

Quadripartite Working Group on Youth Engagement for AMR: Second annual meeting

United Nations Environment Programme headquarters, Nairobi, Kenya
19-20 September 2024



Food and Agriculture
Organization of the
United Nations



UN
environment
programme



World Health
Organization



World Organisation
for Animal Health

Introduction

In 2023, a working group on engagement of young people in antimicrobial resistance (AMR) was formed by the Quadripartite to provide a platform for youth-serving organizations to take part in global work to address the growing threat and impact of AMR. The Food and Agriculture Organization of the United Nations (FAO), the United Nations Environment Programme (UNEP), the World Health Organization (WHO) and the World Organisation for Animal Health (WOAH), which form the Quadripartite, started the initiative as an additional means to emphasize the threat that AMR presents to humans, animals, plants, ecosystems and livelihoods. During a 2-year term, members of the working group will guide the Quadripartite's work in sensitizing and co-opting young people into global action against AMR. Upon completion of the first year, the second annual meeting of the working group was held at UNEP headquarters in Nairobi, Kenya, on 19–20 September 2024. Of the 14 members, 13 were able to attend the meeting, representing wide sectoral, gender and geographical representation due to the competitive selection conducted in 2023. The members are from 14 countries and represent 14 organizations led by or serving young people. This meeting was also attended by representatives of the four Quadripartite agencies. The mandate and functions of the Quadripartite Youth Engagement Working Group can be found [here](#).

Opening session

The meeting was opened by Nancy Groves, Chief of Digital Strategy, UNEP. She emphasized the crucial role of youth in addressing the global challenge of AMR and the importance of their active participation and innovative ideas to tackle this pressing issue. She acknowledged the importance of effective coordination among the Quadripartite organizations and stressed the need for a unified, collaborative approach in order to maximize the impact of AMR-related initiatives. In view of the upcoming United Nations (UN) General Assembly High-level Meeting on AMR, she said that it was essential to deliver on the commitments of previous meetings and an important opportunity for youth to make a significant difference in national action plans on AMR. Mimi Melles-Brewer, Technical Officer, AMR Awareness, Campaigns and Advocacy Unit, WHO, reminded the members of the Working Group on the functions and mandate that had been agreed and on the major achievements of the first year. Staff from all four Quadripartite organizations presented themselves and outlined the priorities of the meeting. Audrey Wong, Chair of the working group, facilitated the meeting.

Progress of the work plan

After the first year of implementation, three sub-groups were formed in the working group. All members of the working group described their contributions to the work plan, and the three sub-groups described progress in achieving one of the three objectives.

OBJECTIVE

1

To increase the visibility of the engagement of young people in global action against AMR and to inspire higher-level stakeholders to acknowledge and support the role of young people in such action:

- created a working Excel® spreadsheet to update youth events on AMR;
- supported the event, Strengthening Youth Engagement in tackling AMR, Youth Manifesto for UN General Assembly High-level Meeting on AMR 2024 and several others organized by the Quadrupartite; and
- wrote a video script and planned filming of an AMR awareness video, including the perspectives of members of the Youth Working Group.

OBJECTIVE

2

To strategize and invest in activities to raise awareness about AMR and build capacity in wider constituencies and other organizations of young people:

- developed the “Oh no! Leslie got malaria” book for children aged 5–10 years. The book is now available in Arabic, Bangla, English, Nepali, Romanian and Spanish; a French translation is under way. A supplementary teacher support pack is being developed; and
- represented youth perspectives in three key WAAW 2023 events, including “Why do youth voices matter when fighting AMR”, a Global Youth Dialogue with the Prime Minister of Barbados and the Global AMR Youth Summit.

OBJECTIVE

3

To actively contact more young people in order to amplify messages about AMR and advance the advocacy priorities of the working group:

- held a consultation with young people to confirm their priorities for advocacy before the UN General Assembly high-level meeting in 2024;
- wrote a youth manifesto based on the consultations and launched it on the sidelines of the multi-stakeholder hearing in May 2024; and
- supported participation of working group members at the World Health Assembly and the UN General Assembly High-level Meeting on AMR, including speaking at side events.

SWOT analysis

In plenary, a strengths, weaknesses, opportunities and threats (SWOT) analysis was conducted to assess the work achieved in the past year.

Strengths	Weaknesses	Threats	Opportunities
Strong delivery and work ethic of members	Finances	Access to UN meetings (e.g. visa issues)	Outreach and engagement with local youth outside UN spaces
Diverse educational and professional backgrounds	Time zones, availability	Capacity for localization of products (e.g. limited scope, focus on English-speaking youth)	Research potential to share experiences globally
Strong base of communities to be mobilized	Bureaucratic challenges among the organizations		Other youth groups engaged in AMR, including in the Quadripartite offices
Objective-oriented and resource-efficient to achieve objectives	Branded social media channels (mismatch in expectations)		

Technical sessions

The sessions addressed innovative strategies for increasing the impact of the working group. Members divided themselves into two groups for discussions facilitated by group chairs, and their conclusions were presented to plenary by their rapporteurs and team members. In addition, Diriba Mosissa, Technical Officer, WHO, presented the Quadripartite's plans for World AMR Awareness Week (WAAW) 2024 and described coordination of WAAW, campaign resources and how young people could contribute.

Day 2 began with a summary of the proceedings of the first day by the Chair. Each Quadripartite organization then made a presentation on priorities and initiatives related to AMR and opportunities for young people to become engaged. Presentations were made by: Aitziber Echeverria on behalf of UNEP on youth engagement for the environment and AMR; Mimi Melles-Brewer on behalf of WHO on youth engagement for public health and AMR; Lucia Escati on behalf of WOAHA on youth engagement for animal health and AMR; and Yerkem Sembayeva on behalf of FAO on youth engagement for agrifood systems and AMR. In a focus on the African Region, Lyne Lyadi from the WOAHA regional office presented highlights and updates on AMR. Members of the working group expressed interest in accessing the presentations for their own use and for promotion of the Quadripartite's work.

Two break-out groups discussed use of the outcomes of the UN General Assembly High-level Meeting to advance the AMR agenda from a youth perspective. A further plenary session discussed the agenda and work plan for the next year. The meeting was closed by a member from each of the Quadripartite agencies, namely Wenjing Yan from UNEP, Lucia Escati from WOAHA, Yerkem Sembayeva from FAO and Mimi Melles-Brewer from WHO. Their remarks addressed strengthening two-way communication for better collaboration, proactive contact with the Quadripartite on issues and requests and continued focus on impact and concrete results, as in the previous year.

Innovative strategies to increase the impact of the working group

The groups discussed the potential roles and functions that could be filled by young people in moving global, regional and national AMR agendas. The working group discussed the various AMR-related initiatives led by the Quadripartite and the opportunities for engaging youth networks. National action plans on AMR provide a platform for young people to become engaged in their countries. The working group stressed the importance of self-education by accessing webinars, online courses and advocating for more programmes for leadership, ambassadorship and education on AMR. Such activities can facilitate knowledge exchange between countries. It was proposed that youth in non-health professional audiences could be encouraged to catalyse cultural change, particularly through social media. The groups also discussed the creation of more materials to advocate for behavioural change, targeted to youth and how more young people and youth-serving organizations could be persuaded to work on AMR issues. The following suggestions were made for future engagement with youth.

- Develop capacity-building initiatives, including an established mentorship programme for youth organizations and promotion of the Quadripartite youth engagement toolkit.
- Create space for consultations with youth organizations and collaboration, including a focus on impact. Such a platform could also allow youth to connect with relevant Quadripartite colleagues and youth in different sectors.
- Create tools and practical guides for a campaign created by the Youth Working Group. Additional materials could be produced to target organizations that do not yet address AMR, to generate interest. Competitions could be another opportunity to catalyse innovation and action.
- Encourage youth organizations to engage in simple awareness-raising and advocacy, which could be packaged as an “AMR movement”. There is strong interest in sharing personal stories of AMR and using a common hashtag, which could be packaged into a campaign.



- Engage individual young people who are interested in AMR and connecting them with the relevant partners. A database of interested organizations and individuals could systematize such engagement.
- Strengthen internal communication in the youth working group through digital project management tools.
- Improve regular external communication, such as a newsletter featuring upcoming activities, events and products, which might also inspire others to act.
- Promote multilingualism to ensure accessibility and engagement with diverse youth, such as through webinars and other activities with artificial intelligence.
- Enable monitoring and evaluation to ensure that activities are adequately assessed and refined.

Contributions of youth groups and the working group to WAAW 2024

WAAW is a global annual campaign. The theme for 2024 is “Educate. Advocate. Act now”. To emphasize the importance of educating stakeholders about AMR, advocacy is required for bold commitments and concrete actions. Young people can support the WAAW in several ways, including disseminating materials, global, regional, national and local organization to increase the reach beyond the Quadripartite networks, and development of new materials through creative, innovative methods. Members of the working group shared their plans for the upcoming WAAW, and many of their suggestions are included in the agenda and work plan. The members agreed to compile and share the plans of their organizations and to meet in the coming weeks to discuss the event or activity that the group could organize for WAAW 2024.

Strategies for using the outcomes of the UN General Assembly High-level Meeting to advance AMR from a youth perspective

The session discussed how the working group could mobilize wider support for advocacy priorities. The following suggestions were made.

- Create a national list of priorities.
- Review national priorities to identify existing work on youth and opportunities for alignment.
- Conduct a survey to determine whether Quadripartite resources are available and could be used to disseminate priorities.
- Adapt existing resources through member organizations, make the Quadripartite work more visible, and promote it through their networks in different languages.
- Use a social media campaign (being developed) to engage youth in action.

To catalyse action among young people, the Quadripartite might offer scholarships to support youth-led initiatives on advocacy priorities.



Strategies to engage youth more meaningfully in national action plans on AMR

The importance of awareness and capacity-building initiatives to increase the visibility of national action plans on AMR and enable youth engagement was discussed. The activities suggested included the following.

- Encourage national governments to participate in a programme to ensure that youth are represented at the UN General Assembly and at other international meetings.
- Collaborate with donors and other stakeholders to support governments in prioritizing youth engagement in national action plans, and negotiate their role in drafting national action plans, for example. The Youth Working Group's definition of meaningful youth engagement should be defined, and, where possible, AMR should be presented in the context of youth as a vulnerable population.
- Collaborate with the [Global AMR media alliance](#) to raise the visibility of young people in engagement in national action plans and collaboration with governments.
- Promote any youth-led accountability initiative.

Agenda and work plan

The working group proposed an agenda of activities that could be implemented jointly by the members. The Quadripartite may not endorse all the activities and projects proposed by the working group, even though it set the group's mandate. Quadripartite logos and branding may be used in programmes and events only after prior approval. The working group members nevertheless sought active support from the Quadripartite in implementing the proposed agenda. In the light of lessons the previous year, the working group decided to address four objectives, with activities that fall under at least one objective.



OBJECTIVE 1 ► Visibility

Increase the visibility of engagement of young people in global action against AMR, and inspire higher-level stakeholders to acknowledge and support the role of young people in such action.

OBJECTIVE 2 ► Awareness-raising

Strategize and invest in activities to raise awareness about AMR and build capacity in wider constituencies and other organizations of young people.

OBJECTIVE 3 ► Knowledge generation

Generate knowledge, particularly on youth priorities in the AMR response and the impact of existing youth-led initiatives.

OBJECTIVE 4 ► Strategic communication

Communicate strategically to ensure that young people are informed and motivated to engage in the AMR response.

The following activities were agreed by the Youth Working Group:

World AMR Awareness Week 2024

- Release and promote a joint video before the WAAW to raise awareness about AMR.
- Showcase their achievements of the past year by creating an infographic to be released during WAAW.
- Organize a webinar to present what has been done and to consult more widely with youth-led and youth-serving networks on possible collaboration.
- Release a survey for youth to identify existing youth-led initiatives on AMR, which could be used in a peer-reviewed paper written by the Youth Working Group.

Additional activities

Outreach and capacity-building

- Map and categorize stakeholders, including civil society, professional organizations and government departments for youth.
- Map events and activities for youth engagement in AMR, and promote them widely, including for WAAW.
- Develop webinars to encourage Quadripartite regional offices to discuss their engagement in national action plans and to facilitate connections between youth and national authorities.
- Organize a regional capacity-building workshop for youth engagement in national action plans, to be adapted to different settings.
- Create opportunities for youth leadership and mentorship, and catalyse innovation among youth, including prizes and seed grants.

Social media-related activities

- Develop a youth-led social media campaign (named “AMRite”) to raise awareness about AMR among youth by promoting youth-friendly assets.
- Develop social media assets, particularly for the global high-level ministerial meeting on AMR to be held in Jeddah, Saudi Arabia, in November 2024.

Educational activities

- Continue to promote a children’s book on drug-resistant malaria, available in several languages, and develop a teachers’ workbook to facilitate interactive discussion on the topic.
- Develop more storybooks for children, possibly covering bacteria and the impact of AMR on animals.
- Enable storytelling among youth by collecting testimonials about AMR and promoting them through webinars, for example.

Communication activities

- Map events and activities for youth to engage in AMR, and promote them widely, including for WAAW.
- Develop a quarterly newsletter to share opportunities for youth to engage in the work of the Youth Working Group and provide a platform for communication.
- Choose key points from the declaration of the UN General Assembly High-level Meeting on AMR to use in future materials, including a youth-led campaign.
- Facilitate storytelling by youth by collecting testimonials about AMR and promoting them in webinars, for example.

Research and materials

- Draft a commentary about the recent High-level Meeting through the lens of the youth manifesto.
- Develop a package of materials for youth-led advocacy, which could include:
 - various aspects of AMR advocacy (e.g. economic implications);
 - a publication on strategies for youth engagement in national action plans, in collaboration with the Quadripartite, which could include stories on getting involved and replicating good practices (such as youth councils or committees); and
 - a call to action for policy-makers to engage youth in national action plans.

Timelines and working modalities

Meeting schedule	The working group will meet virtually every month. Meetings will be convened by the Chair with assistance from the secretariat.
Project-based subgroups	The working group will assign subgroups to different projects, to ensure that members use their expertise, skills and availability to contribute. A lead will be identified for each project, who will develop a concept note on objectives and specific plans.
External relations	The working group's web page is hosted on the Quadripartite joint secretariat website here and will continue to be updated regularly. In addition, a quarterly newsletter will be released, probably from the first quarter of 2025.
Events	All events organized by the working group will be agreed by consensus among the members and the Quadripartite organizations. The events could be publicized on the social media sites of members and their organizations. The events will be supported by the secretariat.

