

UNIFYING EFFORTS AGAINST ANTIMICROBIAL RESISTANCE: SUPPORTING COLLECTIVE EFFORTS DURING WAAW 2024



Notes:

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Unifying Efforts against Antimicrobial Resistance: Supporting Collective Efforts During WAAW 2024

By Francesca Chiara, Consultant on Antimicrobial Resistance (AMR), South Centre.

Antimicrobial Resistance (AMR) is an escalating global health challenge, demanding urgent and coordinated efforts. During World AMR Awareness Week (WAAW) 2024, 27 impactful projects targeting more than 20 countries across Africa, Asia and Latin America amplified the theme “Educate, Advocate, Act Now.” The projects were selected by the South Centre for funding, with support of the United Kingdom Fleming Fund. This is the third year this financial support is offered to selected Civil Society Organization (CSO) projects, based on a call for applications.

These initiatives, featured in Table 1, directly reached over 3000 individuals through training sessions, workshops, and targeted advocacy campaigns. Many more were engaged through social media and grassroots activities. This overview highlights the transformative impact of these campaigns.



Figure 1 - AMR Ambassadors

Table 1. Summary of Projects WAAW 2024

Project Name	Country/Region	Activities
2nd AMR Symposium in Dar es Salaam, Aga Khan Health Services	Tanzania	Symposium on One Health approaches, policy implications, antimicrobial stewardship
Actions des Jeunes contre la Résistance aux Antimicrobiens (AJRAM)	Burkina Faso	Digital campaign, school talks, public forums on responsible antibiotic use
Africa Public Health Student Network (APHSN)	Multi-country (Nigeria, Ethiopia, Tanzania, Zimbabwe)	Community clean-up drive, health education, simulation case study competition and youth symposium
African Youths for AMR Communication Project	Nigeria	Training youth champions and conducting outreach programs, community engagement
Alliance for Sustainable Livestock	Nigeria	Workshops, radio jingles, direct training of animal health workers
Antimicrobial Resistance Identity and Act (AMRIA) Initiative	Uganda	Training Community Health Workers (CHWs) on diagnostics and antimicrobial stewardship
Ask Me About AMR	Zambia	Interactive sessions and social media campaigns targeting healthcare workers, antenatal mothers, and community
Association for Social Development (ASD)	Pakistan	AMR awareness walks and ‘go blue campaign’
Centre for Women and Youth Empowerment (CEWAYE) AMR AWaRe Campaign	Uganda	Trained healthcare workers on AWaRe antibiotic classification
Clinical Pharmacy Association of Uganda (CPAU)	Uganda	Training journalists to increase AMR awareness, media campaigns
Consummate Health and Sanitation (CHS)	Liberia	Training farmers on responsible antibiotic use and disease prevention, advocacy walk, media broadcasts
Debre Berhan University	Ethiopia	Student competitions, panel discussions, sports festivals for youth engagement
Fahamu UVIDA Program, Zihi Institute	Kenya	AMR awareness through community engagement projects in multiple counties
Indian Institute of Technology	India	One Health clubs, school and community collaboration, knowledge dissemination
JE Latinoamérica	Ecuador	Comic challenge and International Youth Declaration
Kasyo Health Institute (KHI)	Uganda	AMR awareness campaign through village health teams, AMR committees, radio talks
Kumasi Centre for Collaborative Research (KCCR)	Ghana	Workshops for health professionals, school outreach, Agar Art competition and hands-on laboratory training
KWASU AMR Club	Nigeria	Educational outreach on hygiene and AMR prevention in local markets and clinics
Makarere University	Uganda	Educational outreach on WASH and AMR through art and youth engagement
Makueni Hospital	Kenya	AMS training for clinicians, sensitizing local communities through various outreach efforts
Mouvement Universel pour la Survie de l’Humanité (MUSUHUM) AMR Championship	Benin and Niger	Card games and hygiene demonstrations for primary school children
One Health Development Initiative	Multi-country	Training youth champions, AMR education in the community
One Health Society (OHS)	Tanzania	Education of Maasai communities, WASH bucket distribution

Roll Back Antimicrobial Resistance (RBA) Initiative	Tanzania	AMR messages displayed on buses and motorcycles for public awareness
Alliance against Antimicrobial Resistance (Triple A) and Health Intel Trust (HIT)	Nigeria	Youth ambassadors raising awareness in their respective communities
UGenoPath-OH/LaBESTA Team	Burkina Faso	Training students and engaging community members on safe farming practices
Working against Virulent Epidemics (WAVE) and ReAct Africa	Uganda	Radio talk show, community workshops, sustainable practices promotion
Washington State University & Global Health Kenya	Kenya	Educational outreach in communities for the appropriate disposal of antibiotics

Empowering Communities through One Health Awareness and Training

The activities focused on promoting cross-sectoral collaboration to address AMR through a One Health approach, aiming to strengthen partnerships across human, animal, and environmental health sectors. The initiatives fostered dialogue and collective action on AMR prevention and control. Campaigns also targeted livestock breeders, farmers and consumers at local markets to educate them on the risks of antibiotic misuse and promote responsible practices.



Figure 2 - Wristbands, AMR Awareness Campaign led by Zihi Institute (Kenya)

- Alliance for Sustainable Livestock, Nigeria

This project emphasized responsible antimicrobial use in livestock farming reaching 34,000 farmers through workshops, direct community engagement and radio jingles. Educational materials distributed included infographics and posters, in local languages. The project also involved direct training of 25 last-mile animal health workers (LMAHWs) and community-level campaigns across five states.

- **Working against Virulent Epidemics (WAVE) and ReAct Africa, Uganda**
A radio talk show reached over 1,000 listeners, while a community-run event and workshop for agricultural stakeholders promoted sustainable practices. The run brought together over 100 participants from various sectors including students, healthcare workers, and farmers. Participants pledged to adopt sustainable practices to help combat AMR in their communities.
- **UGenoPath-OH/LaBESTA Team, Burkina Faso**
The campaign included the training of 18 students, who engaged with community members at market gardening sites and livestock support areas in Ouagadougou and Koubri. The initiative focused on promoting safe farming practices, sanitation and hygiene, and safe use of manure and wastewater for irrigation.
- **Consummate Health and Sanitation (CHS), Liberia**
CHS implemented diverse advocacy programs, including training 25 poultry and livestock farmers on responsible antibiotic use and disease prevention. They mobilized 100 participants through an advocacy walk leading to a position statement presented to Liberia's legislature. Radio broadcasts and social media activities further extended the reach to more than 70,000 individuals, emphasizing hygiene and responsible antimicrobial use.
- **Aga Khan Health Services' AMR Symposium, Tanzania**
This symposium brought together 107 participants, of which 57 in person, to discuss One Health approaches, policy implications, and antimicrobial stewardship. Attendees included youth, researchers, and policymakers, including from urban and sub-urban areas.
- **Kasyo Health Institute (KHI), Uganda**
In Ibanda District, KHI's five-day AMR awareness campaign achieved a remarkable rise in community knowledge and better understanding on how to sensibly reduce the use of antimicrobials in farming. The campaign trained 130 village health team members, created community-based AMR committees and conducted radio talks to further engage farmers and members of the public.

Innovative Approaches to Community Outreach

These efforts aimed to reach diverse populations through accessible channels. Activities included workshops, hand hygiene stations, art competitions, AMR-themed walks, and sporting events which helped to engage communities in an interactive, relatable manner, making the AMR message accessible and memorable.



Figure 3 - AMR Reflector jackets, community outreach (Kenya)

- **Association for Social Development (ASD), Pakistan**

The campaign successfully engaged communities across Punjab, Pakistan, through a series of impactful activities. It reached 100 rural health centers across 17 districts, exceeding initial plans and engaging approximately 2,000 participants in AMR Awareness Walks. Healthcare professionals played a key role in disseminating information, leveraging their trusted status within communities. A "Go Blue" initiative further amplified awareness, with ASD staff and supporters wearing blue, updating social media profiles, and illuminating offices in blue. The social media campaign effectively leveraged platforms such as Facebook and LinkedIn, reaching 6,000 users through educational posts, advocacy messages, and interactive content. The initiative underscored the importance of appropriate antibiotic use, patient safety, and digital engagement while fostering collaborations with key stakeholders, including the Directorate General of Health Services and the Health Services Academy.

- **Clinical Pharmacy Association of Uganda (CPAU)**

CPAU adopted a media-focused approach and trained 36 journalists to increase AMR knowledge in the community. Infographics and panel discussions amplified AMR awareness messages across Uganda via radio, television, and social media.

- **Kumasi Centre for Collaborative Research (KCCR), Ghana**

KCCR's workshops reached 450 health professionals focusing on antimicrobial stewardship (AMS) and infection prevention and control (IPC), while school outreach engaged 350 students. Creative initiatives like an Agar Art competition complemented

rural workshops on antimicrobial stewardship. Additionally, hands-on training equipped 26 laboratory technologists and students with AMR detection and diagnostic skills. The campaign concluded with a final AMR symposium.

- **Makueni Hospital, Kenya**

The hospital organized a week full of events including AMS training for new clinicians, sensitizing boda boda riders and street vendors to distribute educational materials to markets and villages. Messages were also amplified via local radio stations. Healthcare workers participated in workshops and youth was engaged in a TikTok challenge promoting AMR awareness, with winning videos garnering over 10,000 views.

- **One Health Society (OHS), Tanzania**

This cultural initiative educated 10,000 Maasai pastoralists through performances and interactive sessions. Distribution of Water, Sanitation and Hygiene (WASH) buckets incentivized community participation.

- **Roll Back Antimicrobial Resistance (RBA) Initiative, Tanzania**

Public transport drivers became AMR ambassadors through the Daladala and Bodaboda Campaigns. With AMR messages displayed on buses and motorcycles, the initiative reached diverse audiences across Dodoma, Iringa, and Ruvuma.

- **Washington State University & Global Health Kenya**

This initiative launched an antibiotic take-back program to address the improper disposal of unused, expired, or unwanted antibiotics, which often end up in water sources and sewers thus polluting the environment. Boxes for antibiotic disposal were installed at pharmacies and a campaign to raise awareness engaged community members and healthcare workers.

Fostering Youth-Led Advocacy

These initiatives focused on engaging young people through educational talks, roundtable discussions, and interactive activities in schools. Key activities included educational sessions, hands-on hygiene workshops, and the establishment of One Health clubs. Interactive games were used to teach children the importance of diagnosis and responsible antibiotic use. This youth-centric approach fosters early awareness and empowers future AMR ambassadors.



Figure 4 - The African Public Health Student Network's team leading a community clean up initiative.

- **Actions des Jeunes contre la Résistance aux Antimicrobiens (AJRAM), Burkina Faso**
AJRAM's digital campaign "7 Days of Activism Against AMR" reached 850,000 individuals. Complementing the campaign, school talks engaged over 600 students, while public forums in Ouagadougou and Bobo-Dioulasso reached over 400 participants, promoting responsible antibiotic use among farmers, healthcare professionals, and the public.
- **Africa Public Health Student Network (APHSN), multi-country**
APHSN led a coordinated AMR campaign in Nigeria, Ethiopia, Tanzania and Zimbabwe, reaching over 11,000 individuals. The activities included a community clean-up drive with over 6,000 participants, emphasizing the role of sanitation and waste management in preventing AMR. Health education and digital campaigns targeted healthcare professionals, community members, veterinarians, and abattoir workers. Special events included an AMR Simulation Case Study Competition with 280 participants and the African Youth Forum, which engaged 1,666 participants from 45 countries, fostering youth-led advocacy
- **Indian Institute of Technology, India**
Students in Darjeeling and Purulia were engaged through One Health Clubs, fostering AMR education among youth in rural tribal areas. The campaign involved collaboration with local schools and community health organizations, aiming to engage both teachers and students in mitigating AMR.

- **Mouvement Universel pour la Survie de l'Humanité (MUSUHUM) AMR Championship, Benin and Niger**

This initiative engaged 1,500 primary school children in AMR education through card games and hygiene demonstrations, and empowering children as peer educators.



Figure 5 - AMR Youth Ambassadors

- **One Health Development Initiative, multi-country**

The African Youths for AMR Communication project trained 41 youth champions across 14 countries, including Nigeria, Cameroon, Rwanda, and Tanzania. Training topics covered AMR basics, One Health approaches, risk communication strategies, gender and AMR. Champions further trained 362 youth volunteers, amplifying the program's reach. Outreach locations included abattoirs, community pharmacies, primary healthcare centers, schools, and veterinary clinics.

- **Debre Berhan University, Ethiopia**

This initiative combined student competitions, panel discussions, and sports festivals to foster AMR awareness and youth engagement.

- **Fahamu UVIDA Program, Zihi Institute, Kenya**

This multi-phased program trained 49 students from 10 universities, whose community engagement projects reached 2,700 individuals across nine counties. Cross-learning pods and AMR clubs were set up in communities to maintain lasting engagement.



Figure 6 - The Antimicrobial Resistance Club

- **JE Latinoamérica, Ecuador**

JE Latinoamérica conducted several activities across Ecuador, Peru, Colombia, and Guatemala. Highlights included a Comic Challenge, which attracted 52 participants and resulted in 30 original submissions; and social media engagement across five schools and six universities promoting young people to use art and creativity to address AMR. The week also saw the launch of the International Youth Declaration and the Interinstitutional Meeting on AMR, where 58 volunteers and institutional allies from across Latin America discussed AMR prevention and signed agreements to sustain collaborative efforts under the One Health approach. This initiative directly engaged over 100 participants.

- **African Youths for AMR Communication Project, Nigeria**

This project trained 41 youth champions, who in turn reached over 7.6 million individuals through rallies, webinars, and outreach at abattoirs and clinics.

- **KWASU AMR Club, Nigeria**

The campaign focused on community awareness, reaching 400 residents with educational materials on hygiene and AMR prevention. Additionally, 500 students learned about hand hygiene, and outreach was extended to a local market with over 100 stalls, educating vendors and their customers on proper hygiene practices and responsible antibiotic use. At a veterinary clinic, awareness was raised about the proper disposal of animal waste and safe handling practices.

- **The Alliance Against Antimicrobial Resistance (Triple A) and Health Intel Trust (HIT)**

The initiative spanned 13 states in Nigeria and involved 402 youth volunteers. Fourteen AMR champions were trained to lead state-level campaigns, supported by capacity-

building sessions on AMR, infection prevention and control, stakeholder engagement, and monitoring and evaluation. These champions co-created advocacy strategies using tools like root cause analysis and vision boards, equipping them to lead innovative and community-driven campaigns. These included school workshops, market sensitization, university engagement, and public awareness campaigns in places like hospitals, mosques, and abattoirs. Unique approaches, such as using storytelling in Sokoto and mobilizing tricycle riders in Jigawa, ensured diverse audiences were reached. In total, the project distributed over 1,300 translated AMR infographics and directly engaged thousands of people, and 99.3% of participants pledging to continue championing AMR awareness in their communities. Plans are now underway to expand this work through the AMR 2025 Youth Fellowship Program, aiming for nationwide coverage.

- **Makarere University AMR Club, Nigeria**

The "Washing Away Resistance" campaign was designed to empower students by educating them on AMR and the importance of WASH in preventing infections. The project sought to create a network of AMR hubs in primary schools, high schools, and colleges across Uganda, ensuring that young people became active participants in the fight against AMR. Central to this initiative was a nationwide arts competition that encouraged students to creatively express their understanding of AMR and WASH through poetry, essays, spoken poetry videos, crafts, and songs. The competition, which attracted participation from 95 schools, rewarded winners with tablets, cash prizes, and scholastic materials, reinforcing the importance of good hygiene practices. By combining education with creativity, the "Washing Away Resistance" initiative proved to be a powerful tool in the fight against AMR, equipping a new generation with the knowledge and skills to drive meaningful change in their communities.

Strengthening Healthcare Workers' Capacity and Understanding of AMR

These projects aimed on enhancing the effectiveness of healthcare workers in addressing AMR. It included training sessions that advanced knowledge on AMR, diagnostic skills, and community engagement techniques. This initiative strengthens the frontline response to AMR, enabling healthcare workers to promote responsible antibiotic use and educate communities about AMR prevention.



Figure 7 - AWaRe Healthcare workers training, CEWAYE (Uganda)

- **Antimicrobial Resistance Identity and Act (AMRIA) Initiative, Uganda**
The project trained 216 Community Health Workers (CHWs) to improve diagnostic and stewardship capabilities by providing diagnostic tools and treatment protocols. Two AMR stewardship clubs were established at Mbarara University and Kampala International Teaching Hospitals in Mbarara and Bushenyi districts, respectively. Additionally, the initiative distributed 2,563 educational materials, reaching over 1,100 community members in Southwestern Uganda. Key messages focused on completing prescribed treatments, avoiding antimicrobial misuse in poultry, livestock, and aquaculture, and maintaining proper hygiene and sanitation.
- **Ask me about AMR, Zambia**
The campaign targeted healthcare workers, antenatal mothers, and the community. It trained 15 healthcare workers and reached 67 antenatal mothers through interactive sessions. Additionally, it engaged 500 community members in high-traffic areas, including Nakadoli Market and KMB Bus Station and reached over 10,000 individuals through infographics, videos, and a Kahoot trivia contest on social media.
- **Centre for Women and Youth Empowerment (CEWAYE) AMR AWaRe Campaign, Uganda**
This campaign trained 216 health workers and distributed 200 Access, Watch and Reserve (AWaRe) handbooks to enhance evidence-based prescription practices and promote better antibiotic stewardship.



Figure 8 - Handwashing demonstration

Conclusion

The collective efforts during WAAW 2024 have made a significant impact in demonstrating the power that community-based education, cross-sectoral collaboration, and innovation can have. Key outcomes include:

- **Increased Awareness:** Through workshops, training, and advocacy campaigns, ensuring that AMR is understood across diverse sectors and communities.
- **Youth-Led Advocacy:** Empowered young people to become AMR ambassadors.
- **Healthcare Worker Capacity Building:** Enhanced knowledge and skills among healthcare workers, enabling them to promote responsible antibiotic use and educate communities effectively.
- **One Health Approach:** Strengthened the understanding of communities of the interconnectedness of human, animal, and environmental health in tackling AMR, and simple steps that can be taken on a day-to-day basis to reduce the risk of infections.

Organizers and participants of these campaigns have emphasized the importance of continuing to support youth-led initiatives, ensuring that young people remain at the forefront of AMR advocacy through digital platforms and school outreach programs. They also called for scaling up training efforts for healthcare workers, especially in rural and underserved areas. Additionally, they highlighted the need for increased cross-sector partnerships and the development of systems to track the long-term impact of AMR awareness campaigns.



South Centre

International Environment House 2

Chemin de Balexert 7-9

1219 Geneva

Switzerland

Tel.: +41 22 791 8050

south@southcentre.int

www.southcentre.int



[SouthCentre](#)



[South Centre, Geneva](#)



[SouthCentre GVA](#)



[southcentre.gva](#)



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