



Challenges faced by ECDC-participating countries and expectations for ECDC support

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EAAD Technical Advisory Committee, Stockholm, 23 March 2017

Most common challenges faced 2008 to 2015





Lack of funds

Overlapping priorities

Lack of staff and time

Lack of / limited political and governmental support

Lack of evaluation tools

Political structure in the country

Lack of interest and support from stakeholders


Lack of collaboration and coordination with other institutions / partners

Lack of materials and communication channels / difficulties adapting ECDC materials

Difficulties engaging target audiences e.g. the general public, healthcare professionals, pharmacies, media

2

Looking deeper into the evaluation...



- What are the challenges and opportunities when developing communication campaigns aimed at promoting prudent use of antibiotics?
- Three sources of information.
- ECDC data provided following internal data protection rules.
- Criteria for inclusion.
- The final sample size is 16 EU countries: four countries of Northern Europe, six countries of Central Europe and six countries of Southern Europe.
- In addition to the barriers, a description of the challenges and opportunities to reach the general public, primary care prescribers, and hospital prescribers is presented.
- Results will be ready in June.

Expectations for ECDC support (1)



Develop more (and translate when appropriate):

- Campaign materials covering other target audiences.
- Updated toolkits – from the already existing ones, making them more appealing.
- Audiovisual materials, photos and data visualisations.
- Template letters and materials for policy makers.
- More patient stories.
- Links to national websites and promotion of campaigns.
- Compilation of best practices about campaigns in the EU and internationally.

Expectations for ECDC support (2)



Keep AMR and EAAD high in the political agenda at EU and national levels by:

- Sending letters from ECDC asking Ministers of Health to stress the importance of EAAD and to ask them to get engaged.
- Supporting the dialogue between the national governments and professional organisations.
- Finding means to support the countries in encouraging national politicians to give more attention to the issue.
- Producing evidence of the benefits of campaigns on prudent use of antibiotics to secure funding and governmental support.

Expectations for ECDC support (3)



Support the countries closer by:

- Performing country visits and provide further support at local level.
- Meeting the relevant NFPs for AMR or contact points for EAAD regularly and providing platforms to exchange experiences.
- Suggesting and/or providing speakers and lecturers for scientific/professional meetings.
- Developing courses, or help the countries organise them (e.g. providing materials, speakers and evaluation templates).
- Sending out a newsletter about EAAD activities and AMR, instead of only publishing news on the website.

Expectations for ECDC support (4)



Scientific outputs:

- Provision of data on antibiotic use and resistance, as well as guidelines and recommendations on prudent use of antibiotics.
- Information about the cost of AMR and on the estimated deaths linked to resistant bacteria – data that can be comparable between countries.

Other communication support:

- Improved coordination and information before issuing press releases.
- Support in generating media interest.
- Media toolkit to be launched well in advance.
- Support to social media initiatives in the countries.

7

Expectations for ECDC support (5)



Other:

- Evaluation of EAAD for all the countries – templates or EU-wide evaluation performed by ECDC.
- Financial support from ECDC to develop the campaigns.
- Endorsing and promoting national projects such as Auntie Biotica.

ECDC to continue coordinating European Antibiotic Awareness Day in the EU, and to work with WHO/Europe in a streamlined manner to avoid confusion at country level.

8




Discussion: are these still the challenges?



9

Direction of EAAD in the future



- Form groups of two or three people.
- Use the Post-It notes to indicate:
 -  Activities/actions that ECDC should keep working on
 -  Activities/actions that ECDC should stop
 -  Activities/actions or strategic decisions that ECDC should consider in the future
- Be as clear and descriptive as possible. Include examples if relevant and timelines for implementation of your recommendations.
- Add the posts it notes to the wall – by category.
- Take into consideration this presentation, but do not limit yourselves!
- Be prepared to discuss your suggestions after the coffee break.
