



World AMR Awareness Week campaign 2024

Summary of successes, challenges and lessons learnt



World Health Organization

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Abbreviations

ACA	Awareness, Campaigns, and Advocacy Unit
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AMR	antimicrobial resistance
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AMU	antimicrobial use
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FAO	Food and Agricultural Organization of the United Nations
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GAMA	Global AMR Media Alliance
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GLG	Global Leaders Group on AMR
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NAP	National Action Plan
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PAHO	Pan American Health Organization
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UN	United Nations
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UNEP	United Nations Environment Programme
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UNGA HLM	United Nations General Assembly High-level Meeting
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USA	United States of America
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WAAW	World AMR Awareness Week
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WHO	World Health Organization
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WOAH	World Organisation for Animal Health
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1 Introduction

World AMR Awareness Week (WAAW) is a global campaign to raise awareness and increase understanding of antimicrobial resistance (AMR) and to promote global action by health-care workers, environmentalists, animal health professionals, agriculturists, farmers, policymakers, young people, civil society, the media and the public to tackle the emergence and spread of drug-resistant pathogens. WAAW is one of [WHO's official health campaigns](#), mandated by the World Health Assembly. WAAW is planned at headquarters, in each of WHO's six regional offices and in numerous country offices. WAAW is celebrated on 18–24 November every year.

WAAW is part of the [Global Action Plan on AMR](#) and was first commemorated in 2015 as [World Antibiotic Awareness Week](#). In 2020, the WAAW campaign was renamed World Antimicrobial Awareness Week and expanded to raise awareness on all antimicrobials (antibiotics, antivirals, antifungals and antiparasitics). The dates for WAAW were also fixed to 18–24 November. Two [global consultations](#) held by the [Quadripartite organizations](#) in May 2023 resulted in broad agreement and support for [rebranding WAAW](#) as World AMR Awareness Week. WHO, in collaboration with the Quadripartite partners, has promoted, supported, and coordinated WAAW campaigns since 2015.

2 Campaign planning

2.1 Theme

In May 2024, the Quadripartite agencies launched an online stakeholder survey to solicit ideas for the theme and communication priorities of WAAW 2024 in human, animal, plant and environmental health. The survey was coordinated by the World Organisation for Animal Health (WOAH) and was conducted in English, French and Spanish for 3 weeks (6–24 May).

As in previous years, nearly 200 respondents in the human, animal, plant, and environmental health sectors submitted suggestions for a global theme. Their input also provided invaluable inputs to shape this year's WAAW campaign and on wider AMR communication assets and resources. The Quadripartite AMR Awareness Working Group reviewed the submissions and proposed possible themes. After consultations within the Quadripartite, "Educate. Advocate. Act now." was selected as the theme for all sectors. The theme calls on the global community to advocate for bold political and financial commitments and to take concrete actions in response to AMR. The theme was translated into the six United Nations (UN) languages and disseminated widely.

2.2 Quadripartite coordination and collaboration

WAAW is a collaborative campaign coordinated and supported by the Quadripartite organizations. The collaboration, facilitated through the Quadripartite AMR Awareness Working Group, helps to ensure harmonization of the theme and the engagement of stakeholders in human, animal, plant and environmental health. The Working Group met every 2 weeks to develop and execute plans for WAAW. A unified approach ensured a [joint theme](#), [campaign guide](#), [campaign materials](#) and global media events during WAAW. Close collaboration on WAAW at headquarters ensured similar collaboration in regions and countries.

2.3 Resources

Campaign webpage: A dedicated [webpage](#) was created for WAAW 2024 in the six UN languages, which was the main source of information on the campaign, with links to various resources. The webpage received 51 600 total users and 23 400 new users between 15 September and 31 December 2024, with 99 600 page

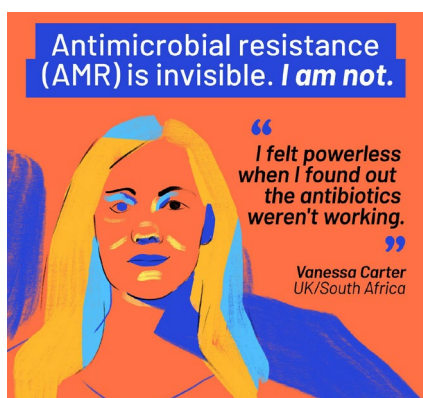


views. Most visitors were in China, India, Malaysia, the United Kingdom and the United States of America (USA). The webpage provided an online “[WAAW 2024: register your event](#)” form for institutions, individuals and other entities to describe their participation and contributions to WAAW 2024. The [Quadripartite Joint Secretariat](#) also created a [web page dedicated to WAAW 2024](#) to present joint campaign resources and updates.

Campaign guide: The Quadripartite agencies developed a [campaign guide for WAAW 2024](#), which provided information and ideas on joining and participating in commemorating WAAW. It included calls to action, guidance on participation in the campaign, social media information and links to campaign resources. The guide was released in September, before the WAAW, in the six UN languages.

Key messages: The Quadripartite updated the cross-sectoral key messages after internal consultations, for use in various campaigns.

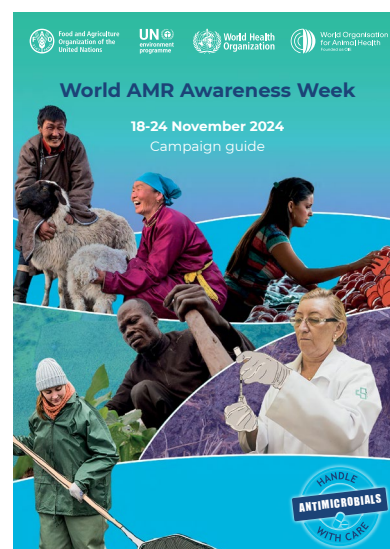
Campaign materials: Campaign materials, including posters, social media graphics, stamps, videos, animations, GIFs and a web banner, were updated to reflect the new WAAW theme and disseminated to regional offices, country offices and stakeholders for adaptation and distribution. Source materials were created in easily editable versions and sent to all WHO offices for translation into local languages. [Canto](#) continued to be the file repository for all campaign materials. Various [Quadripartite social media cards](#) were also disseminated.



A diverse range of [communication materials](#) was created to support the “AMR is invisible. I am not.” campaign and disseminated both before and during WAAW. These materials present the real-life stories and experiences of AMR survivors, patients and caregivers, all members of the [WHO Task Force of AMR Survivors](#). The materials were distributed in the six UN languages before the United Nations General Assembly High-level Meeting (UNGA HLM) and WAAW 2024. The campaign received over 2.7 million impressions and 51 537 engagements on WHO’s social media platforms.

Click [here](#) to watch a video by AMR survivors.

WHO Director-General’s video message: The WHO Director-General, Dr Tedros Adhanom Ghebreyesus, issued a [video message](#) to start the WAAW, describing the key actions necessary to tackle AMR, including preventing infections, using the right medicines in the right way, developing new antibiotics and reducing unnecessary use of antimicrobials in health care, agriculture and food production. He said, “Stopping AMR is a shared responsibility. Let’s work together to protect the medicines that protect us”.



WAAW news flashes: Starting in August 2024, WHO issued news flashes to provide updated news and resources. During WAAW, updates were distributed daily via WHO’s Campaign Monitor, reaching 5174 subscribers. These brief email updates, with images, concise text and links, promoted upcoming WAAW events, campaign resources and registration opportunities.

3 Engagement of stakeholders

3.1 WHO regional offices

Beginning in June 2024, the Awareness, Campaigns and Advocacy (ACA) team of the WHO AMR Division established regular communication with regional focal points and members of regional communication teams, which was crucial for the planning and implementation of WAAW. The ACA team also collaborated with the WHO headquarters Department of Communication to ensure engagement with regional communication teams. The discussions ensured alignment of global, regional and national priorities. All the regional offices contributed actively to planning. They participated in WAAW with a range of activities, events and through social media engagement and facilitated numerous national initiatives through the WHO country offices. The initiatives included webinars, panel discussions, policy advocacy, social media campaigns and community programmes. Regional and national activities are summarized in section 7.

3.2 The Global Leaders Group on AMR

The [Global Leaders Group \(GLG\)](#) on AMR was launched during WAAW 2020 to strengthen global political momentum and leadership on AMR. The Chair is Her Excellency Mia Amor Mottley, Prime Minister of Barbados. The group, which is hosted by WHO, consists of world leaders and experts in various sectors, who work together to ensure political action on AMR. Before WAAW 2024, the members of the GLG on AMR or their representatives met with the GLG secretariat and the ACA team to plan their participation during the week.

The Chair delivered a [video message](#) stressing the importance of strong political leadership, advocacy, adequate financing and accountability at all levels. The video was issued on the first day of WAAW and distributed widely. Many members of the GLG on AMR were involved in the [WAAW communication campaign](#) through various channels. Dr Chris Fearn, former Deputy Prime Minister of Malta and outgoing Vice-Chair of the GLG on AMR, produced a video that was broadcast on local TV stations in Malta. Ms Sunita Narain, Director-General of the Centre for Science and Environment in India and a member of the GLG on AMR published 11 articles on AMR during WAAW 2024. Dr Scott Weese, Director of the Centre for Public Health and Zoonoses in Canada, another member of the GLG, produced three [WAAW-specific podcasts](#) on AMR in the animal sector. Other members expressed their perspectives on tackling AMR after the 2024 UNGA HLM on AMR that were posted on the X (formerly [Twitter](#)) and [LinkedIn](#) accounts of the GLG during the Week.



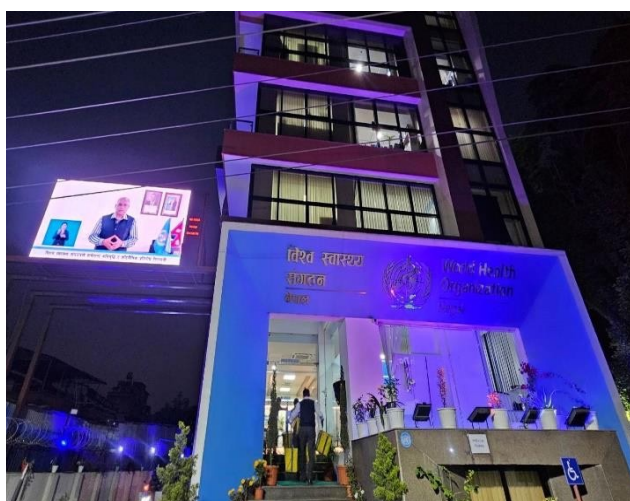
3.3 Other internal and external stakeholders

In July 2024, the ACA team began to contact many internal and external stakeholders and partners globally, to encourage their active participation in WAAW. Several virtual meetings were convened to brief partners and other organizations on the WHO and Quadripartite WAAW plan and to explore potential collaboration and events. This resulted in widespread stakeholder engagement in activities, events and social media campaigns. Previously untapped constituencies, including patient advocacy groups, civil society organizations and private sector entities, became involved.

3.4 Go Blue for AMR campaign

The Quadripartite's Go Blue for AMR campaign, first launched during WAAW 2021 to raise global awareness of AMR, has gained widespread global support. During WAAW 2024, the campaign was promoted to individuals, workplaces, organizations and communities. Ideas for participation were posted on the Go Blue campaign webpage and in the

WAAW 2024 campaign guide. Updated Go Blue graphics were distributed to support the campaign. Some organizations and countries illuminated buildings and monuments in blue, while others participated by wearing blue clothes and updating their social media profiles with related images.



Go Blue Campaign: WHO building in Nepal lit in blue and WHO staff wearing blue

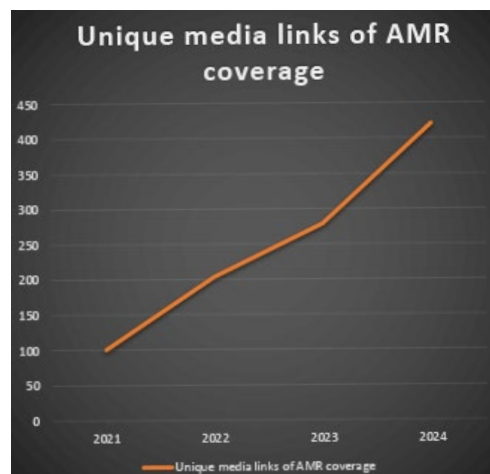
3.5 Media engagement

In view of the crucial role of the media and communication in promoting public health and fostering stronger political and social commitment for AMR interventions and plans, WHO collaborates with the [Global AMR Media Alliance \(GAMA\)](#) to engage a diverse range of journalists and other media professionals on AMR. These collaborations shape public opinion, narratives and discourse on this critical issue.

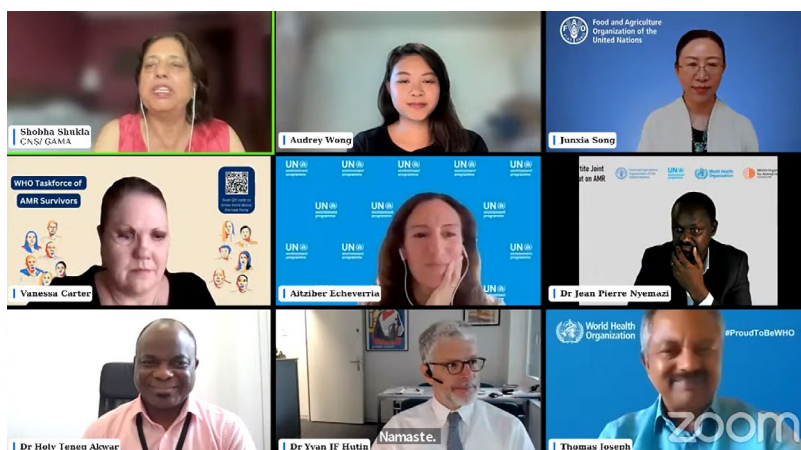


GAMA is a network of media actors who raise awareness of AMR and its importance in global health security and the UN Sustainable Development Goals. It consists of over 150 media members in 30 countries. The Citizen News Service serves as the secretariat for GAMA.

GAMA engaged journalists and other media professionals in reporting on AMR at the World Health Assembly, the 79th UNGA HLM on AMR and during WAAW 2024. Media coverage of AMR increased significantly in 2024 over that in previous years.



AMR dialogues: GAMA hosted a series of AMR Dialogues featuring 7 AMR survivors, 4 youth leaders, and over a dozen quadripartite and other global AMR experts. A [virtual global media briefing](#) was held on 11 September 2024 before the UNGA HLM, with 344 participants from 73 countries, including 63 media representatives from 24 countries, which resulted in 228 news articles published in 21 countries in six languages.



Fourth Annual Global Media Forum:

Building on 3 years of successful media engagement, WHO, in collaboration with its Quadripartite partners, supported the fourth annual Global Media Forum before WAAW 2024. The aim was to increase national media engagement on WAAW and to facilitate discussions on implementing the Political Declaration of the UNGA HLM. The panel of experts included senior staff from the four Quadripartite organizations, representatives of the WHO Taskforce of AMR Survivors, the Quadripartite Working Group on Youth Engagement on AMR and GAMA leaders from various countries. The [livestreamed](#) event generated extensive media coverage, resulting in 146 news articles published in 22 countries. Over the past 4 years, there has been a progressive increase in both the attendance and the number of participating countries in the global media forum.



Global AMR Media Awards 2024: GAMA organized the first Global AMR Media Awards in 2024, which were announced during the Annual Global Media Forum. The awards recognize journalists and media professionals for outstanding contributions to AMR awareness and responsible journalism. The awards were selected from 413 applications received between 15 May 2024 and 22 October 2024 from 43 countries. Overall, 38 journalists and other media actors from all six WHO regions received awards in eight categories.



3.6 Engagement of youth



Engagement of youth is key to promoting healthy futures and to preventing AMR, as young people are future consumers, health-care providers and patients and can influence opinion globally. The [Quadripartite Working Group on Youth Engagement for AMR](#) held the second Global Youth Consultation during WAAW. The event was attended by young people from diverse backgrounds to collaborate with the working group, contribute to future projects and share ideas for increased youth involvement in addressing AMR. Updates on recent activities were presented; youth perspectives on education and advocacy were outlined; and knowledge and resources for engagement in local and global AMR initiatives were provided. The Quadripartite working group also released a [video message](#) on the theme, “Save Lives: Prevent AMR”, showing the concerns of student and youth-led movements about AMR. The video was launched during the fourth Global High-level Ministerial Conference on AMR at Jeddah, Saudi Arabia, and widely disseminated during WAAW.



The 5th Global AMR Youth Summit, organized by the [World Health Students' Alliance](#), was aligned with the WAAW 2024 theme, “Educate. Advocate. Act Now.”, and was held virtually on 27–29 November 2024 with various sessions and interactive segments. A total of 615 youth representatives from various student organizations and youth networks were hosted. Dr Yukiko Nakatani, Assistant Director-General a.i., AMR Division, WHO, was the keynote speaker at the summit.

3.7 Engagement of survivors of AMR infections

The [WHO Task Force of AMR Survivors](#) is an advocacy group comprising 12 patient champions who tell compelling personal stories of surviving AMR infections. During WAAW 2024, the Taskforce hosted a virtual global roundtable, “Widening the engagement of patient advocacy groups and networks in AMR action” to broaden patient-led advocacy by engaging more patient groups globally. The aim is to provide a platform for sharing experiences and fostering better understanding of patient engagement strategies. Various [communication materials](#) were used to illustrate the stories and experiences of AMR survivors, which were widely disseminated during WAAW.



3.8 Engagement of civil society

The 2024 UNGA HLM political declaration recognizes civil societies as key stakeholders in developing meaningful, sustainable solutions to AMR. In alignment with this vision, the WHO AMR Division, in collaboration with the [WHO Civil Society Commission](#), convened a briefing session for civil society groups on the theme “Collaborative pathways: engaging civil society in AMR action”. The aim was to attract civil society organizations and networks that are not already working on AMR-related issues. The work of WHO in combating AMR and opportunities for collaboration were outlined in the briefing.



3.9 Health-care workers

WHO and partner organizations organized several webinars and panel discussions for health-care workers at various levels. The events addressed critical topics such as infection prevention and control, antimicrobial stewardship, training to improve competence, AMR in children, sepsis, global and regional strategies for AMR prevention, access to health care, surveillance of AMR infections, diagnostic stewardship and promoting the AWaRe (Access, Watch, Reserve) classification of antibiotics. The [WHO AWaRe Antibiotic Book](#), which provides concise, evidence-based guidance on the correct choice of antibiotic, dose, route of administration and duration of treatment for more than 30 of the most common clinical infections in children and adults, was publicized in several events during WAAW.

4 Global events and activities

Various global events and activities were organized with stakeholders and partners, as described above. The aim was to increase the reach of WAAW and engage as many stakeholder groups as possible. Many of the events contributed to increasing the political capital available for AMR and potentially to mobilizing investment for AMR prevention and control. Events in which WHO AMR staff members spoke and events organized by various departments at WHO headquarters were published on the [WAAW 2024 calendar of events](#), which was widely disseminated. Recordings of the events are available on that page.

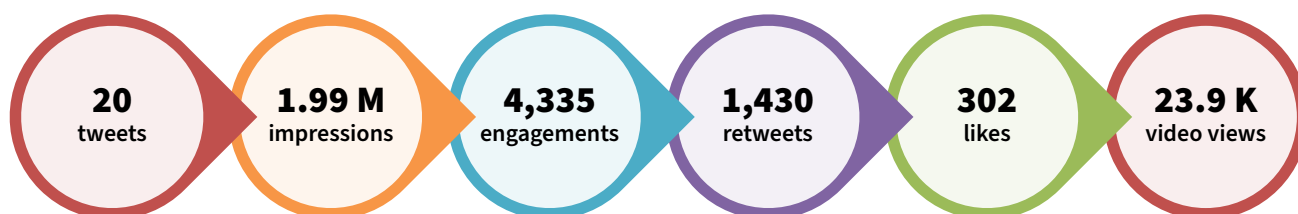
5 Analysis of social media and media coverage

A variety of [campaign materials](#), including social media graphics, were widely disseminated on WHO's corporate accounts: Facebook, X, Instagram and LinkedIn.

QUANTITATIVE PERFORMANCE ANALYSIS



X: WHO's key indicator of success: 500 000 –1 million impressions per day

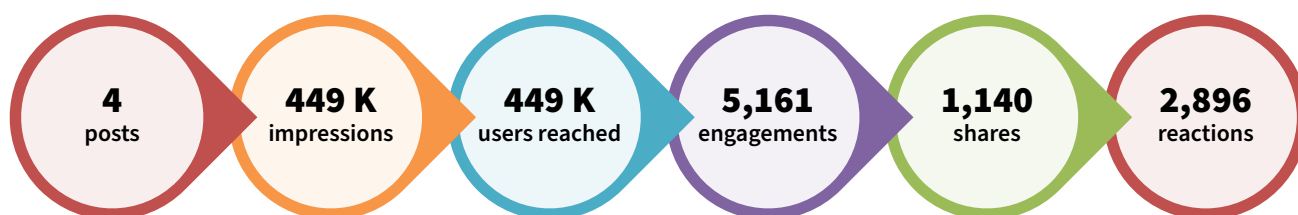


Top performing media in terms of impressions:

We earned 1.19 million impressions, exceeding our target of 1 million. Three tweets earned more re-tweets per tweet than last year's average of 95. The content that attracted most attention was "misuse and proper use of antibiotics, the One-Health approach and how to prevent AMR". Overall, our tweets gained less traction than last year.



f Facebook: WHO's indicator of success: at least 500 –1000 shares per post

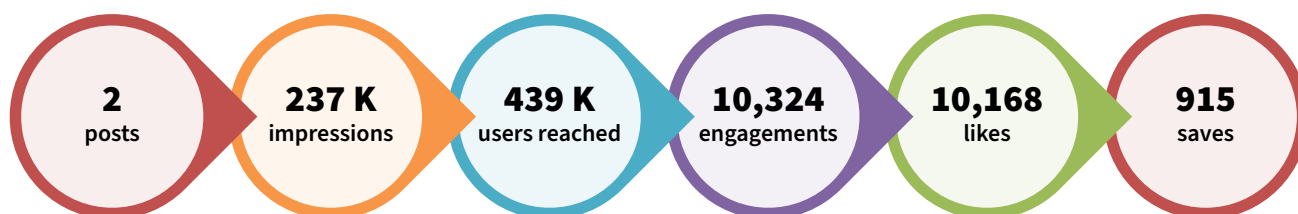


The top performing posts in terms of shares:

While a post on AMR prevention attracted an audience, we fell slightly short of our target of 500 shares per post, achieving 400. Last year's top-performing post earned 79% more shares.

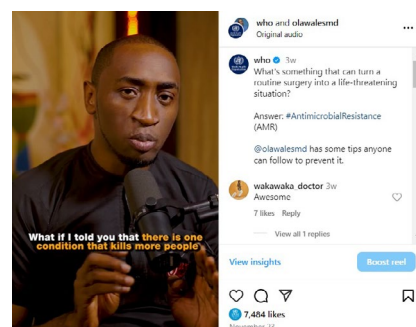


Instagram: WHO's indicator of success: earning at least 20 000 likes per post and at least 7000 likes per video

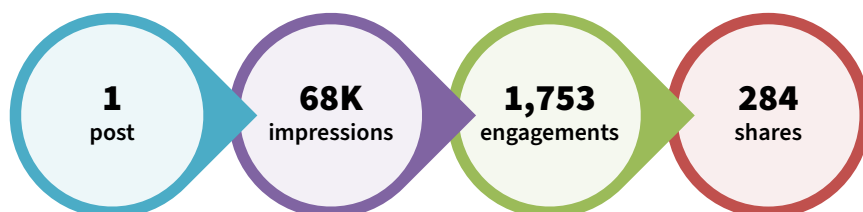


Top-performing posts in terms of likes: 7 229 likes – video; 350 000 video views

WHO achieved its target as a result of a video featuring an influencer in Fides, which garnered 7000 likes. Fides is a network of healthcare influencers dedicated to raising good health content and fighting misinformation. The video earned over 350 000 video views, and retention, 9 seconds, was high. The video we produced with the influencer provided tips that anyone can use to prevent AMR. Last year, we published a carousel that earned 59% more likes than this year.







in LinkedIn: WHO's indicator of success: earning at least 300 shares per post



We met our target, as our post was shared by 284 users. The post was “Health workers can reduce the spread of infections by keeping their hands, instruments and environment clean”. Last year's top post earned 80% more shares.

Qualitative analysis: No new content was created for 2024, and all the communication assets used for the campaign were recycled from previous years. There were also competing global issues which may have diverted attention. Some misinformation and unrelated negative comments were posted on some platforms. There was, however, good engagement of the public health community of doctors, nurses and other medical professionals.

SENTIMENT ANALYSIS

-  **X:** Overall sentiment was **negative** because of unrelated comments from anti-WHO users and conspiracy theorists. The only positive sentiment was generated by a tweet featuring a Fides influencer, whose video was well received.
-  **Facebook:** Overall sentiment was **mixed**. While some unrelated negative comments were posted by anti-WHO users and conspiracy theorists, other users engaged in discussions about AMR, including concerns about both over-prescription by doctors and self-medication.
-  **Instagram:** Overall sentiment was **positive**, as shown by emojis left by users supporting the posts. Some users expressed concern about overprescription.
-  **LinkedIn:** Overall sentiment was **positive**, as users agreed on the role of prescribers in reducing the spread of infection.

Social media listening: The campaign hashtag, #AntimicrobialResistance, generated 10 800 results and 143 000 engagements during the week, peaking at 1400 mentions on 18 November. While there were fewer mentions than last year, engagement was significantly higher (143 000 versus 19 000).


























SOCIAL MEDIA LISTENING – SENTIMENTS

There was mixed sentiment about the campaign, with 23.5% negative and 24.1% positive. **Positive sentiment** resulted from user discussions about AMR and appropriate antibiotic use in all sectors, with emphasis on increasing awareness and education among both health-care professionals and the public on responsible use, AMR prevention and the dangers of antibiotic misuse. **Negative sentiment** arose not from reactions to the content itself but from messages about the negative consequences of antibiotic misuse, such as its impact on agriculture and the development of drug-resistant infections.

The campaign was led primarily by users from the USA, followed by India and the United Kingdom. High traffic from the USA resulted from posts by organizations such as the WOAAH and government offices, while United Kingdom traffic resulted from organizations such as the Biocodex Microbiota Institute and King's College London. Contributions were also made by international organizations such as the Food and Agricultural Organization of the United Nations (FAO), Médecins sans Frontières and the WHO regional offices for Europe and the Eastern Mediterranean.

Influencers: 1200 influencers posted on WAAW. The top influencer was a [Spanish YouTuber](#) who explained what can be done to treat “superbugs”. As in 2023, WOAH was the top organizational influencer, followed by the European Centre for Disease Prevention and Control and WHO.

TOP INFLUENCERS

Influencer 	Network	Posts	Reach	Reach per mention	Engagement 	Engagement per mention
 La Hiperactina http://www.youtube.com/		2	695.7K	347.9K	58K	29K
 World Organisation for Animal Health http://www.facebook.com/		9	1.6M	178.5K	53.6K	6K
 European Centre for Disease Prevention and Contr... http://www.facebook.com/		3	848.6K	282.9K	5.2K	1.7K
 World Health Organization (WHO)  @WHO		23	279.9M	12.2M	3.6K	154.3
 Dr. Mahyuddin @DrMahyuddin		1	67.7K	67.7K	2K	2K
 衛生署衛生防護中心 Centre for Health Protection, ... http://www.facebook.com/		18	4.2M	234K	1.7K	96.2
 World Organisation for Animal Health  @WOAH		6	1.9M	315.7K	1.1K	177
 CARE Hospitals http://www.facebook.com/		1	326.4K	326.4K	903	903
 World Health Organization (WHO) http://www.facebook.com/		1	37.9M	37.9M	813	813
 Supriya Sahu IAS  @supriyasahulas		1	268.1K	268.1K	759	759

6 Activities of WHO regional and country offices

6.1 African Region

WAAW is commemorated as a continental wide event every year, in the spirit of One Health, under the auspices of the Quadripartite members with African Union agencies (Africa Centres for Disease Control and Prevention and the African Union InterAfrican Bureau for Animal Resources). This year's continental WAAW was led by FAO in collaboration with the Government of Cameroon and was commemorated in Yaoundé, Cameroon.

The themes of the continental commemoration were as follows.

- **African universities debate on AMR and antimicrobial use (AMU):** The debate involved four teams from Cameroon, Senegal, Zambia and Zimbabwe, who discussed the AMR situation in their countries, including means to mitigate AMR and fostering youth involvement. Diverse opinions were expressed in structured discussions with the audience.



Team Cameroon



Team Senegal

- **AMR Awareness Mini Football Tournament:** The tournament, held at the Cameroon national stadium, raised AMR awareness among students and communities. Four teams and a commentator delivered AMR messages to mobilize students as advocates.



Group picture with the guest of honour at the end of the tournament

- **Policy dialogue on accelerating progress in African countries in operationalization of AMR national action plans (NAPs).** The session addressed support for implementation of NAPs by the regional Quadripartite and the African Union, describing their comparative advantage in providing tailored guidance to overcome challenges.
- **High-level opening session.** Representatives of various organizations emphasized the urgent threat of AMR and use of a One Health approach and cross-sectoral collaboration. Dr Taiga, Minister for Livestock, Fisheries and Animal Industries of Cameroon, was the chief guest at the opening session.

- **Session on One Health multisectoral collaboration and governance to mitigate AMR nationally and regionally.** Regional stakeholders discussed strengthening multisectoral collaboration and governance for mitigating AMR, successful examples and challenges and opportunities in current policy frameworks.
- **Session on the role of civil society organizations in combatting AMR in Africa.** This session addressed the vital role of civil society organizations in raising awareness about AMR, advocating for policy change and supporting grassroots organizations, citing Cameroon as a case study.
- **Multimedia session:** The session was attended by over 50 media representatives. It explored the media's role in mitigating the effects of AMR in Africa. In panel discussions and plenary sessions, participants emphasized the importance of technocrat-media engagement to simplify AMR messages, with the media as strategic partners.
- **High-level dinner and awards ceremony:** A WHO-organized event, attended by dignitaries, celebrated journalists' contributions and recognized winning football and debate teams.



High-level dinner and AMR awards

- **AMR surveillance: data and policy development.** This session was used to discuss the critical role of robust AMR surveillance systems, with Cameroon as a case study.
- **Session on infection prevention and control in public health-care facilities.** A panel of representatives of five African countries discussed challenges and interventions in AMR and infection prevention and control.
- **Addressing substandard and falsified medicines in various sectors.** This session addressed the threat of substandard and falsified medicines to public health and AMR.
- **Case studies of good practices to prevent AMR in the farming sector.** The discussants in this session addressed education of farmers in appropriate AMU and promoting behaviour change to combat AMR.
- **Visit to AMR surveillance sentinel sites.** A site visit demonstrated the importance of investment in laboratory infrastructure and stronger collaboration to improve data collection and reporting on AMR.
- **Exhibition of public-private partnerships.** The exhibition showed collaboration in finding sustainable alternatives to AMU, highlighting the importance of public-private partnerships.
- **Walkathon.** A walkathon organized by the national AMR secretariat and university students concluded WAAW week, raising community awareness about AMR and responsible AMU.

SOCIAL MEDIA ANALYSIS AND METRICS

Data were collected from the Regional Office's WAAW posts on four major social media platforms:

- **Facebook:** 1984 views and 110 likes; engagement metrics indicate limited reach;
- **Instagram:** stronger engagement, with 3542 views, 303 likes and 362 reactions, suggesting a more interactive audience;
- **TikTok:** the best-performing platform, which garnered 3818 views, with a notable demographic split of 69% males and 31% females; and
- **X:** 1300 views and 932 impressions, indicating less engagement (215 engagements; 37 likes).

Engagement was concentrated among people aged 25–34 years (56%). Most users were in Zambia (78.3%). TikTok’s performance indicates that it can engage a younger audience, making it an effective platform for future WAAW campaigns.


The campaign faced challenges due to limited video content, irrelevant footage that did not help the target audience to understand AMR and lack of sponsored or boosted posts. While the campaign achieved considerable reach, there were notable disparities among platforms. TikTok was the most effective medium, attracting younger people, which suggests that younger audiences are more receptive to content on platforms that favour short, engaging videos. In contrast, Facebook and X attracted less engagement, indicating that different strategies might be required to engage their users effectively.

6.2 Region of the Americas (Pan American Health Organization, PAHO)

Latin America and the Caribbean championed WAAW 2024 with dynamic, far-reaching events. The programme combined virtual events for stakeholders in diverse disciplines and the One Health approach, with community awareness activities.

- **“Empowered communities” lead the fight against AMR in Latin America and the Caribbean:** At regional level, the [Empowered Communities to Tackle AMR initiative](#), launched in 2020, held its annual virtual meeting during WAAW to celebrate and share its achievements. The event highlighted the vital role of community social mobilization in shaping discussions at the UNGA HLM on AMR. Representatives from seven countries in the Region reflected on their experiences and strategies in tackling AMR. Community leaders from Bolivia (Action Front for Health) and Guatemala (including the Vice-Minister of Primary Healthcare) described local initiatives. The panelists emphasized the critical role of intersectoral partnerships in enhancing community engagement and amplifying the impact of interventions. Education was highlighted as important in combatting AMR, and innovative approaches used in the Region were described, including creative methods for engaging children, integrating AMR into education on nutrition and empowering vulnerable communities.
- **Raising awareness about the impact of AMR on older adults:** The International Federation on Ageing hosted a webinar, “Tackling the threat of AMR”, on the impact of AMR on older adults and people with chronic conditions.
- **Highlights from Caribbean Action in Focus**

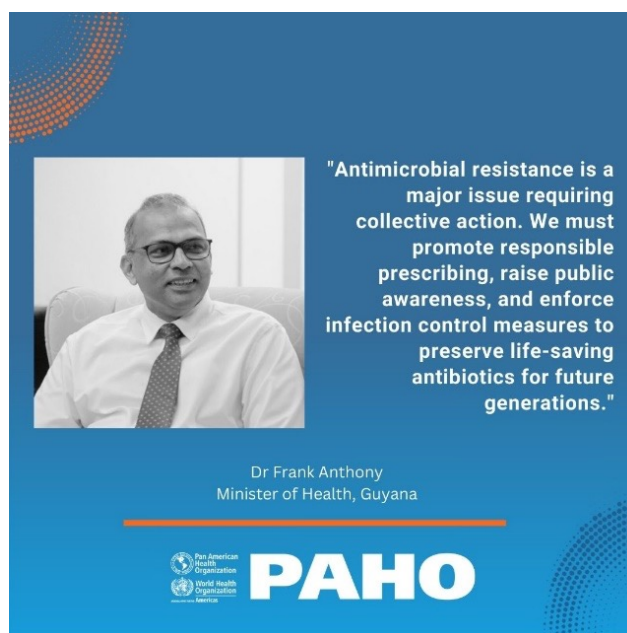
The online campaign began with a series of inspiring quotations from AMR champions in the subregion, in diverse sectors and communities. An important moment was the launch of the Suzan McLennon Miguel Caribbean Antimicrobial Resistance Leadership Award, to honour leaders who had made significant advances in the fight against AMR.



“Young people play key roles in reducing Antimicrobial Resistance (AMR) by using our voices to not only raise awareness about the issue at hand and the factors contributing to AMR but to encourage all persons of various professions and in our community to join together to promote the medicine, research and build on the one health approach.”


Karina Khatic
Quadrupartite Working Group on Youth Engagement for AMR

 **PAHO**



“Antimicrobial resistance is a major issue requiring collective action. We must promote responsible prescribing, raise public awareness, and enforce infection control measures to preserve life-saving antibiotics for future generations.”

Dr Frank Anthony
Minister of Health, Guyana

 **PAHO**

Examples of the creativity and commitment of the Caribbean region included the following.

Bahamas created videos of the perspectives of different sectors.

Barbados emphasized infection prevention and control and antimicrobial stewardship in health-care settings.



Awareness activities WAAW Belize, 2024

Belize launched its NAP, accompanied by educational posters and attractive prizes to increase awareness.

Jamaica hosted an official ceremony, followed by Graduate Schools Awareness Day, to foster collaboration among One Health professionals and students.

Trinidad fostered national dialogue through a media interview.

Latin America marked WAAW 2024 with events that engaged a wide range of actors.





- **Brazil** hosted a webinar titled “Engagement and awareness in the prevention and control of AMR: from early education to health professionals”, showing local initiatives in AMR education.
- **Colombia**’s high-level intersectoral technical roundtable on AMR brought together stakeholders for an intersectoral discussion of AMR.
- **Costa Rica**’s Social Security Fund held a meeting on antimicrobial stewardship and infection prevention and control programmes.
- The Central University of **Ecuador**’s Foodborne Diseases and AMR Research Unit hosted the second International Congress on AMR to discuss a One Health approach, supported by Government ministries and PAHO and bringing together experts in various fields.
- **Honduras** hosted its first International Conference on AMR, with the theme “Reducing AMR is everyone’s responsibility: Educate, Promote, and Act Now”, organized by the PAHO country and regional offices with funding from the United States Agency for International Development. It included an exhibition of the stories of patients affected by AMR.
- **Paraguay**’s AMR National Committee, supported by PAHO, held a meeting of stakeholders to discuss progress in containment of AMR.

Regional Online Communication Campaign: WAAW 2024 materials and messages were disseminated through PAHO’s dedicated webpages, bulletins and social media platforms.

- **Bulletins:** A [bulletin](#) was sent via the Prevention, Control, and Elimination of Communicable Diseases Department account, which has over 10 000 subscribers. The bulletin was opened by 5155 recipients.
- **Website views:** The PAHO website, a key communication platform in the Region, especially for Spanish speakers, received 36 479 views on AMR-related pages during November 2024, a 3.15% decrease from the number in 2023.

SOCIAL MEDIA PERFORMANCE (PAHO accounts: Regional)

WAAW 2024 outcomes on various social media platforms were as follows.

-  **Facebook:** The campaign garnered 17 818 impressions and 348 engagements in six publications.
-  **X:** The English and the Spanish PAHO/WHO accounts had 12 226 impressions and 273 engagements with six tweets posted.
-  **Instagram:** Eight Instagram posts generated 126 349 impressions and 3633 engagements.
-  **LinkedIn:** One publication had moderate visibility and interaction (715 impressions, 9 engagements), suggesting that engagement might be increased with targeted content or promotion.

6.3 South-East Asia Region

The Regional Office for South-East Asia and the WHO Country Office in Thailand, in collaboration with the FAO and WOH regional offices for Asia and the Pacific, hosted a 2-day **Food Fair** in Bangkok, Thailand.

Social media analysis: The Regional Office posted over 50 social media posts on various platforms, which generated over 20 000 impressions on X, 134 000 views on Instagram, 81 200 views on Facebook and 23 511 impressions on LinkedIn. Highlights of the campaign are as follows.

Regional Director's message: A statement on WAAW was published on the Regional Office website and shared with mainstream and online media as a media release. Three **quotes** from the Regional Director's statement were repurposed into social media posts and shared widely across Regional Office platforms.

Visual advocacy: Seven custom-designed social media tiles were disseminated on Regional Office channels and sent to country offices for broader use.



AMR survivor stories: The Regional Office, in partnership with ReAct Asia Pacific, produced three video testimonials from AMR survivors (**Chandrasekar Chikkamuniyappa**, **Vishwanath** and **Abdul Samad Karikandi**). The videos, on the theme “AMR is invisible. I am not.”, contributed to humanizing the AMR crisis and underscored the need for collective action.

Vishwanath, a civil engineer in South India, said that AMR had taken a toll on his life, making him depressed and requiring him to visit a doctor frequently.

- **Bangladesh** implemented various AMR awareness activities, including dissemination of surveillance data, art and video competitions, animation challenges, hospital graffiti, preparation and distribution of an antibiogram booklet, distribution of a poster, district advocacy seminars, medical college rallies, livestock services seminars and a student panel discussion.
- **Indonesia:** Various WAAW 2024 activities were held, including a public poster competition, virtual interactions with experts, an international youth conference, an awareness video, a collaborative forum, seminars and a peak event featuring a fun run, talk show and free health check-ups.
- **Maldives:** AMR awareness was raised through mainstream media outlets; the second NAP 2024–2029 was launched; a workshop was held on increasing laboratory capacity for AMR surveillance; a stakeholder consultation was held to finalize an AMR surveillance framework; and a workshop to train trainers was held on WHONET for health professionals from the country during WAAW.
- **Myanmar:** WHO headquarters materials were translated into Burmese and widely disseminated, reaching 1.3 million people. Bilingual AMR handbooks and information, education and communication promotion materials were developed and distributed to One Health stakeholders, and a webinar was conducted.



- **Nepal:** the ministries of Health, Agriculture and Environment, with WHO and FAO support, observed WAAW in federal and provincial activities. These included public statements, [video messages](#) from the Minister for Health and Population and the WHO Country Representative, press releases, an awareness rally, dissemination of the NAP on AMR, launch of a surveillance newsletter, a laboratory workshop, a discussion on AMR on [national television](#), mass media campaigns, panel discussions, distribution of information, education and communication material, the Go Blue Campaign, a youth initiative, and WAAW celebrations in all provinces in the animal health and food sectors.
- **Timor Leste:** activities included a campaign for health students, recorded messages from officials emphasizing AMR and AMU and dissemination of national antimicrobial guidelines to public and private health facilities.



6.4 European Region

- **Social media analysis:** A total of 51 social media posts on all the social media accounts of the Regional Office for Europe and on the X and LinkedIn accounts of the director of the Division of Communicable Diseases, Environment and Health were published. The campaign achieved 78 651 impressions, 1901 engagements and an engagement rate of 2.4%, as compared with an average engagement rate of about 2% for Regional Office posts.

Four of the six best-performing posts were published on Instagram. The finding that Instagram posts performed particularly well suggests that the platform should be prioritized for future AMR-related content.

- **Web:** Notably, the activity page [Promoting antimicrobial stewardship to tackle antimicrobial resistance](#) was the best performing activity page on the Regional Office website, with 2153 views and an engagement rate of 0.62%. The event notice for [World AMR Awareness Week 2024](#) received 1075 views and an 0.85% engagement rate in November 2024. The web presence of AMR is visited regularly and should be kept up to date, particularly the activity page [Promoting antimicrobial stewardship to tackle antimicrobial resistance](#), the [factsheet](#) on AMR and the [event notice for the campaign](#).

Top Posts

View the top tagged published posts from the publishing period.

Descending by Lifetime Engagements

who europe Wed 11/20/2024 11:54...	who europe Thu 11/21/2024 2:07 p...	who europe Mon 11/18/2024 3:28 p...
Antibiotics are losing their effectiveness because of overuse and misuse. Seek...	Losing the effectiveness of medications such as antibiotics due to AMR is a...	#AMR is one of the top global health threats of our time, potentially reversing...
Total Engagements 192	Total Engagements 167	Total Engagements 165
Likes 150	Likes 151	Likes 114
Comments 1	Comments 0	Comments 0
Shares 33	Saves 16	Shares 40
Saves 8		Saves 11

- **Country office engagement:** A WAAW campaign communication package, including social media content, web products and other materials, was distributed to communications staff in 30 European country offices on 13 November 2024.
- **Media:** A press release on the report [People's knowledge, attitudes and behaviours pertaining to antimicrobial resistance](#) was shared with offices in the 14 countries represented in the report.

Country activities

- **Albania:** A 1-day meeting with national stakeholders, including ministerial representatives and experts, included a roundtable and panel discussions moderated by the Deputy Minister of Health. A WAAW-themed communication plan was developed, and social media messages were posted. A key achievement was the promotion and acceptance of the One Health approach to AMR action by high-ranking officials from the ministries of Health, Agriculture and Environment.
- **Armenia:** WHO, various ministries, FAO and other partners jointly launched WAAW, with the inaugural workshop of the AMR multisectoral working group to finalize the 2024–2027 NAP. The event included the launch of the [first Armenian AMR OpenWHO](#) course for health-care professionals and a [video report on WAAW 2024](#) on the State TV channel.
- **Hungary:** A high-level meeting with university faculty was followed by a workshop with researchers and experts at the National Public Health Centre to promote use of behavioural and cultural insights in the health system, specifically for addressing AMR. The workshop fostered interdisciplinary dialogue between the social and medical sciences through presentations, panel discussions and networking.
- **Kazakhstan:** WAAW activities included a hybrid roundtable on AMR, an online “[AMRChallengeKAZ](#)” campaign targeting young people and a [social media communication campaign](#) for the general population. The most significant outcome was adoption of a resolution outlining a clear path for national and institutional AMR interventions, which was submitted to the Ministry of Health and the National AMR Technical Working Group.
- **North Macedonia:** A 1-day workshop, organized by the Ministry of Health and supported by the WHO Country Office, addressed critical aspects of AMR. The workshop brought together 30 participants from diverse sectors, including health-care professionals, veterinarians and environment specialists.

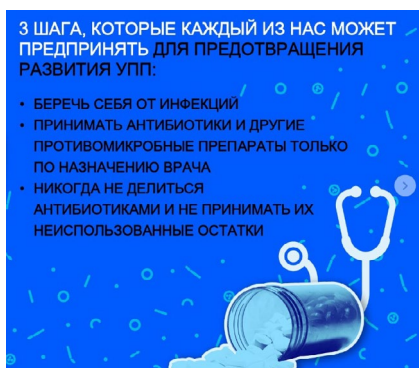
- **Republic of Moldova:** A series of AMR awareness activities were conducted, including medical college students wearing branded T-shirts and promoting the “Educate. Advocate. Act now.” message in front of the Republican Clinical Hospital.

A campaign on [social media](#) included WHO-translated messages and visuals.

In a [human story](#) video, Diana Perde, chief of a microbiology laboratory, explained AMR, and a [video collage](#) was presented on the importance of combating AMR.

A [concluding video](#) on WAAW with Dr Danilo Lo Fo Wong, Regional Adviser for the control of AMR, included a message in Romanian language.

- **Romania:** A social media post of the story of a Romanian survivor of AMR sepsis promoted a publication of the Regional Office, “Stories of AMR”, which was well received and shared by local public health authorities.



- **Russian Federation:** A social media campaign for the general public generated over 5500 views. Information on WAAW was disseminated by health-care institutions across the country, including national and regional health centres, Rospotrebnadzor offices and hospitals. Additionally, a 20-min [analytical programme on AMR](#) was broadcast on TV by RBK, a major Russian media company.

- **Türkiye:** A workshop on multisectoral coordination of work on AMR, organized by WHO, FAO, the United Nations Environment Programme and WOA, convened representatives of Government ministries and academia to define the country's AMR priorities for the next 5 years. Participants engaged in a mock AMR evaluation to understand the process. The workshop emphasized interagency collaboration and resulted in actionable recommendations for Türkiye's national AMR road map, focusing on strengthening surveillance and response systems.
- **Ukraine:** The WHO Country Office in collaboration with medical NGO "M-Gate" ran a 28-day social media campaign (22 posts, reels and a webinar) to promote a new guideline on parenteral perioperative antimicrobial prophylaxis to health-care professionals, patient advocates and others interested in health care. The webinar was animated by WHO and Ukrainian medical experts.
- **Uzbekistan:** Students studying for a master's degree in public health at Westminster International University led an AMR awareness campaign, which included activities such as lectures on veterinary AMU, a youth scientific forum, a media campaign and school educational sessions to raise awareness of AMR in various groups.

6.5 Eastern Mediterranean Region

The communication activities of the Regional Office for the Eastern Mediterranean for WAAW 2024 targeted health-care professionals and students in regional and national events. Regionally, the campaign emphasized prioritizing AMR in policies and appropriate antibiotic prescribing practices. The Regional Office also addressed education and behaviour change and promoted use of the WHO AWaRe antibiotic book.

Regional activities: The communications and technical team developed regional materials in Arabic, English and French for health workers, young professionals and the general public. The materials were disseminated to all 22 country offices in the Region for adaptation and implementation. The campaign was further promoted on all major social media platforms. The regional campaign materials consisted of a campaign toolkit, a message from the Regional Director, a regional press release and a regional campaign webpage.

Country activities: Most Member States, in collaboration with their WHO country offices, commemorated WAAW 2024. Highlights from selected countries are described below.

Afghanistan: The Ministry of Public Health hosted an AMR workshop with over 250 officials to emphasize the importance of scaling up AMR interventions.



Bahrain: Winners of a WHO regional competition at the University of Bahrain held a workshop on the AWaRe antibiotic book at the College of Health and Sports Sciences. The event was attended by university officials. The speakers included Dr Jameela Alsalman, Chair of the WHO Strategic and Technical Advisory Group on AMR, and Dr Tasnim Atatrah, WHO Representative in Bahrain. The WHO Country Office and student winners hosted an AMR booth featuring video testimonials from the "AMR is invisible. I am not." campaign. Nursing students at the University of Bahrain [won a regional video competition](#) on antibiotic misuse and overuse.

Egypt: A public-private engagement initiative was initiated to find solutions on AMR. The Animal Health Research Institute in Giza, with support from the WHO and FAO country offices, hosted a meeting on "AMR dialogues: a public-private engagement initiative" to address AMR. The participants emphasized the importance of public-private partnerships, governance and surveillance in mitigating AMR. They concluded with 10 formal recommendations. The Egyptian Drug Authority honoured the winners of the "Stay Aware, No Antibiotics Without Reason" competition and launched a "Future Fighters against AMR" programme in collaboration with WHO.





Iraq: A milestone of WAAW 2024 in Iraq was the launch of the AWaRe antibiotic book contextualized for the Kurdistan region. Over 200 medical students across Iraq embraced the “Go Blue” slogan, symbolizing unity and commitment to combating AMR. WHO, in collaboration with the Ministry of Health, convened a high-level seminar to address the current state of AMR and to foster dialogue among stakeholders.

Islamic Republic of Iran: The country held the first university student art festival on AMR, a national WAAW 2024 webinar on controlling AMR through a One Health approach (with over 300 participants), and community AMR awareness-raising campaigns led by health volunteers.

Jordan: Senior management from Jordan’s health directorates and hospitals attended a high-level advocacy meeting to learn how to promote better antimicrobial stewardship and to guide health-care teams towards efficient solutions. Fifty physicians from nine health directorates participated in refresher training on antimicrobial stewardship. WHO and the Jordan Food and Drug Administration held AMR workshops for over 100 pharmacists in Amman, and the WHO Country Office and the University of Jordan held a Design Thinking Workshop on AMR.





Pakistan: The WHO Country Office in Pakistan, in collaboration with Government entities, health institutions and stakeholders, organized an “awareness walk”, which attracted over 100 participants. The Country Office organized a poster competition for schoolchildren to raise awareness about AMR. The winners were awarded by WHO officials, who emphasized the importance of simple actions such as hand hygiene and responsible drug use in combating AMR. The Country Office was lit up in blue as part of the Go Blue for AMR campaign.



Media and social media analysis

Media coverage: A total of 149 articles were published during the WAAW 2024 campaign period peaking on Monday 18 November with 60 articles published. The campaign title, “WAAW”, was prominently featured in headlines, and coverage was overwhelmingly positive or neutral with no negative sentiment detected. Egypt had the highest coverage, followed by Pakistan, Saudi Arabia and Jordan.

Social media: Most interaction with the English content on the Regional Office accounts was on X, Instagram and LinkedIn, while there was more engagement with Arabic content on Facebook. The most engaging posts were on how vaccines can help to reduce AMR and on the threat of AMR to malaria eradication. Youth engagement was especially notable on Instagram, on which the top post was on the call for the Youth Challenge.

-  **Facebook:** 24 WAAW-specific posts were shared, with more engagements (60) and impressions (5526) than the monthly averages.
-  **X:** 29 WAAW specific posts were shared. Engagements and impressions peaked in the middle of WAAW (21 November).
-  **Instagram:** 18 WAAW-specific posts were shared. These posts gained more impressions (3673) than the month’s average (2100), but the number of engagements was notably lower (75).
-  **LinkedIn:** 11 WAAW-specific posts were shared. These posts gained more impressions (2139) and engagements (470) than the monthly averages of impressions (1977) and engagements (392).

6.6 Western Pacific Region

The WAAW has been instrumental in raising the level of awareness in the Region, and, since 2017, every Member State in the Region has participated. The Regional Office launched a “Stewards for the Future” campaign in 2020 to promote the fight against AMR by encouraging individuals to become “stewards” in their professional and personal lives. A series of [interviews](#) has been produced.

Regional activities: An open-access regional webinar was organized to exchange best practices in antimicrobial stewardship for physicians and other health professionals, which was attended by 254 participants. The [Regional Director’s video message](#) on AMR for policy-makers and the general public was issued to highlight the importance of tackling AMR and WHO’s support for its Member States.

Social media campaign: The Regional Office WAAW 2024 campaign had 13 posts on Facebook, 16 on X and 3 on Instagram, which performed well.

- **Facebook** reached over 35 000 users with 502 engagements.
- **X** received over 35 000 impressions and 821 engagements. The [Regional Director’s video message](#) had the most impressions and engagements.
- **Instagram** reached over 2700 users and received 148 engagements. The [Regional Director’s video message](#) also had the greatest reach.
- The “Race to One Million Pledges” was updated by adding a Mongolian version of the website to engage the general public and health workers in becoming “Stewards for the Future.”



Country activities

- **China:** The WHO Country Office made a presentation at the second [One Health Conference of AMR Containment](#) in Hangzhou. The China Centres for Disease Control and Prevention published a special issue of its [weekly publication](#) commemorating WAAW.
- **Fiji:** The launch of the [WAAW](#) was organized by the Ministry of Health in collaboration with WHO and FAO. Training in infection prevention and control was provided in Labasa Hospital, and a symposium on AMR was organized in Suva.
- **Japan:** A new [campaign website](#) was launched, and a [short video](#) featuring Dr Fujitomo and a famous actress. An “[AMR Senryu](#)” contest was held in which participants were invited to submit an original *senryu* (a traditional Japanese poem). An [on-site event](#) was held at Tokyo University of Pharmacy and Life Sciences.
- **Lao People’s Democratic Republic:** An [AMR walk](#) was organized in Vientiane on AMR as a global threat to health.



- **Mongolia:** WAAW was launched by the Minister of Health, the WHO Country Representative and other officials. An event was organized at the UN house for the staff of all UN organizations.

Take the Pledge: An update of the “Race to One Million Pledges” to stop overuse and misuse of antimicrobials was added to the Mongolian version, in collaboration with the Regional Office. The number of Mongolia’s pledges during WAAW 2024 increased by 2244, representing 70% of all regional pledges.



- **Nauru:** An awareness campaign was organized by the pharmacy team to promote “Be Antibiotics Aware”.
- **Palau:** A walkathon, a health fair with an AMR campaign booth and a social media campaign were organized.



- **Papua New Guinea:** The National Department of Health organized a symposium on AMR for experts in human, animal and environmental health and representatives from Government health departments, WHO, the Fleming Fund, private healthcare, research, pharmaceutical societies, hospitals and medical specialties.
- **Philippines:** The Regional Office, the Philippines Country Office and the Department of Health held a training workshop to improve the response of hospitals to outbreaks of AMR. The week started with a “Go Blue One Health Fun Run”. The Philippines launched its 2024–2028 NAP at a WAAW culminating event in which AMR champions in various sectors were recognized.

- **Tonga:** The Government organized Go Blue for AMR awareness, a radio talk show and social media posts
- **Vanuatu:** T-shirts and posters were distributed, a talk was given on national and local radio stations, national antibiotic guidelines were launched, and WAAW was commemorated in hospitals.
- **Viet Nam:** The country formally launched its second NAP for AMR (2023–2030). The Ministry of Health convened stakeholders and partners, including WHO, to disseminate the implementation plan.



7 Conclusions and recommendations

- The 2024 WAAW themed “Educate. Advocate. Act Now.” saw extensive engagement by stakeholders and partners globally. It was the largest WAAW ever held in terms of the number of events and country engagement. High-level endorsements and messages from the WHO Director-General and the Chair of the GLG on AMR emphasized the urgency of addressing AMR.
- WAAW 2024 mobilized previously unreached groups such as patient advocates, civil society organizations and private sector entities. The proactive outreach should serve as a template for future WAAWs, with continued engagement of non-traditional stakeholders for a whole-of-society approach.
- Multilingual campaign resources from WHO were used widely on social media by various organizations, and the WHO headquarters campaign webpage received nearly 100 000 views during the Week. The communication materials for the “AMR is invisible. I am not.” campaign humanized AMR, resonating deeply with audiences on social media. They garnered over 2.73 million impressions and 51 537 engagements on the social media platforms of WHO headquarters.
- The Quadripartite agencies created a harmonized approach for WAAW, including a [joint theme](#), [campaign guide](#), [campaign materials](#) and [global media events](#). The Quadripartite AMR Awareness Working Group should continue to lead planning and execution of harmonized WAAW campaigns.
- Early planning and preparation for WAAW 2025 is essential to ensure sufficient time for the development and approval of joint campaign products and social media assets by the Quadripartite agencies. The theme and the campaign guide should be available at least 4 months before the campaign to allow localization of messages and design of locally relevant communication assets.
- Early engagement with the WHO regional offices and other stakeholders is crucial for a successful WAAW campaign. Sharing editable campaign materials at least 2 months in advance allows for timely adaptation and dissemination to countries. Different regions and audiences have different degrees of awareness and understanding of AMR. The campaign showed the importance of adapting messages and campaign materials to local contexts, languages and cultural nuances.
- Most of the communication assets used in WAAW 2024 were recycled and updated products from previous years. This may have reduced the impact of the products in social media and elsewhere. WHO should create new products to reinvigorate the campaign in 2025.
- Use of various engagement channels, including in-person and hybrid events, social media platforms and traditional media, effectively reached diverse audiences and spread the campaign’s message.
- Students and other young people actively participated in global, regional and national discussions, providing energy and perspectives. Sustaining and strengthening youth engagement in WAAW is essential.
- Media coverage of AMR was significantly greater during WAAW 2024 than in previous years. The Global AMR Media Alliance contributed to the increase by co-hosting the 4th Global Media Forum, the Global Media Awards and various AMR discussions with key stakeholders. Continued collaboration between WHO and the Global AMR Media Alliance is essential to extend media engagement in AMR.
- The personal stories of AMR survivors were prominently featured in media coverage and had a high impact. Their voices were also influential at major events in 2024, including the UNGA HLM and the 4th High-level Ministerial Conference on AMR.
- The engagement of a WHO Fides influencer clearly improved the social media presence. The WAAW team should explore this strategy for future campaigns and extend engagement with celebrities and influencers who have large followings on social media platforms.
- Most of the WAAW events and activities focused on global issues and were concentrated in large urban centres (often national capitals). Strategies should be found to hold more WAAW events in smaller cities, towns and local communities.
- The low attendance rate at virtual high-level WAAW events in 2023 and 2024 indicates growing “webinar fatigue” and decreasing online participation. The WAAW team should therefore prioritize more engaging, in-person events with the regional offices, the Quadripartite agencies and other regional stakeholders.

- Resource constraints have been a challenge for WAAW at all levels of WHO, which limited the scope of activities and events during the week. More resources are necessary, and a resource mobilization strategy for WAAW should be devised to plan and implement more impactful events.
- Evaluating the impact of the campaign on AMR awareness and behaviour is crucial to understand its success and to identify areas for improvement. Better metrics and tools are necessary for assessment at global, regional, national, sub-national and local levels.
- Social media assets should address misinformation propagated on social media platforms, as some can adversely affect the success of the WAAW campaign. WHO and other Quadripartite agencies should envisage use of a creative product on some common myths on AMR for the next WAAW.
- The main influencers for WAAW 2024 included a [Spanish YouTuber](#) who explained what can be done to prevent AMR, followed by WOH, the European Centre for Disease Prevention and Control and WHO. A partnership with a popular social media influencer can reach a broader audience. Social media influencers can also use popular narratives and metaphors, thus overcoming the limitations of international organizations in use of language.

Social media analysis

- WAAW had a strong social media presence and wide media coverage. The campaign achieved WHO's indicators of success on the X and Instagram platforms, but overall performance was mixed. The internal indicators of success on Facebook and LinkedIn were not achieved.
- The mixed results for the WAAW campaign may be due to the limited number of new communication assets, primarily the Fides influencer video and the One Health tiles. Creative materials should be redesigned for future campaigns, with platform-specific content, such as Instagram carousels, TikTok videos and informative A4 tiles with practical tips for Facebook. More advanced planning of outreach, particularly with social media influencers, would be beneficial.
- Audience interest in AMR prevention through behaviour modification remains prevalent, as demonstrated by the strong performance of the related messaging. The WAAW team might consider creating more practical tips on what people can do in their everyday lives and on the dangers of self-medication.
- To increase audience engagement on the platforms, interactive elements such as polls, question-and-answer sessions and live discussions could be used. Such strategies can encourage greater participation and promote deeper understanding of AMR.
- Local content for specific demographics is crucial, especially in regions with high engagement.
- The role of doctors in antibiotic overprescription continued to be a prominent topic of discussion, particularly on LinkedIn, indicating a strong interest in content for health-care professionals. Use of a trusted figure (such as Fides or another influencer) to explain the danger of overprescription could be valuable.
- Analysis of the performance of social media content, audience feedback and engagement metrics is essential in order to adapt and optimize campaign strategies.

Awareness, Campaigns and Advocacy Unit

Global Coordination and Partnership Department
AMR Division