Issues and expectations of media in reporting on AMR

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Introduction

- Awareness is an essential process in AMR
- Journalists have a role to play
- They need to be informed in order for them to effectively inform the public
- This training is aimed at informing journalists
- This presentation focuses on what can be done to effectively inform and support journalists to do their work
- I will go straight to the points
Give Us Content

- Research
- Reports
- Statistics
- Events
- WhatsApp group for all participants
- Links to your social media sites, so we follow
- See us as partners, involve us as much as possible
Knowledge of Publications

- We have our own publications but we would appreciate if you let us know of other publications where we can send our stories
- For example OIE’s dedicated site on AMR
Mentorship

- AMR is a complex and technical topic
- A mentorship programme is where we pair a journalist with an expert in the field to produce the stories
- The mentor helps check accuracies, simplify technical terms and help in content
Awards

- Monthly
- Annually
- For different categories: animal, human, etc
- For different platforms: web, print, radio, tv
Commissioning of stories

- Journalists may have the space to publish but lack resources to work on a story
- This include costs related to internet, calls, travel, equipment hire, etc
- Partner organisations may assist with funds to meet these costs to enable reporters to carry out their work
Further Training

- This training is a first
- We need further and regular training
- We had overwhelming response, we can do more trainings to accommodate more journalists
Regional Focus

- We can scale this project to regional level
- Southern Africa,
- We can do it either country by country or centrally
- NAFJ can coordinate this process if supported
Resources

- Definition of Terms
- Ethical guidelines on reporting AMR
- Reporter’s guide: facts, issues, topics, debates, events,
- Directory of contacts: who to contact
- Simplification of topic: eg venecular
Conclusion

- We hope journalists have gained insight
- We urge them to create awareness
- We have a website coming in September focusing on development issues
- We encourage partners to support us
- We thank the Ministry of Health and CSE for the support as well as our sister organisation Hejaz for mobilisation and participation
Thank You!