**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 | |  | |  | |  | |