



The One-Health Action Plan on AMR


Policy and communication activities

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One-Health Action Plan





The 2011 European Commission Strategy on AMR


Communication from the Commission to
the European Parliament and the Council
Action plan against the rising threat from Antimicrobial
Resistance

COM (2011) 748 – 17 Nov 2011

- 5 year action plan
- Holistic approach
- 7 key areas
- 12 concrete actions








2011 EC Action Plan: 7 key areas

1. **Ensuring appropriate use** of antimicrobials in humans and animals
2. **Developing new effective antimicrobials** or alternative treatments
3. **Preventing microbial infections** and their spread
4. **Cooperating with international partners** to contain the risk of AMR
5. **Improving monitoring and surveillance** in humans and animals
6. **Reinforcing research** and innovation
7. **Improving communication**, education and training





2011 EC AMR Action Plan evaluation


MAIN FINDINGS

The 2011 Action Plan:

- Acted as a **symbol of political commitment** and stimulated **actions within EU Member States**
- Strengthened **international cooperation**
- Provided a **framework** to guide and **coordinate activities** at international level, including monitoring/surveillance and R&D

The actions were relevant to address the problems identified in 2011 and are still relevant today.






2011 EC AMR Action Plan evaluation

RECOMMENDATIONS

- AMR problem persists and **continued action is needed**
- **Support and assist EU Member States** as big differences still exist between them
- Reinforce the **One-Health approach** (incl. environment)
- Pursue coordination and collaboration on **research and innovation** and boost the development of new antimicrobials, alternatives, vaccines and rapid diagnostic tests.
- Enhance **EU international cooperation**





The global dimension – main political commitments

WHO: Global Action Plan on Antimicrobial Resistance.

G7: Ministers of Health meeting 8 - 9 October 2015.
 Berlin Declaration on Antimicrobial Resistance (GUARD).
 Ministers of Agriculture meeting 23 - 24 April 2016.
 Fully support the recently adopted WHO Action Plan on AMR.
 G7 Leaders' Declaration 26 - 27 May 2016.
 Endeavour to take leadership in reinforcing response to AMR.
 Ministers of Health meeting 11 - 12 September 2016.
 Reiterate support for the full implementation of the WHO GAP.

G20: Agriculture Ministers Communique 3 June 2016.
 Supports the implementation of the WHO Global Action Plan.
 G20 Leaders' Communique 4 - 5 September 2016.
 Call on WHO, FAO, OIE and OECD to collectively report back in 2017.

UN: General Assembly Resolution 21 September 2016.





The three strategic pillars of the next Commission's communication on AMR (2017)

Making the EU a best practice region on AMR

- Support Member States in developing national One Health action plans
- Strengthen surveillance and monitoring on AMR
- Increase professional and public awareness



Boosting research, development and innovation on AMR

- Develop new economic models and incentives to sustain R&D investments
- Stimulate research on new antimicrobials, rapid diagnostic tests, vaccines and alternative therapies




Shaping the global agenda on AMR

- Partner with WHO, OIE, FAO and relevant international organisations
- Support third countries
- Pursue the high-level political commitments; UNGA, WHO, G7, G20









Making the EU a best practice region on AMR


Making the EU a best practice region on AMR

- Support Member States in developing national One Health action plans
- Strengthen surveillance and monitoring on AMR
- Increase professional and public awareness



- Better evidence and awareness
 - Benefit from the best evidence-based analysis and data
 - Increase awareness and understanding
- Better coordination and surveillance
 - Improve coordination of Member States' One-Health responses to AMR
 - Strengthen One-Health surveillance and reporting of AMR and antimicrobial use
 - Support stakeholders







Making the EU a best practice region on AMR


Making the EU a best practice region on AMR

- Support Member States in developing national One Health action plans
- Strengthen surveillance and monitoring on AMR
- Increase professional and public awareness



- Expand the scope of environmental action
- Better control measure against AMR
 - Better implementation of policies
 - Promote prudent use of antimicrobials
 - Strengthen prevention and control measures to tackle resistant infections
 - Enhance availability and access to safe and effective antimicrobials







Boosting research, development and innovation on AMR

Boosting research, development and innovation on AMR

- Develop new economic models and incentives to sustain R&D investments
- Stimulate research on new antimicrobials, rapid diagnostic tests, vaccines and alternative therapies



- Improve knowledge on effective infection control and surveillance
- Develop new therapeutics, alternatives and vaccines
- Develop diagnostics
- Develop new economic models and incentives
- Close knowledge gaps on AMR in the environment and prevent transmission





Shaping the global agenda on AMR

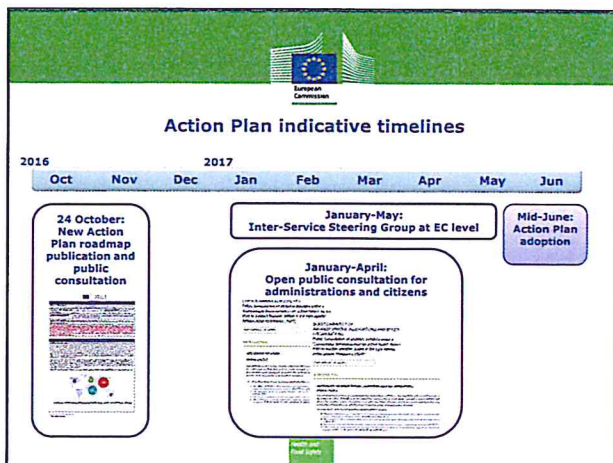
Shaping the global agenda on AMR

- Partner with WHO, OIE, FAO and relevant international organisations
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- Pursue the high-level political commitments; UNGA, WHO, G7, G20



- A stronger EU global presence
- Stronger bilateral partnerships for stronger cooperation
- Cooperating with developing countries
- A global research agenda







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- 2016- Main communication actions on AMR**
- Council Conclusions on AMR and publication of AMR Eurobarometer
 - EAAD 2016
 - Organising Committee
 - Participation of Commissioner Andriukaitis and speakers
 - Press activities
 - EB International
 - Toolkit material
 - Social media & web
- Health and Food topics



2017 Communication plan on AMR

Communication objectives

- Support Member States in their efforts to increase awareness
- Highlight the importance of coordinated efforts in the fight against this cross-sectorial, global health threat
- Highlight macro-economic and societal implications
- Contribute to a qualitative leap in international awareness in a concerted global effort where the EU is placed as a best practice region

Target audiences

Policy makers, other int. organisations (WHO, OIE, FAO, OECD, UN), Healthcare providers and professionals, veterinarians and farmers, pharmacists, the research community & journalists





2017 Main communication actions

EU Health Award for NGOs

In 2016, the European Commission & EU Member States recognised and awarded a prize to a group of European NGOs for their efforts in the fight against antimicrobial resistance. The prize was awarded to the European Association of Public Health (EAPH) for its role in the fight against antimicrobial resistance. The prize was awarded to the European Association of Public Health (EAPH) for its role in the fight against antimicrobial resistance.

Making a difference in fighting AMR

There were 12 winners in total, each representing a different Member State. The winners were awarded a prize of 10,000 euros. The prize was awarded to the European Association of Public Health (EAPH) for its role in the fight against antimicrobial resistance.

Winners

1st Prize

BEUC The European Consumer Organisation

2nd Prize

BEUC The European Consumer Organisation

3rd Prize

BEUC The European Consumer Organisation

4th Prize

BEUC The European Consumer Organisation

5th Prize

BEUC The European Consumer Organisation

6th Prize

BEUC The European Consumer Organisation

7th Prize

BEUC The European Consumer Organisation

8th Prize

BEUC The European Consumer Organisation

9th Prize

BEUC The European Consumer Organisation

10th Prize

BEUC The European Consumer Organisation

11th Prize

BEUC The European Consumer Organisation

12th Prize

BEUC The European Consumer Organisation





2017 Main Communication Actions

One-Health Action Plan Against AMR-June

Coordinated effort needed to promote:

- **Animated clip: 90"** to explain briefly AMR and how the Action Plan will tackle this threat
- **In all EU languages**
- **Target: stakeholders**
- **Promotion on Euronews, digital, social media**
- **Factsheets**
- **Press Activities**
- **Web**
- **Social Media**

EAAD-10th Anniversary