**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.**

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| **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? |  |  | |