**Table 1. Summary of ‘step-by-step’ approach and corresponding tools, templates and tips**

|  |  |  |
| --- | --- | --- |
| **STEP/**Components | **TOOLS/**templates and ‘Tips’ | **EXPECTED RESULT(S)** |
| **Step 1. Policy prioritization:** | | |
| 1.1 Assessment of policy  Implementation | Tool 1. Status of current policy interventions and NAP implementation | Assessment of current policy interventions and NAP implementation |
| Tool 2. Analysis of current laws/regulations related to AMR | Assessment of current laws and regulations related to AMR |
| 1.2 Evidence for policy | Tool 3. Matrix for research/evidence to inform policy prioritization | Identification of research and evidence available to inform policy development/NAP implementation; and further research and evidence required |
| 1.3 Policy prioritization and  Objectives | Tool 4. Prioritization of policy  interventions and NAP  implementation | Determination of priority areas for policy development and NAP implementation |
| 1.4 Policy frameworks |  |  |
| **Step 2. Policy development:** | | |
| 2.1 The policy and political  Process |  |  |
| 2.2 The policy-makers | Tool 5. AMR policy- and decision-maker analysis | Identification of key policy-makers to engage for AMR policy interventions |
| 2.3 The policy stakeholders and  Influencers | Tool 6. Policy stakeholder and influencer analysis | Identification of key policy stake-holders that can influence policy-makers |
| 2.4 Private sector | Tool 7. Private sector partner analysis | Identification of private sector partners currently or potentially engaged on AMR policy issues |
| 2.5 Advocacy tools | Tool 8. information and  advocacy needs | Identification of sources of information and needs of policy-makers and policy stakeholders |
| **Step 3. Governance and resource mobilization:** | | |
| 3.1 Governance | Tool 9. Governance structures | Assessment of governance  Structures/mechanisms in place and/or needed for policy develop-ment/NAP implementation |
| 3.2 Finance and resource mobilization | Tool 10. Resource mobilization/funding | Assessment of existing and potential funding sources for AMR policy development/NAP implementation |
| **Step 4. Community engagement:** | | |
| 4.1 Engaging and mobilizing civil society and communities |  |  |
| 4.2 Catalysing the health sectors | Tool 11. Analysis of civil society  community and health sector  engagement | Identification of civil society/community engagement stakeholders to mobilise for policy action on AMR |
| **Step 5. Framing and communicating AMR:** | | |
| 5.1 Reframing AMR |  |  |
| 5.2 Ensuring ‘access without excess’ |  |  |
| 5.3 Reframing AMR communication |  |  |
| 5.4 Communication planning | Tool 12. Adapted ‘SWOT’ analysis for communication | Assessment of communication challenges and opportunities. |
| Tool 13. Sample communication strategy | Clarification of communication objectives, outcomes and activities |
|  | Tool 14. Sample Communication Action Planning Sheet | Summary of audiences, required actions, barriers to actions, key messages, and channels |
| 5.5 Audience mapping | Tool 15. Public audiences | Identification of audiences, their knowledge, influences, and the expectations of them |
| 5.6 Developing key messages | Tool 16. Tips on message development |  |
| Tool 17. Messaging | Crafting of primary and secondary messages to increase resonance on AMR |
| 5.7 Messengers and channel | Tool 18. Tips on messenger and channel selection |  |
| Tool 19. Selecting messengers and channels | Identification of channels and messengers to reach AMR target audiences effectively |
| 5.8 Media guide | Tool 20. Tips on media engagement and management |  |
| Tool 21. Media mapping | Identification of media channels and contacts– and characteristics – to develop relationships with |
| 5.9 Advancing social science  research on AMR |  |  |
| **Step 6. Policy implementation:** | | |
| 6.1 Policy implementation | Tool 22. Example of Workplan | Development of a Workplan/‘roadmap’ for policy implementation |
| Tool 23. Policy implementation | Summarised key factors for policy implementation |
| 6.2 Monitoring and evaluation | Tool 24. Monitoring and evaluation | Identification of M&E indicators  for the policy advocacy plan |

**Tool 1. Status of current policy interventions and NAP implementation**

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**METHODOLOGY:**

**In the Tool 1 template below: In Column 1 enter the NAP area/Policy intervention and Timeline. In Column 2 enter who is responsible for implementation. In Column 3 enter the current status of the NAP area/Policy intervention, for example, is a NAP objective being developed; has it been endorsed; is it being implemented? In Column 4 enter the barriers to implementation of that intervention.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Title of NAP area/ Policy intervention** | **Responsible parties for implementation; and Timeline** | **Status: Developed?**  **Endorsed?**  **Implemented?** | **Barriers to policy development/**  **Implementation** |
|  |  |  |  |
|  |  |  |  |

**Tool 2. Analysis of current laws and regulations related to AMR**

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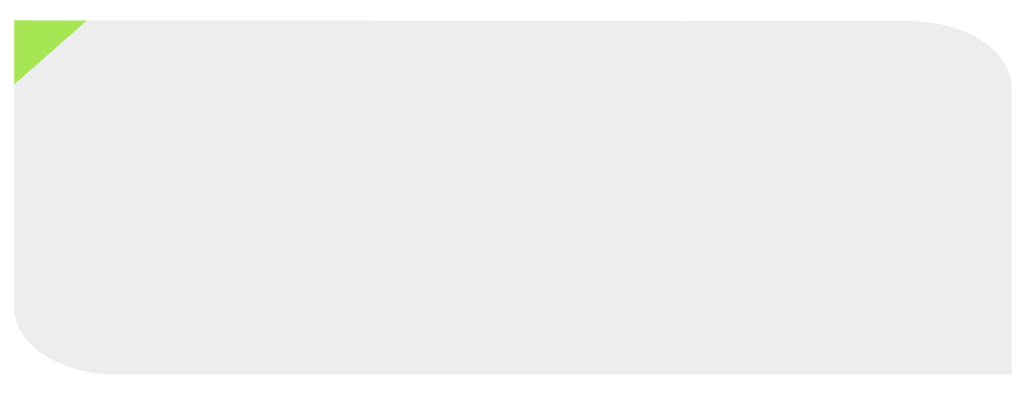
**METHODOLOGY:**

**In the Tool 2 template below\*: In Column 1 enter the name or title of the law/regulation. In Column 2 enter who is responsible for introduction/implementation of the law. In Column 3 enter the current status of the law/regulation, for example, has it been developed; has it been endorsed; is it being implemented? In Column 4 enter the barriers to introduction/ implementation of that law/regulation.**

**\* This Tool is only applicable for interventions which new – or enforcement of existing – laws.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name/title of the law/regulation** | **Responsible parties for implementation** | **Status: Developed?**  **Endorsed?**  **Implemented?** | **Barriers to development/**  **implementation of the law/regulation** |
|  |  |  |  |
|  |  |  |  |

**Tool 3. Research and evidence to inform policy prioritization**



**METHODOLOGY:**

**In the Tool 3 template below: In Column 1 enter the research area or title of research. In Column 2 the NAP or policy area that the research aims to inform. In Column 3 enter the source of/type of data/research (e.g. surveillance data? economic data? Provide links to the research if possible. In Column 4 enter details of who will use the data? How it should be used? How it will be collected? Who will collect it. This can be done for both existing and required research/data.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Existing research area or issue** | **NAP strategy/policy area that research will inform** | **Source/type of research (surveillance, economic, behavioural).**  **Provide links to the data /research** | **Who is the data for/ how should it be used?**  **Who will collect it? How?** |
|  |  |  |  |
|  |  | **Links to the data/ research:** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Required research area or issue** | **NAP strategy/policy area that research will inform** | **Source/type of evidence (surveillance, economic, behavioural)**  **Provide links to the data/research** | **Who is the data for/ how should it be used?**  **Who will collect it? How?** |
|  |  |  |  |
|  |  | **Links to the data/ research:** |  |

**Tool 4. Prioritization of policy interventions for NAP implementation**

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**METHODOLOGY:**

**In the Tool 4 template below: In Column 1 the considerations for prioritization are listed (in three sections: ‘1. Getting started’, ‘2. Implementation’ and ‘3. Potential impact’). In Column 2 answer 'YES’ or ‘NO” to the question in Column 1. In Column 3 use the ‘Sample policy ranking’ above to rank the likelihood of achievement (not all consideration can/need to be ranked). In Column 4 enter any explanatory descriptions or comments.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Considerations for developing NAP/Policy interventions** | **YES/NO** | **Rank (1-4)** | **Description/comments** |
| **1. Getting started** | | | |
| Is a NAP area being addressed?  If ‘YES’ which NAP area? |  |  |  |
| Does it require a new or amended policy/law/regulation? |  |  |  |
| Does it require enforcement of an existing policy/law/regulation?  If ‘YES’, which policy/law? |  |  |  |
| Does it have momentum/ resonance with policy-makers? |  |  |  |
| Is it on the policy/political agenda? |  |  |  |
| Is the intervention SMART:  Specific?  Measurable?  Achievable?  Relevant?  Time-bound? |  |  |  |
|  |  |  |  |
| Are there identifiable policy-makers responsible for implementation? |  |  |  |
| Is there a critical mass of supportive ministers/civil servants? |  |  |  |
| Are there identifiable stakeholders/ influencers to assist? |  |  |  |
| Are there policy advocacy entry points/windows of opportunity? |  |  |  |
| Are there opponents/interest groups? |  |  |  |
| Does AMR have public support? |  |  |  |
| Is the intervention compatible with socio-cultural norms? |  |  |  |
| **2. Implementation** | | | |
| Is the intervention costed? |  |  |  |
| Is funding available/allocated? |  |  |  |
| Is the intervention cost effective? |  |  |  |
| Is the timeline feasible? |  |  |  |
| Do partners/stakeholders have funds that can be utilized for AMR? |  |  |  |
| Do partners/SHs have additional resources? What are they? |  |  |  |
| **3. Potential impact** | | | |
| Can it be monitored/ evaluated? |  |  |  |
| Are indicators established?  If ‘NO’ can they be added? |  |  |  |
| Are monitors/evaluators in place? |  |  |  |
| Will it have an impact on reducing AMR/AMU/AMC? |  |  |  |
| What is the expected impact? |  |  |  |

**Tool 5. AMR policy- and decision-maker analysis**

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**METHODOLOGY:**

**In the Tool 5 template below: Column 1 provides the factors to consider in identifying key AMR policy-makers to engage. In Columns 2/3/4 enter the key policy-makers in Line 1 (add additional columns as required for more policy-makers) and answer the questions from Column 1, in the following lines of the template.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Policy-makers** | **Policy-maker 1** | **Policy-maker 2** | **Policy-maker 3\*** |
| Who are key AMR policy-/decision-makers in this policy/NAP area? |  |  |  |
| Are policy-makers ‘Strategic’ or ‘Technical’? |  |  |  |
| Which Govt. depts/agencies/committees are involved with AMR policy/NAP implementation? |  |  |  |
| What are the required (specific) actions of policy-makers? |  |  |  |
| Do they have the capacity for the actions?  What more capacity is needed? |  |  |  |
| Do they have resources for AMR (staff, funds, IT)? |  |  |  |
| What is the approval process? Who has the final approval? |  |  |  |
| What is the position/level of interest of policy-makers on AMR? Is it a priority? |  |  |  |
| Who are the opponents of the policy/NAP area? Why? |  |  |  |
| **Considerations for policy** | **Comments** | **Comments** | **Comments** |
| Who has/is there access to policy-makers (see also 3.3. below)? |  |  |  |
| At which stage of the policy process can policy-makers be engaged/influenced:  Prioritisation?  Development?  Implementation? |  |  |  |
| What are other entry points to engage/ influence policy-makers? |  |  |  |
| What/when are the lobbying/briefing/ negotiating opportunities? |  |  |  |
| Who are policy-makers accountable to? |  |  |  |
| What is the knowledge level of policy-makers on AMR? |  |  |  |
| Are policy-makers linked/allied with other AMR-related policy actors/groups? |  |  |  |
| Do policy-makers have vested or other (conflicting) interests? |  |  |  |

\* Add additional columns as required for more policy-/decision-makers

**Tool 6. Policy stakeholder and influencer analysis**

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**METHODOLOGY:**

**In the Tool 6 template below: Column 1 provides the factors to consider in identifying key policy stakeholders and influencers to engage. In Columns 2/3/4 enter the key stakeholders/ influencers in Line 1 (add additional columns as required for more influencers) and answer the questions from Column 1, in the following lines of the template.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder/Influencer** | **SH/Influencer 1** | **SH/Influencer 2** | **SH/Influencer 3\*** |
| Who are influential brokers/leaders to assist in this AMR policy/NAP area (‘influencers’)? |  |  |  |
| What are the required (specific) actions of influencers? |  |  |  |
| Do they have the capacity to achieve the actions?  What extra capacity is needed? |  |  |  |
| What is their link to/interest in AMR? Is it a priority? |  |  |  |
| **Considerations for policy** | **Comments** | **Comments** | **Comments** |
| What access do influencers have to policy-makers? |  |  |  |
| What could strengthen access? |  |  |  |
| How do influencers engage policy-makers?  What are the mechanisms for engagement? |  |  |  |
| What are policy/political windows of opportunity for influencers? |  |  |  |
| Do influencers have: Political- Economic-Social power?  How can they use it? |  |  |  |
| At which stages of the policy-making process can influencers be best involved:  Prioritisation?  Development?  Implementation? |  |  |  |
| What do influencers bring:  expertise/data-evidence/support/ resources/credibility? |  |  |  |
| Who are influencers accountable to? |  |  |  |
| Do influencers have civil society/ public support on AMR? |  |  |  |
| Are influencers linked/allied with other groups? Is there a shared vision/goal? Are there clear responsibilities/roles? |  |  |  |
| Do influencers have vested or other interests? |  |  |  |

\* Add additional columns as required for more stakeholders/influencers

**Tool 7. Private sector partner analysis**

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**METHODOLOGY:**

**In the Tool 7 template below: Column 1 provides the factors to consider in identifying key private sector partners. In Columns 2/3/4 enter the potential private sector partner in Line 1 (add additional columns as required for more potential partners) and answer the questions from Column 1, in the following lines of the template.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Private sector partner** | **Partner 1** | **Partner 2** | **Partner 3\*** |
| Which private sector partners are currently engaged on AMR? |  |  |  |
| What other potential private sector partners must be engaged? |  |  |  |
| Are they from the: human, animal, or environment sector? |  |  |  |
| From what private sector area: pharma, medicine, agriculture, etc? |  |  |  |
| What are the required actions of the private sector partner? |  |  |  |
| Do they have resources for AMR (staff, funds, IT)? |  |  |  |
| What is the level of interest of private sector partners on AMR?  Is it a priority? |  |  |  |
| **Considerations for policy** | **Comments** | **Comments** | **Comments** |
| What do private sector partners bring: expertise/data/support/ resources/credibility? |  |  |  |
| Do partners have: Political- Economic-Social power?  How can they use it? |  |  |  |
| What access do private sector partners have to policy-makers? |  |  |  |
| How do they engage policy-makers?  What are the mechanisms? |  |  |  |
| Do private sector partners have shared goals/objectives (with govt)? |  |  |  |
| Do private sector partners have vested/conflicting interests? |  |  |  |

**Tool 8. Information and advocacy needs of: 1. Policy-makers; and 2. Stakeholders/influencers**

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**METHODOLOGY:**

**In the Tool 8 template below: Column 1 provides the factors to consider in terms of the information needs of policy-makers. In Columns 2/3/4 enter the policy-makers in Line 1 (add additional columns as required for more influencers) and answer the questions from Column 1, in the following lines of the template. Follow the same process for stakeholders and influencers in the second section of the tool.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Policy-makers** | **Policy-maker 1** | **Policy-maker 2** | **Policy-maker 3\*** |
| List the key policy-/decision-makers  (from Component 2.2/Tool 5) |  |  |  |
| **Considerations for information** | **Comments** | **Comments** | **Comments** |
| What is the level of knowledge of policy-makers on AMR? |  |  |  |
| What additional information/knowledge do policy-makers need on AMR? |  |  |  |
| Where do policy-makers usually get information on AMR from? |  |  |  |
| What formats are preferred by policy-makers? What are the most effective:  Policy briefs/briefings?  Personal meetings/negotiations?  Petitions/letters/emails?  Public meetings/events?  Social media/blogs/’tweets’?  Media events? |  |  |  |
| Have Policy Briefs been developed?  If ‘YES’, who were they for?  With what results? |  |  |  |
| **Stakeholder/Influencer** | **SH/Influencer 1** | **SH/Influencer 2** | **SH/Influencer 3\*** |
| List the stakeholders/influencers (from Component 2.3/Tool 6) |  |  |  |
| **Considerations for information** | **Comments** | **Comments** | **Comments** |
| What is the level of knowledge of stakeholders/influencers? |  |  |  |
| What additional information do stake-holders/influencers need? |  |  |  |
| What are their usual sources of information? |  |  |  |
| What formats are preferred by stakeholders:  Personal meetings/negotiations  Public meetings/events/rallies  Social media/blogs/’tweets’  Media events/news conferences |  |  |  |

\* Add additional columns as required

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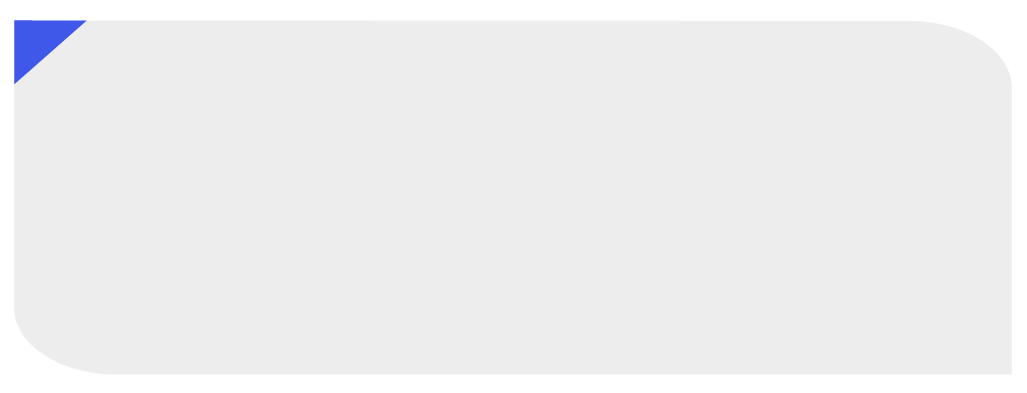
Description automatically generated**Tool 9. Governance structures and mechanisms for AMR**

**METHODOLOGY:**

**In the Tool 9 template below: Column 1 contains the considerations for governance. In Column 2 answer 'YES’ or ‘NO” to the question in Column 1. In Column 3 enter any explanatory description or comments.**

|  |  |  |
| --- | --- | --- |
| **Considerations for governance** | **Yes/No** | **Description/comments** |
| Is NAP implementation ‘One Health’ collaborative/multi-sectoral? |  |  |
| Are all sectors involved:  Human? Animal? Environment? |  |  |
| Are governance/coordination structures in place, for example:  Intersectoral/One Health committee?  National AMR committee?  Technical Working Groups?  AMR Focal Point?  If ‘YES’:  Describe their role and responsibilities; and  Whether they have decision-making status? |  |  |
| Do structures/mechanisms include all sectors? |  |  |
| Are there clearly defined members of the committees/working groups? |  |  |
| Are civil society/NGOs represented in committees/working groups? |  |  |
| Is the criteria for membership of committees established/formalized? |  |  |
| Have TORs been developed? |  |  |
| Are additional governance structures needed? |  |  |

**Tool 10. Resource mobilization: current and future funding for NAPs**



**METHODOLOGY:**

**In the Tool 10 template below: Column 1 contains the considerations for funding and resurce mobilization. In Column 2 answer 'YES’ or ‘NO” to the question in Column 1. In Column 3 describe in more detail the current funding environment for AMR. In Column 4 describe in more detail the future funding environment for AMR.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Considerations for funding/ resource mobilization** | **Yes/No** | **Comments: current funding** | **Comments: future funding** |
| Is the NAP fully costed?  If ‘YES’, was the WHO costing tool utilized? |  |  |  |
| Are there specific funds available for NAP implementation?  If ’YES’, for what? |  |  |  |
| Can additional funds/resources can be mobilized by policy-makers for NAP implementation? From where? |  |  |  |
| Has donor mapping been conducted? |  |  |  |
| Is funding short-term/donor project-based? From: |  |  |  |
| * Fleming Fund |  |  |  |
| * Tripartite |  |  |  |
| * World Bank/ADB/AU |  |  |  |
| * Other development partners |  |  |  |
| Are/can cross-sectoral funding opportunities be used for AMR? |  |  |  |
| Have/can funds/resources be mobilized by stakeholders? e.g. NGOs |  |  |  |
| Can/does the private sector provide funding? |  |  |  |
| Has COVID-19 had an impact on AMR/NAP funding? |  |  |  |

**Tool 11. Analysis of civil society, community and health sector engagement** Shape, rectangle

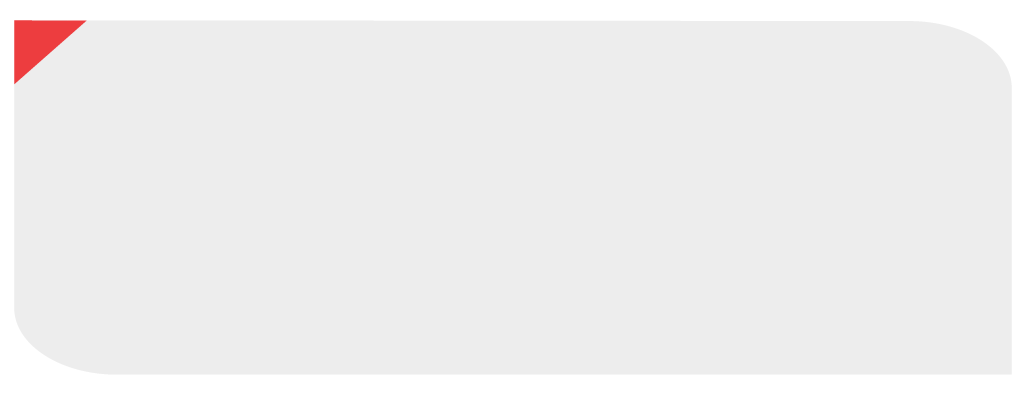
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**METHODOLOGY:**

**In the Tool 11 template below: Column 1 shows factors to consider in identifying key civil society, community and health sector stakeholders to engage. In Columns 2/3/4 enter the key stakeholders in Line 1 (add additional columns as required for more stakeholders) and answer the questions from Column 1, in the following lines of the template. The second part of the tool is for identifying the information needs of civil society and health stakeholders.**

|  |  |  |  |
| --- | --- | --- | --- |
| **CSO/community stakeholders** | **CSO/SH/health 1** | **CSO/SH/health 2** | **CSO/SH/health 3** |
| Which CSOs/community groups/ health sector groups can assist AMR policy development/NAP implementation? |  |  |  |
| What is their link to AMR? |  |  |  |
| What are the required actions of CSOs/stakeholders? |  |  |  |
| Do they have the capacity to achieve the above actions? |  |  |  |
| Do they have resources for AMR (staff, funds, IT)? |  |  |  |
| What can CSOs/civil society do realistically? For example:  Organise petitions/letters?  Organise public meetings/ events?  Utilise social media/ blogs/email?  Engage media/organise events?  Build coalitions of support? |  |  |  |
| **Considerations for policy** | **Comments** | **Comments** | **Comments** |
| Are CSOs involved in AMR/ policy development? How? |  |  |  |
| At which stages of the policy-making process can civil society be best involved:  Prioritisation?  Development?  Implementation? |  |  |  |
| What do they bring, for example:  expertise/data-evidence/popular support/resources/credibility? |  |  |  |
| Do they have: Political-Economic- Social power? |  |  |  |
| How can these powers be used? |  |  |  |
| How do CSOs/community groups engage policy-makers? |  |  |  |
| What are the policy/political windows of opportunity for CSOs/community groups? |  |  |  |
| How do CSOs/community groups engage with the public? For example, through:  Influencers/peers?  Community events/activities?  Social media/blogs/’tweets’?  Information booths?  Fundraising events? |  |  |  |
| Do CSO/community groups have vested or other interests? |  |  |  |
| **Information needs** | **Comments** | **Comments** | **Comments** |
| What is the level of knowledge of CSOs/community groups? |  |  |  |
| What information will help? |  |  |  |
| What formats are preferred by CSOs/community groups? |  |  |  |
| What are their usual sources of information? |  |  |  |
| What advocacy materials have been developed already for CSOs? |  |  |  |
| What training and education is available on AMR? What is needed? |  |  |  |

**Tool 12. Adapted ‘SWOT’ analysis for communication**

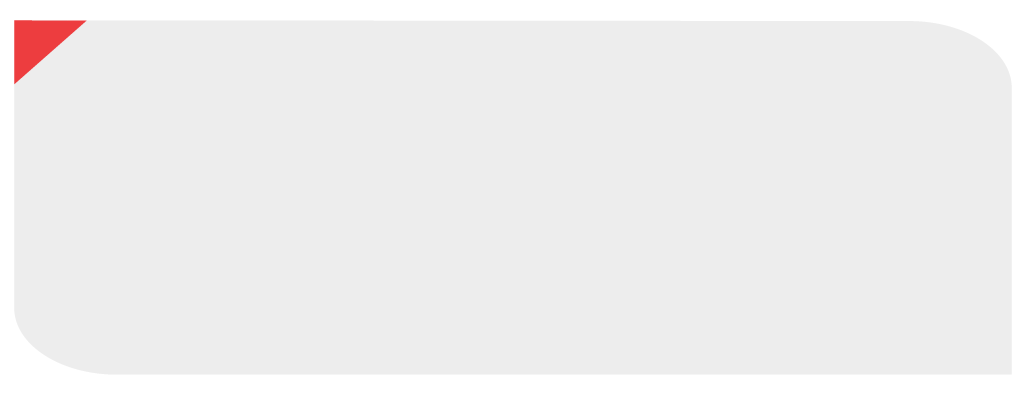
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**METHODOLOGY:**

**In the Tool 12 template below: Column 1 shows the ‘COT’ area. In Column 2 write a few sentences highlighting the key issues in the country regarding AMR communication.**

|  |  |
| --- | --- |
| **‘SWOT’-‘COT’ area** | **Description** |
| **Challenges**: internal capacity and motivation of the organisation/ department, and the external communication environment in the country, such as policy and political issues |  |
| **Opportunities**: enabling factors within the organisation/dept. and the external opportunities for effectively communicating AMR to audiences |  |
| **Threats/barriers**: internal barriers to effective communication on AMR; and the external environment in which communication is not resonating amongst audiences |  |

**Tool 13. Sample Communication strategy**

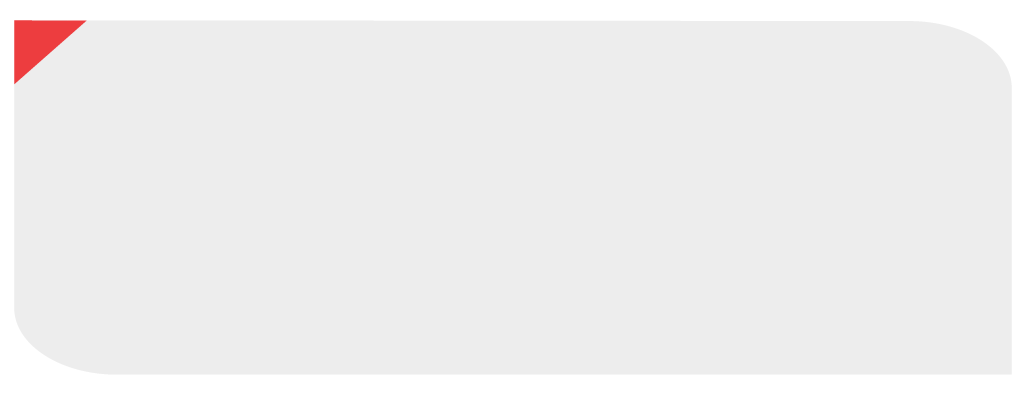
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**METHODOLOGY:**

**In the Tool 13 template below: Column 1 is the strategy level (objective, outcome, activity). In Column 2 enter the corresponding description/details of the outcome, activity, etc. In Column 3 enter the indicator for that outcome, activity. A full example is provided in Annex B.**

|  |  |  |
| --- | --- | --- |
| **Strategy level** | **Description** | **Indicator** |
| **Objective:** | For example: *To prevent and control infection at health care and animal health settings* |  |
| **Outcomes:** |  |  |
| Outcome 1: | For example: *Hand hygiene in health care and animal waste will be strengthened* | For example:  *# of training sessions*  *# of workshops*  *# of hand hygiene stations improved/constructed* |
| Outcome 2: |  |  |
| Outcome 3: |  |  |
| Outcome 4: |  |  |
| Outcome 5: |  |  |
| Outcome 6: |  |  |
| **Activities:** |  |  |
| Activity 1 |  |  |
| Activity 2 |  |  |
| Activity 3 |  |  |
| Activity 4 |  |  |
| Activity 5 |  |  |
| Activity 6 |  |  |
| Activity 7 |  |  |
| Activity 8 |  |  |

**Tool 14. Sample Communication Action Planning Sheet**

****

**METHODOLOGY:**

**In the Tool 14 template below: Enter the ‘Objective’. Then in A1 Identify the audiences to be reached. In A2 Describe the actions that audiences should take. In A3 Describe the barriers to taking action. In B1 Describe the messages to convey to audiences. In B2 Describe additional information needed to help messages resonate. In B3 outline the channels to reach audiences**

|  |
| --- |
| **A. Communication issue** |
| **Objective:** For example: *To prevent and control infection at health care and animal health settings: strengthenhand hygiene in health care and animal waste.* |
| **1. Audience:** Who are we communicating to? |
| Note. See Component 5.5 ‘Audience mapping’, for example, doctors, farmers, pharmacists |
|  |
| **2. Action:** What action do we want the audience to take? |
| Note. The behaviour to change, for example, farmers not to use antibiotics as growth promoters |
|  |
| **3. Barriers:** What can prevent audiences from taking action? |
| Note. See Tool 12 above ‘COT analysis’, for example, do they have sufficient information about AMR? |
|  |
| **B. Communication solution** |
| **1. Messages:** What do we want to communicate to audiences? |
| Note. See Component 5.6 ‘Developing key messages’: the information to convey to address barriers and link to objectives, for example, “Protect antibiotic effectiveness: do not prescribe unless essential” |
|  |
| **2. Justification:** Why will audiences believe the message? |
| Note. What or who we can include in communication to persuade audiences, for example, scientific proof, delivered by experts or influencers. |
|  |
| **3. Channels:** How will messages reach the audiences? |
| Note. See Component 5.8 ‘Messengers and channels’, for example, the most effective ways of delivering messages and proof points |
|  |

**Tool 15. Public audiences**

**Shape, rectangle

Description automatically generated**

**METHODOLOGY:**

**In the Tool 15 template below: In Line 1, describe the intervention/NAP area. In Line 2, describe the ‘Advocacy objective’. Column 1 provides the factors to consider in identifying/ defining public audiences. Enter the intended audience. In Column 2 answer questions from Column 1, in the following lines of the template. In Column 3 provide any additional details.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Considerations for defining audiences** | **Description** | **Further comments** | |
| **1. Intervention/NAP area: *Prevent and control infection at health care/animal health settings*** | | |
| **2. Advocacy objective: *Strengthen hand hygiene in health care and animal waste*** | | |
| Who are the public audiences? |  |  | |
| What are the required actions of the public? |  |  | |
| What can audiences do:  Campaign/write letters  Protest/rally/organize events  Donate money |  |  | |
| Are the public aware of AMR?  To what extent? |  |  | |
| Is the language of AMR clear and understood? |  |  | |
| Have KAP studies been conducted to understand behaviours in relation to AMR? |  |  | |
| What more information do public audiences need? |  |  | |
| What sources are most trusted? |  |  | |
| Does the media play a role in AMR awareness? What role? |  |  | |
| Are policy-makers influenced by public interest in AMR? |  |  | |

**Tool 16. Tips on message development**

*Contents are in the Guide*

**Tool 17. Messaging**

**Shape, rectangle

Description automatically generated**

**METHODOLOGY:**

**In the Tool 17 template below: In Line 1, describe the NAP area or policy intervention that messages will relate to.** **In Line 2, describe the ‘Advocacy objective’. Column 1 provides the potential audiences who will be receiving AMR messages. In Column 2 enter details of the main message to get across to that audience. In Column 3 enter details of secondary messages (which are often based upon evidence, data, statistics, etc). In Column 4 provide details of where, what and how to get the evidence required for Column 3.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Audiences** | | **Primary message** | | **Secondary message** | | **Evidence/comments** | |
| **1. Intervention/NAP area:** | | | | | | |
| **2. Advocacy objective:** | | | | | | |
| **Overall** |  | |  | |
| Policy-makers/government/MP | |  | |  | |  | |
| Strategic policy-makers | |  | |  | |  | |
| Technical policy-makers | |  | |  | |  | |
| Donors/development agencies | |  | |  | |  | |
| Influencers/leaders/brokers | |  | |  | |  | |
| INGOs/NGOs/CSOs | |  | |  | |  | |
| Media/social media | |  | |  | |  | |
| General public | |  | |  | |  | |
| **Human health sector** | | | | | | |
| Ministry of Health/Dept. PH | |  | |  | |  | |
| Drug administration | |  | |  | |  | |
| Medical professionals | |  | |  | |  | |
| Pharmacists | |  | |  | |  | |
| Nurses | |  | |  | |  | |
| Community health workers | |  | |  | |  | |
| Professional Associations | |  | |  | |  | |
| Academics | |  | |  | |  | |
| Specialist media | |  | |  | |  | |
| **Animal health/food sector** | | | | | | |
| Ministry of Agriculture/Acqua. Dept. Livestock/Trade/ | |  | |  | |  | |
| Veterinarians (public/private) | |  | |  | |  | |
| Agrovets | |  | |  | |  | |
| Livestock producers/exporters | |  | |  | |  | |
| Farmers | |  | |  | |  | |
| Food producers | |  | |  | |  | |
| Food consumers | |  | |  | |  | |
| Academics | |  | |  | |  | |
| Specialist media | |  | |  | |  | |
| **Environment sector** | | | | | | |
| Ministry of Environment | |  | |  | |  | |
| Academics | |  | |  | |  | |
| Specialist media | |  | |  | |  | |

**Tool 18. Tips on messenger and channel selection**

*Contents are in the Guide*

**Tool 19. Selecting messengers and channels**

**Shape, rectangle

Description automatically generated**

**METHODOLOGY:**

**In the Tool 19 template below: In Line 1, describe the NAP area or policy intervention that messengers/channels relate to. In Line 2, describe the ‘Advocacy objective’. Column 1 provides the potential channel of information/communication for AMR messages. In Column 2 enter details of the audience that you want to reach. In Column 3 describe the potential size of audiences for the channel (known as ‘reach’). In Column 4 describe if the channel is credible among audiences. In Column 5 describe if the channel can influence audiences.**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Messenger/channel** | | **Audience** | | **Potential audience (reach)** | | **Credibility with audience** | | **Influence on audience** | |
| **1. Intervention/NAP area:** | | | | | | | | |  |
| **2. Advocacy objective:** | | | | | | | | |  |
| **Overall** |  | |  | |  | |
| Influencers/leaders | |  | |  | |  | |  | |
| NGOs/CSOs/Civil soc. | |  | |  | |  | |  | |
| ‘Mass’ Media | |  | |  | |  | |  | |
| Social media | |  | |  | |  | |  | |
| Print media | |  | |  | |  | |  | |
| Mobile phone/texts | |  | |  | |  | |  | |
| PSAs | |  | |  | |  | |  | |
| Billboards/posters | |  | |  | |  | |  | |
| Leaflets/brochures | |  | |  | |  | |  | |
| Government web-sites/social media/ email | |  | |  | |  | |  | |
| Media kits/FAQ/ release | |  | |  | |  | |  | |
| Press conf./briefings | |  | |  | |  | |  | |
| **Human health sector** | | | | | | | | |  |
| Ministry of Health | |  | |  | |  | |  | |
| Medical professionals | |  | |  | |  | |  | |
| Pharmacists | |  | |  | |  | |  | |
| Nurses | |  | |  | |  | |  | |
| Community health  Workers | |  | |  | |  | |  | |
| Professional Associations | |  | |  | |  | |  | |
| Experts/academics | |  | |  | |  | |  | |
| Specialist media | |  | |  | |  | |  | |
| **Animal health/food sector** | | | | | | | | |  |
| Ministry of Agriculture | |  | |  | |  | |  | |
| Veterinarians | |  | |  | |  | |  | |
| Agrovets | |  | |  | |  | |  | |
| Livestock producers/ exporters | |  | |  | |  | |  | |
| Farmers | |  | |  | |  | |  | |
| Food producers | |  | |  | |  | |  | |
| Professional Associations | |  | |  | |  | |  | |
| Experts/academics | |  | |  | |  | |  | |
| Specialist media | |  | |  | |  | |  | |
| **Environment sector** | | | | | | | | |  |
| Ministry of Environment | |  | |  | |  | |  | |
| Experts/academics | |  | |  | |  | |  | |
| Specialist media | |  | |  | |  | |  | |

**Tool 20. Tips on Media engagement and management**

*Contents are in the Guide*

**Shape, rectangle

Description automatically generatedTool 21. Media mapping**

**METHODOLOGY:**

**In the Tool 21 template below: In Column 1 provide the name of the media channel/contact or social media influencer. In Column 2 enter the potential audience/followers of that channel/influencer. In Column 3 enter details of the message you want to give to audiences. In Column 4 provide details of what you want to use the audiences to do as a result of receiving the message. In Column 5 describe the particular method of reaching audiences.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Media/social media channel/ contact** | **Reach/audience of media channel** | **Message to convey** | **Aim of media engagement** | **Method (news release, briefing)** | |
| **1. Intervention/NAP area:** | | | | |  |
| **2. Advocacy objective:** | | | | |  |
|  |  |  |  |  | |
|  |  |  |  |  | |
|  |  |  |  |  | |
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|  |  |  |  |  | |

**Tool 22. Example of a Workplan**

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Description automatically generated**

**METHODOLOGY:**

**In the Tool 22 template below the example can be updated to reflect the country context: In Line 1, describe the NAP area. In Line 2 describe the policy intervention to be implemented. In Column 1 describe the activities to be conducted to achieve the intervention described in Line 2. In Column 2 enter details of who/which organization is responsible for conducting the activity. In Column 3 enter details of the resources needed for implementation. In Column 4 provide details of the expected timeline/completion date. In Column 5 provide details of the indicator, that will enable assessment of whether the activity has been completed according to plan.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **Responsible persons/ organisation** | **Resources needed** | **Timeline** | **Indicator** |
| **1. NAP/WHO GAP area:** | | | | |
| **2. Name of policy intervention:** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
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**Tool 23. Policy implementation**

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Description automatically generated**

**METHODOLOGY:**

**In the Tool 23 template below: Column 1 contains the considerations for implementation of NAP areas/policy interventions. In the first section, answer the questions in relation to Column 1. In the second section answer 'YES’ or ‘NO” to the question in Column 1. In Column 3 describe in more detail how implementation of the action plan/NAP area will be achieved.**

|  |  |  |
| --- | --- | --- |
| **Considerations for implementation** | **Description/comments** | |
| What conditions must exist to implement the policy intervention? |  | |
| Who has the authority to authorise and/or implement the policy? |  | |
| What bottlenecks/resistance/vested interests must be overcome to achieve the intervention? |  | |
| What is the timeframe? |  | |
| **Considerations for action plan** | **Yes/No** | **Description/comments** |
| Has a NAP implementation/action plan and timeline been developed: |  |  |
| Are there clearly defined goals? |  |  |
| Are there identified resources?  Where from? |  |  |
| Are there identified responsible persons stakeholders?  What are their roles and responsibilities? |  |  |
| What other stakeholders are/can be involved in implementation?  What can they do? |  |  |
| Does the plan include drafting of the actual policy/legislation/regulations, early in the process? |  |  |
| Are there lawyers/policy experts available as a resource? (to help analyse strengths/weaknesses of existing or emerging policies) |  |  |

**Tool 24. Monitoring and evaluation**

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Description automatically generated**

**METHODOLOGY:**

**In the Tool 24 template below: Column 1 contains the considerations for monitoring and evaluation. In Column 2 answer 'YES’ or ‘NO” to the question in Column 1. In Column 3 the M&E context. In Column describe the action needed or how any issues will be resolved.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Considerations for M&E** | **Yes/No** | **Comments/description** | **Action/solution** |
| Is there an existing AMR/NAP monitoring process?  Is a new system required?  Can existing monitoring systems be adapted to include AMR/ NAPs? |  |  |  |
| Who monitors progress on AMR/NAP policy interventions?  Are the responsibilities for monitoring clear?  Is there an ‘M&E Unit’/Focal Point? |  |  |  |
| Are there other groups that would strengthen monitoring? |  |  |  |
| Is technical/staffing/financial resources for monitoring policy implementation provided?  By whom? |  |  |  |
| Are these resources adequate? |  |  |  |
| Do tools/technical competencies exist to monitor policy implementation/NAPs? |  |  |  |
| Are indicators in place to monitor policy implementation/NAPs?  Are they feasible, reliable?  How often will it occur? |  |  |  |
| Is baseline data available?  Are regular data sources available?  What are they?  What other sources would help? |  |  |  |
| Who will reporting be to? |  |  |  |