring together various experts and present an opportunity for media coverage. Many conferences allow local, regional and global media to register and attend and report. Media trips or field visits can be organized near the conference or meeting venue to document stories and exchange with communities; for example, meeting with AMR-survivors can help understand the impact of AMR in the household or communities. Onsite press conferences, daily media briefings, the launch of a report or publication launch and other events provide opportunities for media engagement.

#### **ACTIVITY** Media engagement on AMR-related publications

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When an AMR-related publication is issued, it should be contextualized and assessed to determine whether it presents an opportunity for media engagement. If it does, draft messages and your approach to media engagement, including on social media. Consider including partners in such engagement.

## **Monitoring, evaluation and risk management**

### *Monitoring and evaluation*

- Consider methods for determining whether your approach is working.
- What can you measure to demonstrate that your media engagement worked and to what extent? (See Table 1, below.)
- Are some indicators difficult to measure directly?

### *Risk management*

- What inherent risks will have to be managed to ensure the success of media engagement? How can these risks be mitigated? Learn more by developing a risk management plan. For example, should your messages be culturally sensitive to minimize the risk of misinterpretation? See a description of such risk assessment by the United Nations Development Programme (9).

It is important to monitor and evaluate the activities and correct them when possible to achieve the intended media engagement. Hold regular meetings of the project managers, as appropriate and feasible. Once media engagement has been conducted, organize a debriefing session to discuss what went well, what could have gone better and lessons for future activities.



## 3.3 Prepare

The objective defined in section 3.1 should guide you throughout media engagement. This step is to prepare the approach and activities identified as most suitable, pragmatic or feasible. For each approach identified:

- Prepare yourself for the best approach and action, and
- map the available financial and human resources, experts, materials and media, relationships and timing and also what must be obtained.

Table 1 may help you to prepare for the activities identified in section 3.2. Ensure that the suggested activities are relevant in your local context or whether they should be adapted.

**Table 1.**  
**Proposed activities and indicators for media engagement**

Approach	Objective	Example	Possible activities	Sample output indicators
<b>Campaign launch</b>	Media engagement for a campaign	WAAW 18–24 November	<ul style="list-style-type: none"> <li>• Curtain raiser press conference (see Annex 1) (hybrid)</li> <li>• Regular media briefings during the campaign whenever there is any newsworthy information (hybrid)</li> <li>• Organize media trips to campaign sites or activities</li> <li>• Organize a press conference to share experiences, impact and way forward (hybrid)</li> <li>• Continuous dissemination of all media coverage on social media and other strategic communication</li> <li>• Television and radio journalists may require visual or audio content.</li> </ul>	<ul style="list-style-type: none"> <li>Media participation in the press conference</li> <li>Media coverage of the campaign</li> <li>Mention in media</li> <li>Quality of media coverage of the campaign (e.g. how AMR is framed in the story, accuracy)</li> <li>Positive, negative or neutral tone or sentiment of news coverage</li> <li>Engagement of social media in posts related to the campaign</li> </ul>
<b>Report or publication launch</b>	Media coverage of a new report or publication to be released by your organization or network	Launch of WHO Global Action Plan on AMR (10)	<ul style="list-style-type: none"> <li>• Press conference (see Annex 1) (hybrid)</li> <li>• Publication authors or issue experts share insights (see Annex 1), write op-eds or are interviewed</li> <li>• Submission of publication to government or other agencies (see Annex 1) communicated to media</li> <li>• Continuous dissemination of all media coverage and other strategic communication on social media</li> <li>• Television and radio journalists may require visual or audio content.</li> </ul>	<ul style="list-style-type: none"> <li>Media coverage of press conference</li> <li>Publication downloaded after media engagement</li> <li>Engagement with social media for posts related to the report</li> </ul>

### 3. THREE-STEP GUIDE TO ENGAGING THE MEDIA IN AMR

Approach	Objective	Example	Possible activities	Sample output indicators
<b>AMR issues addressed at a meeting or conference</b>	To address AMR at a meeting or conference and highlight research findings, political decisions or new platforms established after a meeting or conference	Sixth Meeting of the Global Leaders Group on Antimicrobial Resistance (11)	<ul style="list-style-type: none"> <li>Scholarships to support participation of national, regional or global media</li> <li>Curtain-raiser press conference (see Annex 1) (hybrid)</li> <li>Regular media briefings whenever there is any newsworthy information (hybrid)</li> <li>Media interviews with key experts</li> <li>Daily sessions to meet the experts</li> <li>Continuous dissemination on social media of all media coverage and other strategic communication content</li> <li>Television and radio journalists may require visual or audio content.</li> </ul>	<p>Media coverage of the meeting or conference</p> <p>Media participation in daily media briefings</p> <p>Media participation in sessions to meet the expert</p> <p>Engagement of social media in posts related to the conference or meeting</p>
<b>Press conference</b>	Refer to AMR-related messages developed by the Quadripartite (see Annex 2).	No gender-disaggregated data on AMR	<ul style="list-style-type: none"> <li>Press conference (see Annex 1) (hybrid)</li> <li>Continuous dissemination on social media of all media coverage and other strategic communication content</li> <li>Television and radio journalists may require visual or audio content.</li> </ul>	<p>Media participation in press conferences</p> <p>Media coverage of press conferences</p> <p>Quality of media coverage (e.g. how AMR is framed in the story, accuracy)</p> <p>Engagement of social media in posts related to the press conference</p>
<b>Emergency or crisis</b>	Unexpected events or situations warrant media attention to an issue related to AMR.	Shortage of antibiotics or emergence of multi-drug-resistant, untreatable gonorrhoea	<ul style="list-style-type: none"> <li>Press conference (see Annex 1) (hybrid)</li> <li>Media interviews of appointed spokespeople on AMR</li> <li>Op-eds</li> <li>Continuous dissemination on social media of all media coverage and other strategic communication content</li> <li>Engagement of people involved in crisis communications and use of their communication approaches</li> <li>Television and radio journalists may require visual or audio content.</li> </ul>	<p>Media coverage of the emergency or crisis</p> <p>Quality of media coverage (e.g. how AMR is framed in the story, accuracy)</p> <p>Engagement of social media in posts related to the emergency or crisis</p>

### 3. THREE-STEP GUIDE TO ENGAGING THE MEDIA IN AMR

Approach	Objective	Example	Possible activities	Sample output indicators
<b>Supportive editorials</b>	Meet editors to convince them why an editorial should be written on AMR, and provide them with the information they require.	AMR is a growing threat to health security.	<ul style="list-style-type: none"> <li>• Meet the editors</li> <li>• Continuous dissemination on social media of all media coverage and other strategic communication content</li> </ul>	<p>Response of the editor</p> <p>Editorial coverage</p> <p>Engagement of social media in editorials on AMR</p>
<b>Op-ed articles</b>	Meet op-ed editors to consider publishing an article on AMR.	International One Health Day (3 November): op-ed on why the One Health approach is vital to address challenges like AMR	<ul style="list-style-type: none"> <li>• Op-ed article</li> <li>• Meet op-ed editors to place it</li> <li>• Continuous dissemination on social media of all media coverage and other strategic communication content</li> </ul>	<p>Publication of op-ed article</p> <p>Engagement of social media in posts related to op-ed article</p>
<b>Media coverage on specific advocacy days or strategic communication opportunities</b>	Specific advocacy “days” or strategic communication opportunities (see Annex 3)	e.g. WAAW, World Health Day, United Nations General Assembly, United Nations high-level meeting on AMR	<ul style="list-style-type: none"> <li>• Media briefing (hybrid)</li> <li>• Press conference (see Annex 1) to raise local or contextual issues on the “day” or other opportunities (hybrid)</li> <li>• Op-ed article</li> <li>• Media engagement with local campaign(s) to support advocacy on the “day” (see “Campaign launch approach”)</li> <li>• Continuous dissemination on social media of all media coverage and other strategic communication content</li> <li>• Television and radio journalists may require visual or audio content.</li> </ul>	<p>Media coverage of AMR on specific advocacy days or other communication opportunities</p> <p>Quality of media coverage (e.g. how AMR is framed in the story, accuracy)</p> <p>Engagement of social media in related posts</p>
<b>Social media engagement</b>	Social media engagement with journalists and other media actors at various levels and in several ways. Consider the context, and engage with media through social media platforms. Note that social media present one way in which media may find information on AMR. Social media could also be used to connect with media, engage and follow up.	Identifying media in lead up to WAAW with messaging tailored to interest them and encourage them to follow up for possible coverage.	<ul style="list-style-type: none"> <li>• Identify key journalists and other media actors who cover or may cover AMR or WAAW activities</li> <li>• Provide contact information so that they can follow up.</li> <li>• Share timely information on social media platforms to ensure that the media have enough time to process newsworthy content.</li> </ul>	<ul style="list-style-type: none"> <li>• Social media influence indicators on posts related to AMR and targeted at the media.</li> <li>• Extent to which follow-up was due to social media posts</li> </ul>



Depending on your context, there can be many other effective, powerful approaches to meet the objective of your media engagement. Think with an open mind: remember that a “parachute works best when open”!

### Resource mapping

Once you have identified the approach and activities, resources should be mapped. Table 2 provides a template for resource mapping.

**Table 2.**  
**Template for mapping available resources**

Kind of resources	What you have	What you do not have	Can you secure missing resources rapidly? If so, how? Delegate roles and responsibilities.
Human resource capacity and competence			
Financial resource(s)			
Materials (list the materials necessary for the approaches chosen, such as media invitation and release for press conference)  See section 5.1 on tools for drafting documents and Annex 5 for sample releases.			
Panellists: Experts, spokespeople, moderators (Who is accessible and available?)			
Time: How much time do you have to organize media engagement?			
Is your media list updated and ready to use? (If not, include the necessary time and work.) See section 4.2.			
Will your organization or network host the media engagement, or should partners be found? See section 4.4.2.			
If your media engagement requires data or evidence, do you have current, relevant data?  If it requires updating, how will that be done? (Assign roles, responsibilities and deadlines.)			
Plan overall project management, with specific activities for each approach and objective identified.			
Other factors?			

# 4 Tactics for media engagement

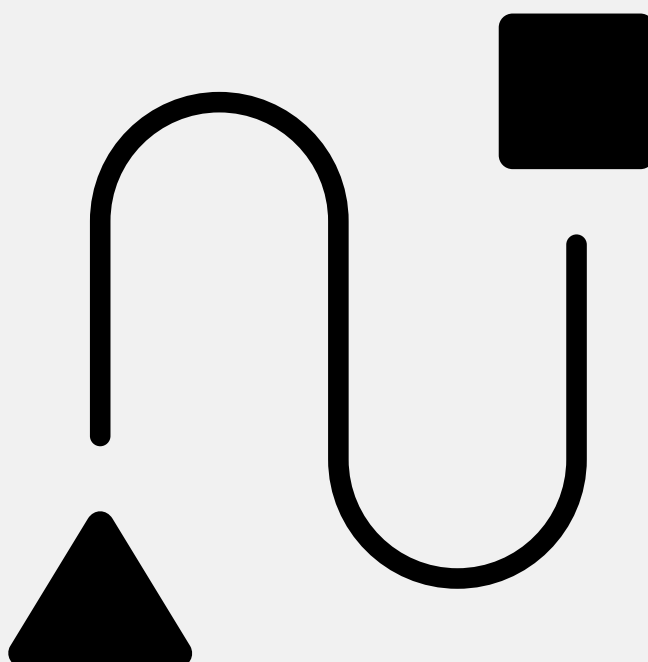
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**4.1 Reaching out**

**4.2 Partnerships**

**4.3 Pitching stories, not issues**

**4.4 Responsible media engagement:  
principle of “Do no harm.”**



## 4.1 Reaching out

For media engagement in AMR, strategic contact should be made with media professionals, including those who cover health, those who do not cover health but report on related issues such as politics, business and finance and those with responsibilities other than reporting, such as editors. In some cases, health reporting becomes relevant for almost all media professionals. For example, during the coronavirus disease 2019 (COVID-19) pandemic, it was covered on front pages, in editorials, in op-eds, on prime airtime and in other media. AMR is an issue that warrants such extensive media engagement.

Understanding how the media are organized internally helps to reach the right persons at the right time for the right objective and with the right kind of communication or approach. The diverse forms of media include print newspapers and magazines (daily, weekly, fortnightly, monthly, quarterly, annually), online news portals, news wire syndication services, television, radio, online radio, social media influencers and content producers, community media, freelancers and specialized journals (such as veterinary, agricultural or medical).

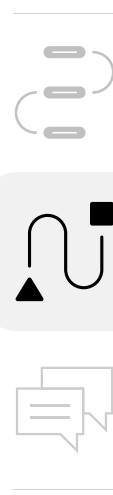
Map the media in your context, and identify those on which the target audience relies for accessing news. Media organizations may have the structure outlined in Table 3 or a different structure; the table is for general reference only.

**Table 3.**  
**Common structure of media organizations**

Role in media organizations	Why should you reach out to them?	How can you support them in possible media coverage?
<b>Editor (or managing editor, resident editor, chief editor, other)</b>	<p>Editorial gatekeepers who can assist in prime placement of news if they consider it important</p> <p>If convinced, they may write editorials.</p> <p>Cascading support in media organizations is useful.</p>	<p>Tailor the message on AMR to the context that is likely to interest editors (e.g. health security, economic security, pandemic preparedness). (See section 5.1 for help in framing media engagement documents.)</p> <p>Provide any material that they request.</p>
<b>News editor, bureau chief</b>	<p>News gatekeepers</p> <p>Major influencers in placement of news and its coverage</p>	<p>Inform them of events being organized on AMR.</p>
<b>Features editor or writer, features correspondent</b>	<p>Gatekeepers for features in magazine sections, special weekend sections, human interest and timeless content</p>	<p>Tailor content to specific content, such as human interest. (See section 5.1 for help in framing media engagement documents.)</p> <p>Features writers can use AMR stories if they are tailored, for example, as human interest stories.</p> <p>Provide photographs and other materials that they request. (See tips on taking photos or videos in section 5.2.)</p> <p>Organization of site visits for features writers could be considered (Annex 1).</p>

#### 4. TACTICS FOR MEDIA ENGAGEMENT

Role in media organizations	Why should you reach out to them?	How can you support them in possible media coverage?
<b>Political editor, political correspondent</b>	<p>The Editor-in-Chief of The Lancet, Dr Richard Horton, said in 2018: "Politics is, in many ways, the ultimate determinant of our health."</p> <p>High-level political leaders are among the core drivers of the response to AMR. Meetings of these leaders include the United Nations General Assembly high-level meetings and the Global Leadership Forum.</p> <p>When such an opportunity arises, a political editor or correspondent may wish to cover AMR from a political point of view.</p>	<p>Tailor information on global political leadership on AMR. (See section 5.1 for help in framing media engagement documents.)</p> <p>Provide photographs, documents and other material that they request.</p>
<b>Health editor, health correspondent</b>	<p>The best allies in media organizations on AMR are likely (and should) be the health editor or correspondent.</p> <p>Reach out to them for every opportunity for media engagement.</p>	<p>Provide them with material, photographs and other media briefs, and respond to requests for interviews.</p> <p>Inform them about conferences or meetings with AMR on the agenda.</p>
<b>Science editor, science correspondent, science writer</b>	<p>Inform them when strong scientific evidence on AMR emerges.</p>	<p>Provide them with the published study or research.</p> <p>Offer to organize interviews with the study author(s) or other experts in AMR to interpret the results and analyse the findings in a given context.</p>
<b>Op-ed editor</b>	<p>To place op-ed articles</p>	<p>Draft an op-ed.</p> <p>Draft reasons why an op-ed editor should consider publishing the article. (See section 5.1 for help in framing media engagement documents.)</p> <p>Alternatively, ask them whether they would consider an op-ed article and send them talking points that show the importance of the proposed op-ed article.</p>
<b>Radio or television programme producer</b>	<p>Similar approach to that of a health correspondent</p>	<p>Help them to obtain radio bytes or interviews with experts.</p> <p>Convince them to consider broadcasting public service announcements on AMR pro bono for AMR or as part of their corporate social responsibility.</p>
<b>Radio or television news editor</b>	<p>Brief them about AMR.</p> <p>Obtain their support.</p>	<p>Provide media invitations and media releases.</p>
<b>Freelance writer</b>	<p>Ascertain the main topics that they cover (e.g. health, climate, agriculture) and where their articles are published.</p>	<p>Tailor messages. (See section 5.1 for help in framing media engagement documents.)</p>
<b>Community correspondent</b>	<p>Ascertain what they cover, how they function and their target audience.</p> <p>Discuss ways in which they could include messages on AMR where appropriate.</p>	<p>Provide materials or interviews that they request.</p>



Role in media organizations	Why should you reach out to them?	How can you support them in possible media coverage?
<b>Media related to veterinary health and livestock</b>	Use the same approach as for editors, correspondents and other members of media organizations.	Tailor messages on AMR to veterinary media writers. (See section 5.1 for help in framing media engagement documents.)
<b>Editor or correspondent of publications related to agriculture</b>	Use the same approach as for editors, correspondents and other members of media organizations.	Tailor messages on AMR to agriculture media writers. (See section 5.1 for help in framing media engagement documents.)
<b>Editor or correspondent of publications related to the climate and the environment</b>	Use the same approach as for editors, correspondents and other members of media organizations.	Tailor messages on AMR to climate or environment media writers. (See section 5.1 for help in framing media engagement documents.)

## 4.2 Partnerships

### 4.2.1

#### Forging formal partnerships with media on AMR-related activities

Formal partnerships with media for campaigns, events or significant advocacy days (such as WAAW) could be helpful at subnational, national, regional and global levels. Partnerships with media could be exclusive (when no other media have the same opportunities) or non-exclusive. Media partners have the privilege of covering a conference, for example, although other media professionals can register to cover the event.

The pros of forming partnerships are:

- a greater likelihood of sustained, exclusive coverage and synergy;
- a spotlight on the campaign, organization or issues;
- more exposure in the media and on social media; and
- increasing the interest of other media organizations, which may become agreeable for co-hosting or hosting a parallel media campaign.

The con of such partnerships is that only media that are official partners with the campaign or organization can provide coverage, while other media may be less interested.



## 4.2.2

## Two steps for finding and contacting potential media partners

### STEP 1 Finding possible media partners

Be clear about whether the event is a local, regional or global campaign, issue or advocacy day (such as International Women's Day), and identify possible media partners for the event. These could be local, subnational, national, regional or global radio, television, print, online, wire services or social media influencers. Consider whether they broadcast in English vernacular languages. The partnerships could be with:

- online media,
- print media,
- social media,
- radio or television or
- community media.

Consider also:

- the kinds of media partners with which you wish to partner;
- whether the values of potential media partner are similar to those of your organization or network;
- whether any allegations have been made or the potential media have a history of sexual or other forms of gender-based violence at the workplace or otherwise;
- whether the potential media partner has any conflict of interest or history of alliance with a corporation or corporations infamous for human rights abuses (including the tobacco industry and the arms industry);
- whether you have a contact in the potential media partner; and
- whether to build an alliance with interested editors.

### STEP 2 Approaching potential media partners

Ask your contact in the potential media partner about who would be the best official to speak to about a possible media partnership. Then, *amat victoria curam* (victory loves preparation): be prepared. The talking points include the problem, the solution, your hopes, the urgency or timeliness of such a partnership and specific requests, including what the media would be obliged to do in a partnership, such as:

- daily or periodic reporting;
- dedicated airtime on television or radio;
- policy to display and use the partner's logos;
- feature interviews with leaders;
- joint communication strategy on social media; and
- corporate social responsibility of media (e.g. whether the partnership could be for a cause rather than a paid advertisement}.

Stress the non-financial contribution that your network could make to the media partnership, such as content, linking the media with global, national and local experts and affected communities, the latest credible references and documents, briefing on and sharing analyses and providing photographs and other visuals.



### 4.2.3

## Forging partnerships with AMR groups for collective media engagement

Collectives, networks, forums, partnerships and other alliances of individuals and groups with shared values and a common agenda are important. The principle of “people power” is vital as is the strength of synergy and united actions. Such alliances also save resources, reduce duplication of effort, increase the possible impact of media engagement and increase the likelihood of positive outcomes.

Explore use of potential partners in collective media engagement on AMR.

**Hold consultations**, with guiding questions such as:

- Is the topic of AMR relevant for the potential partner?
- What value does the potential partner add to a possible partnership?
- What value does the potential partnership add to the potential partner?
- What are the “trade-offs” or possible disadvantages for your organization or network and for the potential partner? How would you respond to any disadvantages?
- What is the combined value of the partnership in terms of united media engagement and outcomes for AMR?

Draft talking points.

**Unite for media engagement.**

- Use an online project management tool for communications by the media engagement team.
- Encourage pooling and maintenance of joint media databases.
- Build, mentor and strengthen the competence of people in different organizations in the network to share roles and responsibilities for media engagement, including social media.
- Make sure that logos and other references to each partner are on all campaign materials (as agreed), including media communication materials.
- Help each other to find information on AMR, by
  - alerting all partners about news of significance for informed, timely, relevant media engagement;
  - avoiding duplication of online news scanning and adding to the “noise” by repeating what has been said before; and
  - using, maintaining and sharing dashboards of free news and “really simple syndication” (RSS) feed aggregators to find relevant news on AMR (see section 5.3).

## 4.3 Pitch stories, not issues

### How a story gets told, heard, written or read!

This section is intended to help you in drafting a media engagement document. An issue can be framed in various ways in the news. An important rule is to “pitch” stories, not issues. The same story can be framed in more than one way, such as:

- from a personal point of view;
- as a breakthrough (e.g. scientific, historical or impact);
- linked to an anniversary (e.g. WAAW, World Health Day; see Annex 1);
- linked to a season;
- from the point of view of a celebrity;
- with visuals;
- a story by a whistle blower;
- as human interest;
- content for a features section;
- controversial topic;
- broad interest;
- injustice;
- irony;
- local news; and
- adding value in a specific context, such as news about AMR in the context of global health security and pandemic preparedness on International Human Rights Day (10 December) or World Health Day (7 April).

Timeliness makes a news story newsworthy!

There may be other ways to frame a story for planned media engagement. Arrive at a consensus with your team and partners on how your messages should be best framed. (See section 5.1 on drafting media engagement documents.)




**4.4**

## Responsible media engagement: principle of “Do no harm.”

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Check all data, figures and information quoted or referenced in the media engagement document.

- Ensure that you provide facts from credible references (e.g. peer-reviewed journals or international organizations).
- Refer to the WHO resources: Combatting misinformation online (12), How to report misinformation online (13) and Infodemic management for strong emergency response and routine health programmes in Malaysia and Brunei Darussalam (14) and How to talk about antimicrobial resistance (15).
- Use the latest data available, and cite reliable sources.
- For qualitative data from communities, ensure that people who are quoted or referred to agree and are fully aware of the consequences.
- Ensure that the names, roles or positions of people, organizations or networks are cited accurately.
- Check the accuracy of credits on images or graphics, acknowledgements and references.
- As far as possible, ensure that people who are identifiable in photographs or videos agree to their intended use in media engagement.
- Confirm with a legal team or people who are aware of domestic legal frameworks that the media engagement document is compliant.

Proofread all media engagement documents (including social media content) to ensure that the words, phrases, language, photographs or overall tone respect principles of human rights, equity, diversity and developmental justice.

- Does the document respect the human dignity of affected communities? For example, a reference to population ageing should not promote or reinforce ageism or stereotypes. Likewise, ensure that no message reinforces harmful gender stereotypes, attitudes or norms (see below).
- Does the document respect the local culture and context, apart from cultural practices that conflict with human rights and gender equality or developmental justice.
- Are the right people or agencies blamed and the blame is not shifted to communities? For example, avoid using the term “compliant to treatment” and use “adherent to treatment”, and do not refer to people as “TB suspect” but “people with presumptive TB”. Blaming indigenous peoples, tribal peoples, homeless people or urban poor will strengthen stereotypical narratives by elites.
- Is equity, inclusivity and representation of different voices and perspectives assured, as required? For example, avoid quoting only male experts.

## Ethics

- Seek informed consent (see Annex 4). Inform people who are quoted or photographed about where the story will be published. Obtain formal informed consent where necessary.
- Take particular care in reporting about children or marginalized communities or populations (use, e.g., pixelated images of children).
- People who are uncomfortable about speaking with a journalist could be approached through an intermediary, such as a community organization or network, which can ensure that the journalist treats the interviewee sensitively and can shield the interviewee from unfair questioning.
- Ensure ethical reporting on mental health.
- Children and adolescents are not common sources for information and perspectives. Children's and young people's voices are valuable; however, they are often vulnerable. When your sources are children and adolescents:
  - Get permission from the parent or guardian before approaching or interviewing a child or adolescent.
  - Ask them to sign a model release form (see Annex 4).
  - Take time to let the children and adolescents warm to you, and be gentle.
  - Always keep the child's best interests in mind.

## Gender-sensitive reporting

Language often reflects, sustains and reinforces genderbased prejudices, stereotypes, attitudes or norms. Each media engagement initiative must be respectful of gender equality and the rights of women, girls and lesbian, gay, bisexual, transgender, intersex or queer (LGBTIQ+). Appropriate language used should be constructive and not fuel stereotypes or cause any prejudice. Language can strongly influence beliefs, attitudes, norms and practices. Table 4 provides examples of gender-specific terms, which must be avoided in generalizations and when gender is unknown. Use a person's preferred pronoun, if known.

**Table 4.**  
**Avoiding gender-specific terms**

Gender-specific term	Prefer
<b>He</b>	He, she or they (according to the person's preference)
<b>Chairman</b>	Chair, chairperson
<b>Policemen</b>	Police, police personnel, police staff
<b>Firemen</b>	Fire fighters
<b>Fishermen</b>	Fisherfolk, fishing community
<b>Foreman</b>	Supervisor
<b>Workman</b>	Worker
<b>Mankind</b>	Humans, people, peoples, humankind
<b>Office girl</b>	Secretary

Guidelines for rights-based terminology are provided by UNAIDS (16) and the WHO Stop TB Partnership (17).



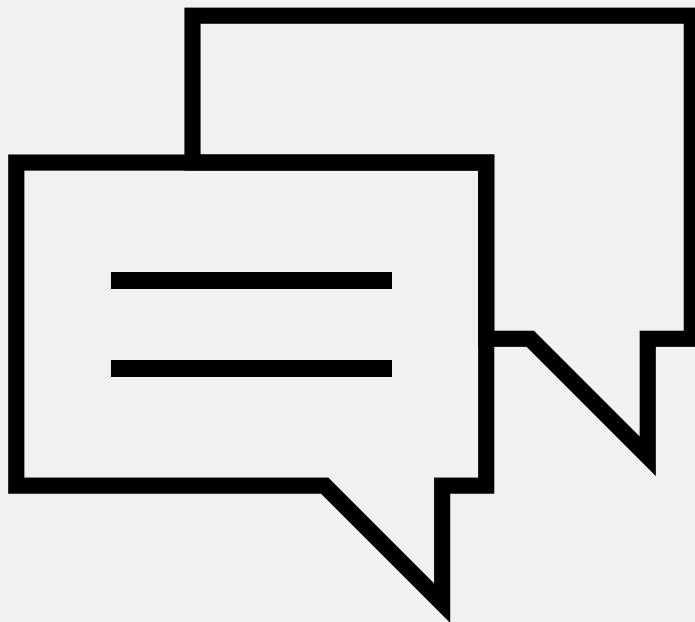
# 5 Tools and tips

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## 5.1 Three tools for drafting documents

## 5.2 Tips for photos and videos

## 5.3 Keeping informed and adding value to media engagement





## 5.1 Three tools for drafting documents

These questions can be kept in mind while writing a story for an advocacy document such as a media advisory, media brief, media invitation, media release, op-ed article, petition, statement, declaration or other publication.

**What** do you want to say?

- How can you frame it as “news”?
- What makes the story compelling?
- Is it timely? Will it attract people now? Why now?
- What value and meaning will this story add?
- Is it evidence-based, with facts and an ethical basis?

**How** will you tell your story? Is it:

- written? (e.g. report, publication, campaign document, announcement)
- oral?
- audio or video? (e.g. testimonies of affected communities)
- photo story?

Table 5 presents three tools that can be used by you or your team to draft media engagement documents, such as an advisory, brief, invitation, release, op-ed or other publication or communication for media engagement.

**Table 5.**  
**The inverted pyramid, Have-your-say and Problem-solution-action tools**

Tool	Suggested purpose
<b>Inverted pyramid</b>	Easy, simple tool for writing a media release or another document for media engagement
<b>Have-your-say</b>	Recommended step-by-step tool for a group of people to write a media release onsite or online at a press conference or media briefing and to write reports such as a campaign impact document
<b>Problem-solution-action</b>	Simple tool for preparing talking points for meetings or contact with media professionals or for drafting an outline of a document to be used in media engagement



### 5.1.1

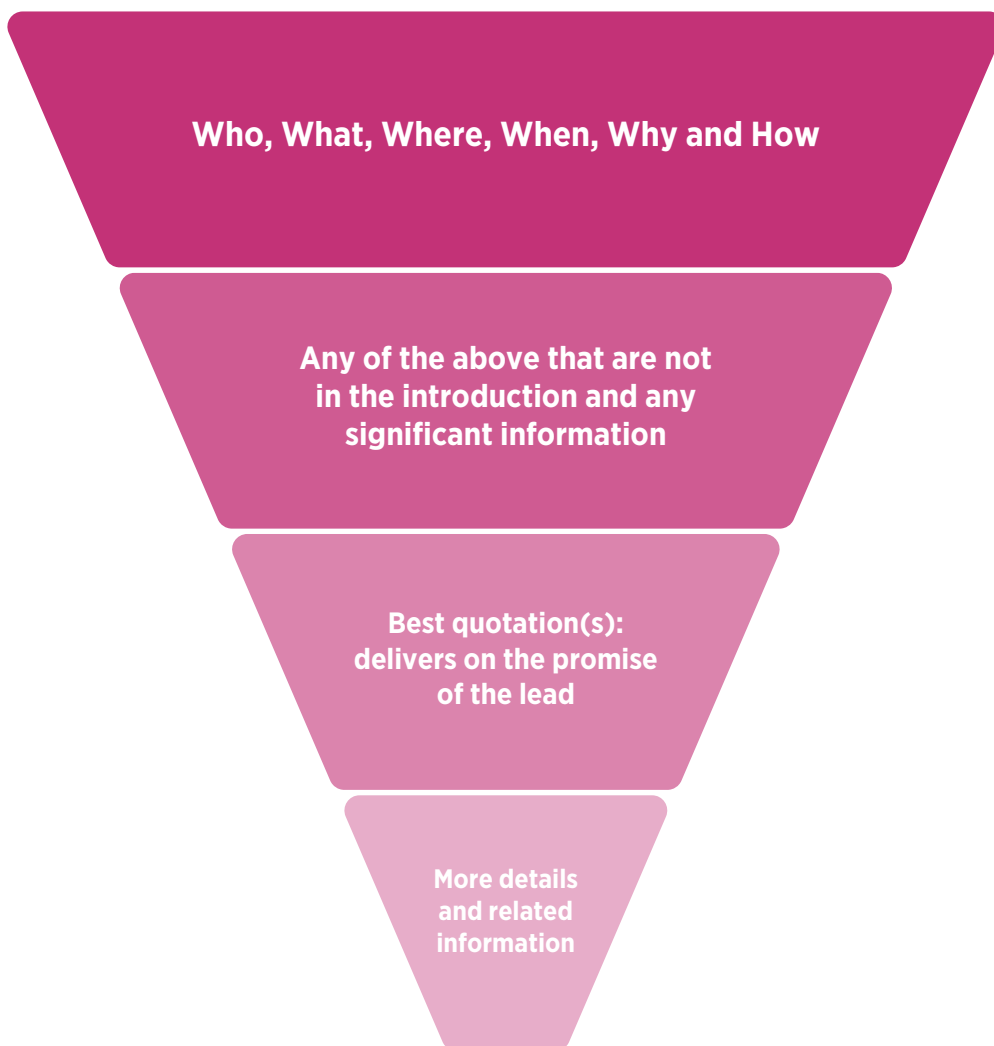
## The inverted pyramid tool

A widely used tool to help write a media engagement document is the **inverted pyramid tool**. All the important, big information goes at the top; then, the pyramid narrows down to less important information.

Why the inverted pyramid approach? Many people do not read to the end of a document; therefore, you should include all the important details at the beginning, to provide all the vital information. In addition, media copy editors can cut the bottom of the story to make space.

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**FIG. 2.**  
**The inverted pyramid tool**





### 5.1.2

## Have-your-say tool

The Have-your-say Tool was developed by Citizen News Service ([www.citizen-news.org](http://www.citizen-news.org)) to help people in TB- and HIV-affected community organizations to express themselves on the issues that affected them most. The tool has been used since 2008 in HIV and TB conferences globally and has evolved over time.

The tool is best used to write a media release, op-ed article, blog or other communication on a session of an in-person or online meeting.

### STEP 1 Listen

Listen to the discussions and presentations at the meeting. Audio-record the session on a mobile device if a recording will not be available, and take notes.

### STEP 2 “Brainstorm”

Decide on the story with your group and identify the central theme, the headline (20–30-word summary of the topic of the story or article). Do not rush through this step, as it is important. Listen to each group member, discuss, debate and arrive at a consensus on the theme, which will decide the content.

### STEP 3 Outline

The group should propose ideas for the content of the story, such as direct quotes from interviews with experts or AMR-affected community members; data from government or other accredited, reliable, authentic sources, such as the AMR Quadripartite organizations (Annex 2) (without violating copyright); and any other points that support the story. Organize the material in the best order to make a compelling narrative.

### STEP 4 Write

Use online collaborative writing tools when possible. If you write the first draft, provide the link to an online collaborative tool with other group members. Audio transcriptions should be checked to ensure that direct quotes from experts are accurate. If in doubt, check with the person quoted. Obtain consent from all people who are quoted. Edit the content for flow, consistency, language, grammar, spelling, names, quotes and the accuracy of data and other numbers.

### 5.1.3

## Problem–solution–action tool

This popular tool is used for various purposes to understand changes due to communication (72). The steps are: defining the problem; proposing a solution; and deciding on the action to be taken to act on the solution and resolve the problem. These steps should be followed in drafting a media engagement document or talking points.





## 5.2

# Tips for photos and videos

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- Please obtain consent before taking a photo or making a video (see Annex 4 for a sample consent form), and ensure that the consent form adheres to relevant laws, policies, guidelines and ethical considerations.
- Before taking photos or videos, test your equipment to ensure that it is working correctly. This includes the camera, microphone, battery charger, power bank and headset. Ensure that your camera (or device with camera) has enough memory space.
- Frame the person or main object of your photo or video.
- Use flash outdoors if the light is behind the person or object of which you are taking a photo or video.
- Know the range of your flash.
- Good lighting is essential for high-quality photos. If possible, use natural light to ensure that the person or main object is well lit and that there are no harsh shadows.
- Before taking the photo or video, consider the orientation that would be most suitable. For example, a vertical orientation may be better for reel videos and a landscape orientation for photos to be sent to media professionals.
- Take several photographs.
- For videos, use a tripod or place the camera on a still surface.
- In-built editing apps for photo or video on your mobile, tablet or computer may be useful.
- Photo and video backup: use online Cloud storage, and make sure that different versions of photos and videos have a back-up.

 **5.3**

## Keeping informed and adding value to social media engagement

Sign up for newsletters, such as the quarterly newsletter of the WHO AMR Division (to subscribe, please send an email to [AMRNEWS@who.int](mailto:AMRNEWS@who.int)); the WOA monthly newsletter (to subscribe, please fill out the following form ([World Organisation for Animal Health \(list-manage.com\)](http://WorldOrganisationforAnimalHealth(list-manage.com))); and the regular FAO newsletter on AMR ([Antimicrobial-Resistance@fao.org](mailto:Antimicrobial-Resistance@fao.org)).

### Stay on top of the news followed by similar organizations

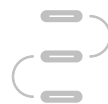
- Avoid duplication or multiplication of effort, when people in likeminded organizations or within the same organization spend time and effort on scanning online news, sometimes adding to the “noise” by duplicating communications.
- Share and alert each other on significant news for informed, timely, relevant joint media engagement.
- Build, update and share access to an online dashboard of issue-specific news and online RSS feed aggregators.
- Online tools that you could use, if they are useful or relevant to your context include:
  - media monitoring (unlimited keywords and real-time notifications);
  - social media listening (according to keywords);
  - journalists’ database;
  - public relation outreach;
  - social media publishing (e.g. scheduling) and engagement;
  - newsletter and newsfeeds (share relevant media coverage with organizations or networks);
  - insights from consumers and audiences;
  - social influencer management; and
  - reporting, analytics and other customized services.

These tools can help to find news that is relevant for all organizations. Daily aggregation, monitoring and analysis of news, views and perspectives can be done by a team for various purposes, such as news or advocacy alerts for team members; news to be reacted or responded to for communication, advocacy or policy; and content to be processed for social media (texts, graphics).

### Social media platforms























Become familiar with social media platforms that your organization or network considers appropriate, including media social media platforms. The specifications for content may differ in each, such as the limit for text words or characters, specifications for the size of photos or graphics and for videos, and the method for using hashtags or for tagging people or organizations.


Learn how to schedule posts on preferred social media platforms. As the functionalities evolve constantly, stay up to date. Some have free in-built tools for doing this. You and your team members may also consider use of other tools to schedule posts: Stream LIVE: become familiar with live streaming options; sessions such as press conferences can be LIVE streamed on all social media platforms in real-time. Tools (paid or free) allow simultaneous live-casting sessions on more than one platform.



## Follow the Quadripartite agencies on social media (Table 6)

**Table 6.**  
Social media platforms used by the Quadripartite organizations

Organization	Social media platform	Link
FAO	 Facebook	<a href="https://www.facebook.com/UNFAO">https://www.facebook.com/UNFAO</a>
	 TikTok	<a href="https://www.tiktok.com/@fao">https://www.tiktok.com/@fao</a>
	 LinkedIn	<a href="https://www.linkedin.com/company/fao">https://www.linkedin.com/company/fao</a>
	 YouTube	<a href="https://www.youtube.com/@UNFAO">https://www.youtube.com/@UNFAO</a>
	 Instagram	<a href="https://instagram.com/fao/">https://instagram.com/fao/</a>
	 X (formerly Twitter)	<a href="https://twitter.com/FAO">https://twitter.com/FAO</a>
UNEP	 Facebook	<a href="https://www.facebook.com/unep">https://www.facebook.com/unep</a>
	 LinkedIn	<a href="https://www.linkedin.com/company/unep/">https://www.linkedin.com/company/unep/</a>
	 YouTube	<a href="https://www.youtube.com/@UNEP">https://www.youtube.com/@UNEP</a>
	 Instagram	<a href="https://www.instagram.com/unep/">https://www.instagram.com/unep/</a>
	 X (formerly Twitter)	<a href="https://twitter.com/UNEP">https://twitter.com/UNEP</a>
WHO	 Facebook	<a href="https://www.facebook.com/WHO">https://www.facebook.com/WHO</a>
	 TikTok	<a href="https://www.tiktok.com/@who">https://www.tiktok.com/@who</a>
	 LinkedIn	<a href="https://www.linkedin.com/company/world-health-organization">https://www.linkedin.com/company/world-health-organization</a>
	 YouTube	<a href="https://www.youtube.com/WHO">https://www.youtube.com/WHO</a>
	 Instagram	<a href="https://www.instagram.com/WHO">https://www.instagram.com/WHO</a>
	 X (formerly Twitter)	<a href="https://www.twitter.com/WHO">https://www.twitter.com/WHO</a>
WOAH	 Facebook	<a href="https://www.facebook.com/worldanimalhealth">https://www.facebook.com/worldanimalhealth</a>
	 LinkedIn	<a href="https://www.linkedin.com/company/worldanimalhealth/">https://www.linkedin.com/company/worldanimalhealth/</a>
	 YouTube	<a href="https://www.youtube.com/c/WorldAnimalHealth">https://www.youtube.com/c/WorldAnimalHealth</a>
	 Instagram	<a href="https://www.instagram.com/worldanimalhealth/">https://www.instagram.com/worldanimalhealth/</a>
	 X (formerly Twitter)	<a href="https://twitter.com/WOAH">https://twitter.com/WOAH</a>

 X (formerly Twitter) accounts of regional offices of the Quadripartite organizations	
FAO North America	<a href="https://www.twitter.com/FAONorthAmerica">https://www.twitter.com/FAONorthAmerica</a>
FAO Africa	<a href="https://www.twitter.com/FAOAfrica">https://www.twitter.com/FAOAfrica</a>
FAO Asia Pacific	<a href="https://www.twitter.com/FAOAsiaPacific">https://www.twitter.com/FAOAsiaPacific</a>
FAO Americas	<a href="https://twitter.com/FAOAmericas">https://twitter.com/FAOAmericas</a>
FAO Near East and Africa	<a href="https://twitter.com/FAOinNENA_EN">https://twitter.com/FAOinNENA_EN</a>
UNEP Asia Pacific	<a href="https://twitter.com/UNEP_AsiaPac">https://twitter.com/UNEP_AsiaPac</a>
UNEP Europe	<a href="https://twitter.com/UNEP_Europe">https://twitter.com/UNEP_Europe</a>
UNEP Latin America and the Caribbean	<a href="https://twitter.com/UNEP_LatAm">https://twitter.com/UNEP_LatAm</a>
UNEP North America	<a href="https://twitter.com/UNEP_NAmerica">https://twitter.com/UNEP_NAmerica</a>
UNEP Africa	<a href="https://twitter.com/UNEP_Africa">https://twitter.com/UNEP_Africa</a>
UNEP West Asia	<a href="https://twitter.com/UNEP_WestAsia">https://twitter.com/UNEP_WestAsia</a>
WHO Regional Office for Africa	<a href="https://www.twitter.com/WHOAFRO">https://www.twitter.com/WHOAFRO</a>
WHO Regional Office for the Americas	<a href="https://www.twitter.com/PAHOWHO">https://www.twitter.com/PAHOWHO</a>
WHO Regional Office for South-East Asia	<a href="https://twitter.com/WHOSEARO">https://twitter.com/WHOSEARO</a>
WHO Regional Office for Europe	<a href="https://www.twitter.com/WHO_Europe">https://www.twitter.com/WHO_Europe</a>
WHO Regional Office for the Eastern Mediterranean	<a href="https://www.twitter.com/WHOEMRO">https://www.twitter.com/WHOEMRO</a>
WHO Regional Office for the Western Pacific	<a href="https://www.twitter.com/WHOWPRO">https://www.twitter.com/WHOWPRO</a>
WOAH Africa	<a href="https://twitter.com/WOAH_Africa">https://twitter.com/WOAH_Africa</a>
WOAH Middle East	<a href="https://twitter.com/WOAH_MiddleEast">https://twitter.com/WOAH_MiddleEast</a>
WOAH Americas	<a href="https://twitter.com/WOAH_Americas">https://twitter.com/WOAH_Americas</a>
WOAH Europe	<a href="https://twitter.com/WOAH_Europe">https://twitter.com/WOAH_Europe</a>
WOAH Asia	<a href="https://twitter.com/WOAH_Asia">https://twitter.com/WOAH_Asia</a>

Some country offices of the United Nations organizations (FAO, UNEP and WHO) also have social media platforms. Consider engagement with them judiciously.

### Global Leaders Group on AMR

 X (formerly Twitter): <https://www.twitter.com/GLGAMR>

 YouTube: <https://www.youtube.com/channel/UCIx3CVOUBQrjidMmxS20mEw>



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Annex  
1

# Media engagement activities

**ACTIVITY** Press conference

Press conferences include “curtain-raisers”, media briefings before an event, media alerts and briefings or press conferences after an event. “Curtain-raiser” press conferences or media briefings are held before an event. They are organized either in an open session or exclusively for one or a few selected media professionals, when they should be told whether reporting on a document or information that is presented is embargoed until a particular date and time.

**Title:** The title should indicate why the media might be interested in attending or covering the topic.

**Short description:** Provide details of what a media person can expect from the press conference.

**Date, time and duration**

**Interpretation:** If interpretation (including for sign language) is necessary and feasible, organize the logistics, including multi-channel headsets, interpreters and interpreter booths for an in-person press conference. The online platform that is used to allow virtual participation should support multi-language interpretation.

**Venue and online link** (if hybrid): Confirm the physical venue and the complete address in the media invitation, with a Google map link. Set up the online session on any platform, and share the link and other details (such as the meeting ID or password) in the media invitation.

**Agenda:** Draft the title, short description, date, time, duration, venue and online link (if hybrid), a list of speakers (with “to be confirmed” against the names of those who have not yet accepted), order of speakers (with duration of each presentation), times and the name and contacts of the media liaison person.

**Speakers:** Confirm the attendance of speakers. They should represent various fields of expertise, to add, for example, a human touch, technical information of information on policy. Ensure that the speakers know the topic or issue on which they will speak. They should be aware of the objective, which may be useful for drafting talking points, and should be sent with the agenda.

Collate all the material (including presentations) that each speaker consents to share with the media, which could be included in the media pack (see below).

Obtain a brief biography and photograph of each speaker for promotion on social media and for the moderator and the media.

**Moderator:** The moderator should be sent the agenda and brief biographies of each speaker. They should be introduced to the speakers before the session begins and briefed on issues or context-specific questions to be directed to each panel expert or speaker. They should also be briefed on taking questions from online media participants.

**Media invitations, releases and briefs** (see section 5.1 and Annex 5): A few days before the press conference, send invitations to your list of targeted media by mass mailing, direct e-mailing, WhatsApp, Line or other tools. Include an online link to those who will join virtually and a calendar invitation (Outlook, iOS, Google calendar).



When the press conference is over, send media releases or briefs to the same list.

**Media pack:** The media pack should contain:

- the agenda of the press conference;
- brief biographies of the speakers;
- a media release in the appropriate languages;
- any material (including presentations) that the speakers have agreed to share with the media; and
- any other reference or supporting materials.

Preferably, make an online version of the media pack (such as in a folder of for Cloud storage).

**Registration sheet:** During the press conference, media representatives should register (in person or online) their name, media organization, position, telephone and e-mail address. The list is used to provide the online version of the media pack and media releases and photographs of the event as soon as possible after the press conference.

**Follow-up:** Send a link to the recording, photographs and the media release to those who attended the press conference (see registration list), your entire list of target media and your social media (a day later, unless the session was live streamed). Assist media representatives in contacting experts for interviews, to check facts and obtain photographs or radio or television bytes.

**Track coverage:** Scan newspapers and magazines for coverage, and collect clippings or links. Scan online with keywords and collect links of coverage.

**Share media coverage** with the speakers and others involved and with your organization's or network's social media and website. Thank the media professionals who covered the press conference. Use the media coverage for advocacy.

**Social media:** With the social media team of your organization or network, disseminate photographs or clips of session recordings, with relevant text, hashtags and tags, customized to the specifications of the social media platforms. Schedule the posts judiciously.

### **ACTIVITY** Organize media trips to campaign sites or for AMR advocacy or sensitization

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Media trips potentially have a powerful impact on media professionals in terms of sensitization, for addressing their own stereotyping or biases and increasing personal understanding of issues. They may be able to write powerful human interest, AMR-relevant stories from interviews with people with lived experiences and with other experts. They may be able take moving, unique photographs on AMR issues and work being done to reduce it.

Inclusion of such a trip in an AMR conference or meeting that media professionals are attending is cost-effective and time-efficient.

**Title:** Should indicate why the media will be interested either to attend or to cover the trip.

**Consent and permissions** (See Annex 4.): Ensure that affected communities have provided full informed consent to invite media professionals to their area; to share their experiences and stories, which may be published; and to be interviewed, videographed or photographed; and to use their name and respect their confidentiality. The media must understand this clearly and respect the wishes of the community, including restricted consent, such as willingness to speak but with demanding confidentiality or refusing photographs or videos.

Ensure that you have all the necessary legal permissions to organize a media trip.

**Date, time and duration:** The suggested duration is less than half a day (3–4 h round trip)

**Agenda:** Draft an agenda with a short description, date, time, duration and venue, list of speakers, order of speakers, schedule, and name and contacts of a media liaison person.

**Interpretation:** If interpretation (including for sign language) is necessary and feasible, organize the logistics, including multi-channel headsets, interpreters and interpreter booths when the media reach the site being visited. Interpretation should also be provided, if necessary, during transport to the site.

**Venue:** Confirm the physical venue, and provide the complete address in the agenda and media invitation, with a Google maps link.

**Speakers:** Confirm the attendance of speakers. They should have various fields of expertise, to add, for example, a human touch, technical information of information on policy. Ensure that the speakers know the topic or issue on which they will speak, and give them the agenda.

Collate all the material (including presentations) that each speaker consents to share with the media, which could be included in the media pack (see below).

Obtain a brief biography and photograph of each speaker for promotion on social media, the moderator and the media.

**Moderator:** The moderator should be sent the agenda and brief biographies of each speaker. They should be introduced to the speakers before the session begins and briefed on issues or context-specific questions to be directed to each panel expert or speaker. They should also be briefed on taking questions from online media participants.

**Media invitations:** Send media invitations a few days before the trip to the list of targeted media by mass mailing, direct e-mailing, WhatsApp, Line or another tool. Provide a deadline for registrations so that the necessary arrangements can be made.

**Media pack:** The media pack should contain:

- the agenda of the media trip;
- brief biographies of the speakers;
- a media brief in the appropriate languages;
- any material (including presentations) that the speakers have agreed to share with the media; and
- any other reference or supporting materials.

Preferably, make an online version of the media pack (such as in a folder for Cloud storage).

### **Registration sheet:**

During the media trip, media representatives should register (in person or online) their name, media organization, position, telephone and e-mail address. Make sure that they fully understand the consent given by the affected community and permission (or lack of) to photograph, videograph and conduct interviews.

**Follow-up:** Send a link with photographs and media the brief to all those who participated. Assist media representatives in contacting experts for interviews, to check facts and obtain photographs or radio or television bytes.

**Track coverage:** Scan newspapers and magazines for coverage and collect clippings or links. Scan online with keywords and collect links of coverage.

**Share media coverage** with the speakers, affected communities and others involved and with your organization's or network's social media and website. Thank the media professionals who covered the press conference. Use the media coverage for advocacy.

### **ACTIVITY** Showcase the impact of a campaign to the media

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Please see the first proposed activity, Press conference, for further preparation of this activity, which is similar but with an additional important step, which is a campaign impact document. This document will show how the campaign had its intended impact on AMR, how successful it was and what could have been done better. Have it translated if necessary.

Organize a press conference for the media to show the impact of the campaign.

### **ACTIVITY** Launch of an AMR-related report or publication

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Please see the first proposed activity, Press conference, for further preparation of this activity, which is important but with an additional, important step, which is a summary of the new publication (see section 5.1). Have it translated if necessary.

### **ACTIVITY** Media engagement in meetings or conferences

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See the section on media trips, above. In addition, invite local media professionals and, if necessary, provide local transport. Most news media organizations cover this expense, but provision of transport is useful for freelancers, social media influencers and others.

See the section on Press conferences, above, to organize:

- a media briefing before the conference or meeting,
- daily media briefings during the conference or meeting,
- a session to meet the experts and
- a media briefing or press conference at the end of the conference or meeting.

See the section on Launch of an AMR-related report or publication, above, to organize such sessions for new publications (such as reports, guidelines, factsheets and white papers) being launched at a conference or meeting.

See the section on Showcase the impact of campaign to the media, above, to highlight examples of initiatives (and spokespeople) who are represented at the conference or meeting.

Provide a daily early morning media briefing on important sessions (with the time, duration and venue) and other opportunities for media engagement that day (such as a session to meet the experts, press conferences, media trips, reports or publication launch).

Ensure that the media room at the conference or meeting meets the needs of media representatives, such as a silent space for interviews and for content processing, connecting with experts and dedicated Internet connectivity of adequate strength.

### **ACTIVITY** Media engagement on AMR-related publications

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See the section on Press conferences, above, to host a meeting to present discussion points and photographs. Alternatively, you may issue a press release or propose an op-ed article.

See the section on Media trips, above, to organize trips to high-level meetings at which a publication is submitted to the government or other agency (with due consent and permission).

# Annex 2 Key messages developed by the Quadripartite organizations

## General message

- AMR is increasingly being recognized as a complex threat to global health, food safety, food security and sustainable development, potentially causing significant socio-economic damage. We can turn the tide, however – if we act coherently, quickly and decisively.

## Addressing AMR through One Health

Recent international health emergencies, such as the coronavirus disease 2019 (COVID-19) pandemic, mpox and outbreaks of Ebola virus disease, and continued threats of other zoonotic diseases, food safety, AMR, ecosystem degradation and climate change clearly indicate the need for resilient health systems and accelerated global action. One Health is seen as the main approach for tackling these pressing and complex challenges facing our society (1), for the following reasons.

- Antimicrobials can spill into the soil and waterways, triggering the emergence of resistant microbes in the environment, which can in turn infect humans and animals. Resistant microbes can also spread from animals into the environment through manure, or from humans into the environment through clinical waste and sewage water. The excessive or irresponsible use of antimicrobials in one sector impacts all other sectors (2).
- One Health is an integrated, unifying approach to sustainably balance and optimize the health of people, animals and ecosystems. It recognizes that the health of humans, domestic and wild animals, plants and the wider environment (including ecosystems) are closely linked and interdependent (1).
- While health, food, water, energy and environment are all wider topics with sector-specific concerns, collaboration among sectors and disciplines contributes to protecting health, addressing health challenges such as the emergence of infectious diseases, AMR and food safety, and promoting the health and integrity of ecosystems (1).
- By linking humans, animals and the environment, One Health can address the full spectrum of AMR – from prevention to detection, preparedness, response and management – and contribute to global health security (1).
- The approach can be used at community, subnational, national, regional and global levels. It is based on shared, effective governance, communication, collaboration and coordination. The One Health approach allows people to better understand the co-benefits, risks, trade-offs and opportunities for using equitable, holistic solutions to AMR. Effective antimicrobial stewardship is necessary in all sectors to preserve existing antimicrobials (3).
- “The challenges of AMR are complex and multifaceted, but they are not insurmountable.” (4)
- Tackling AMR through a One Health response will help save millions of lives and preserve the effectiveness of antimicrobials for generations.

## Agrifood systems

- Good husbandry practices, biosecurity, sanitation, hygiene, vaccination and other infection prevention measures will reduce the need for antimicrobials in animals and use of antimicrobial pesticides in plants (5).
- Laboratory tests for diagnosis and sensitivity are essential for detecting AMR. They guide therapeutic treatments for humans and animals and are also important in surveillance for designing interventions to reduce the use of AMR in humans, animals, plants and the environment.
- Better access to expert advice, diagnostics and prescription of appropriate antimicrobials will limit the development of AMR, reduce losses of production and productivity and ensure more sustainable, resilient agrifood systems.

## Animal health

- “Prevention is better than cure.” Good biosecurity and husbandry practices are key to reducing the disease burden in animal populations and, therefore, the need for antimicrobials, while protecting animal health and productivity.
- By looking after the health of animals, veterinarians and animal health professionals ensure food safety and security. Veterinarians should be provided with the necessary resources for promoting responsible use of antimicrobials.
- Veterinary authorities have an overarching view on the entire antimicrobial supply chain. From financing research to supporting the implementation of good practices in the field, AMR needs to be addressed at every stage of that chain, and they can act on all these levels (6).
- Responsible use of veterinary medicines by farmers, appropriate regulatory frameworks, stronger enforcement of government regulations and extended health and diagnostic support would result in more responsible use of veterinary medicines in aquaculture and reduce the threat of AMR (7).

## Human health

- Effective antimicrobials decrease the risk of unsuccessful treatment of infections with modern medicines, including during major surgery and cancer chemotherapy.
- Access to safe water, sanitation and hygiene in communities and health facilities could reduce the use of antibiotics to treat diarrhoea by up to 60%, help to prevent drug-resistant infections, save lives and reduce health-care costs (3).
- Vaccines, good diagnostics, accurate prescription and correct use of antibiotics and other antimicrobial medicines preserve the effectiveness of vital medical treatments.
- Optimizing antimicrobial use and preventing misuse and overuse are essential to preserve the efficacy of existing treatments.

## The environment

- Reduced use of antimicrobials will prevent the development, transmission and spread of AMR in the environment.
- AMR cannot be understood or addressed separately from the triple planetary crisis of climate change, loss of nature and biodiversity and pollution and chemical waste, all of which are driven by unsustainable consumption and production patterns (6).
- Relevant stakeholders should develop regulatory frameworks to reduce discharges of antimicrobials into the environment and promote sustainable production and consumption patterns (7).

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# Annex 3 Opportunities for media engagement

Opportunity	Date or week	Reference no.
World Cancer Day	4 February	1
World Pulses Day	10 February	2
International Women's Day	8 March	3
World Water Day	22 March	4
World TB Day	24 March	5
World Health Day	7 April	6
World Hand Hygiene Day	5 May	7
International Day of Plant Health	12 May	8
World Bee Day	20 May	9
World Environment Day	5 June	10
World Food Safety Day	7 June	11
World Patient Safety Day	17 September	12
World Lung Day	25 September	13
World Food Day	16 October	14
International One Health Day	3 November	15
World Pneumonia Day	12 November	16
World Diabetes Day	14 November	17
World AMR Awareness Week	18-24 November	18
16 Days of Activism against Gender-based Violence	25 November– 1 December 2023	19
World AIDS Day	1 December	20
World Soil Day	5 December	21
International Human Rights Day	10 December	22
International Universal Health Coverage Day	12 December	23

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# Annex 4 Sample consent or model release forms

This annex provides a sample consent or model release form for photography, video or recording. Please check your local or national legal context on the version required for informed consent.

## Model release form

### Permission to use pictures or audio recordings

I \_\_\_\_\_ hereby give \_\_\_\_\_ (photographer's/ recorder's name) the right and permission to use my name (or fictional name), publish, copyright and use pictures or audio recordings of me in which I or my voice may be included in whole or in part, composite or retouched or edited in character or form, in conjunction with (initial those applicable):

\_\_\_\_\_ my own name

\_\_\_\_\_ fictional name

\_\_\_\_\_ no name to be used

If the person photographed or recorded is under 18, I certify that I am his or her parent or legal guardian and I give my consent without reservation to the foregoing on his or her behalf.

I have read this release and am fully familiar with its contents:

Date: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_

### For people who cannot read or write:

I have read this document to the person whose image is being taken. The person says they understand this document.

Signature: \_\_\_\_\_

Name of person signing on behalf of subject: \_\_\_\_\_

Name of subject: \_\_\_\_\_

Date: \_\_\_\_\_ Location: \_\_\_\_\_

Contact information: \_\_\_\_\_

## Reference

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# Annex 5

## Sample media releases by the Quadripartite organizations

The Quadripartite launches a guide to support countries implement One Health approach (WHO, December 2023)

Preserving antimicrobials for the well-being of humans, animals, plants and ecosystems (FAO, November 2023)

New report reveals global decrease in antimicrobial use in animals (WOAH, September 2023)

To reduce superbugs, world must cut down pollution (UNEP, February 2023)

FAO fully committed to limiting the spread of antimicrobial resistance (FAO, February 2023)

Antimicrobial resistance: Now is the time for collective action (UNEP, November 2022)

Urgent call for better use of existing vaccines and development of new vaccines to tackle AMR (WHO, July 2022)



For more information, please visit our websites:

**FAO:** [www.fao.org](http://www.fao.org)

**UNEP:** [www.unep.org](http://www.unep.org)

**WHO:** [www.who.int](http://www.who.int)

**WOAH:** [www.woah.org](http://www.woah.org)

