**Tool 17. Messaging**

****

**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 |  |  |  |