Media engagement as part of NAP implementation: perspectives from Zambia

Kapona Otridah
Lab Scientist-Communicable Diseases/ AMR Nat. Focal Point & Coordinator
Zambia National Public Health Institute-MoH

Online Media Workshop on Antimicrobial Resistance for Journalists in Zimbabwe, 27-28 August, 2020
Introduction
Zambia’s Response to Antimicrobial Resistance

1. To improve awareness and understanding of AMR through good governance, effective communication, education and training.

2. To strengthen knowledge evidence base through surveillance and research

3. To reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures, and biosecurity.

4. To optimise the use of antimicrobial medicines in human, animal, and plant health.

5. Investment in Research & Development
Efforts towards Media Engagement

1. Media Orientation-Nov, 2017, 2018

2. Two training workshops done on public health reporting-2019 and 2020

3. Live Television and Radio programs and discussions -since 2017

4. AMR media awards_ introduced 2019, next Sept 23rd 2020

5. 4 more planned training workshops (to include editors)
Media Training/Orientation
Live Television & Radio Programs
AMR MEDIA AWARDS
Zambia successfully launches the first multi-sectoral national action plan on antimicrobial resistance (AMR)

O Kapona
Zambia: Fighting Antimicrobial Resistance

The Times of Zambia (Ndola) 14 DECEMBER 2017

By Bilshe Mulenga and Andrew Phiri

Antimicrobial resistance (AMR) is the development of resistance in a microorganism - such as bacteria, virus, fungus or parasite - to an antimicrobial agent to which it was previously sensitive.

Resistance is also defined as ‘...the property or characteristic of the microbe and not the person, animal, nor plant affected by the microbe.’

Zambia has adopted the “One Health” approach in the fight against Antimicrobial resistance (AMR) and has through a comprehensive National Action Plan (NAP) and National Multi-sectoral Action Plan (NAMP) proposed by the Ministry of Health, launched in 2017 against the growing problem of AMR. Zambia has incorporated five major areas of action to fight AMR, which are human, animal, plant and environment sectors.

The main objectives of the multi-sectoral Antimicrobial Resistance National Action Plan (NAP) is to provide a coherent framework for combating AMR using the “One Health” approach, focusing on human, animal, agriculture and environment sectors in Zambia from 2017 to 2027.

The AMR-NAP outlines the status quo and acknowledges challenges of antimicrobial resistance (AMR) in Zambia among its population. The AMR-NAP also outlines the status quo and acknowledges challenges of antimicrobial resistance (AMR) in Zambia among its population.
ANTIMICROBIAL RESISTANCE (AMR) – A GROWING GLOBAL HEALTH THREAT

Antimicrobial resistance (AMR) is the ability of a microorganism to withstand treatment with an antimicrobial drug. The rapid emergence of AMR has for several decades been a growing threat to the effective treatment of an ever-increasing range of infections caused by bacteria, parasites, viruses and fungi. The magnitude of the problem, the impact of AMR [...]
Why the Media?

- One of the documented major drivers of AMR is misuse and overuse of antimicrobials

- Media professionals_ public Influencers
  - Facilitate for awareness creation and eventually trigger behavioural change
  - Significantly contribute to promoting judicious use of antimicrobials and reducing development and spread of AMR

- Urgent need for behavioural change in AMU-cos without that change, even if we had a breakthrough in discovery of new classes of antimicrobials, AMR will remain a major threat!
All of us who professionally use the mass media are the shapers of society. We can vulgarize that society, we can brutalize it or we can do the opposite and help lift it into a higher level.”

-William Bernbach-