

*IVI RADAAR Policy Webinars*

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*AMR: Linking the 'technical' and the 'social'*

## **Why should we care about the 'social stuff'?**

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– Outline:

- Health sciences and social sciences
- Social sciences and AMR
- Advocacy and AMR



## Why it's not easy to link!

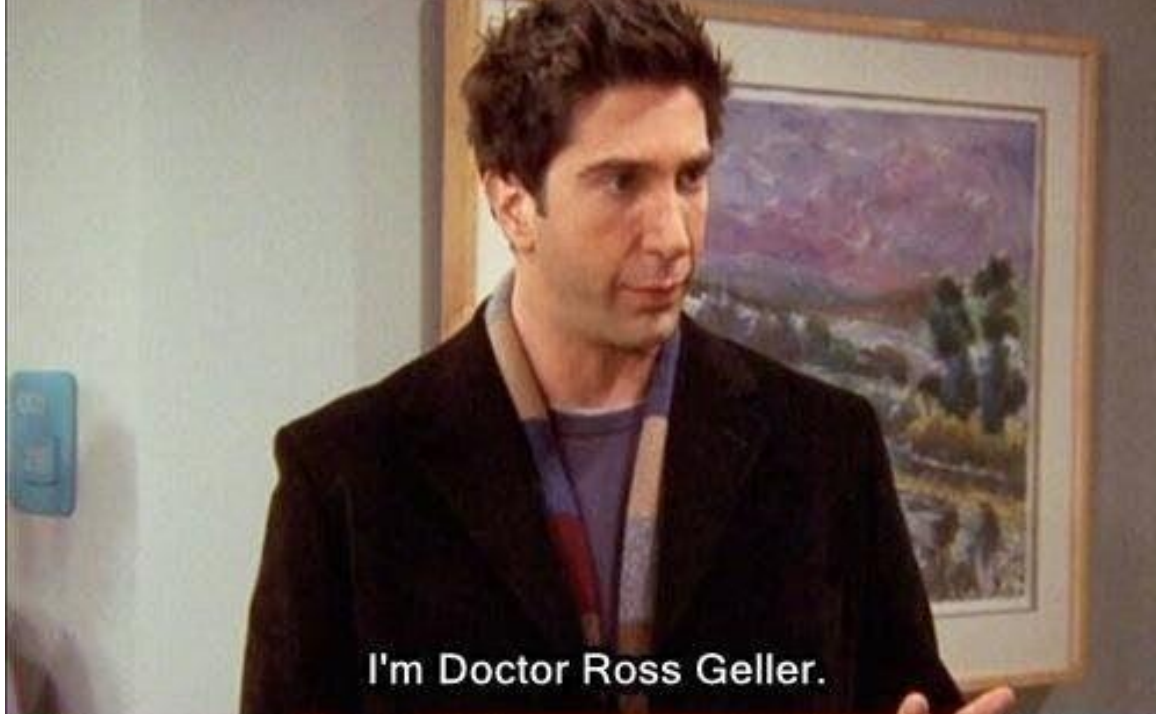
- **Health Sciences**

- Focused on solutions
- Social complexity as a hindrance (exogenous)
- Specialized



- **Social Sciences**

- Focused on problems
- Social complexity as a condition (endogenous)
- Comparative

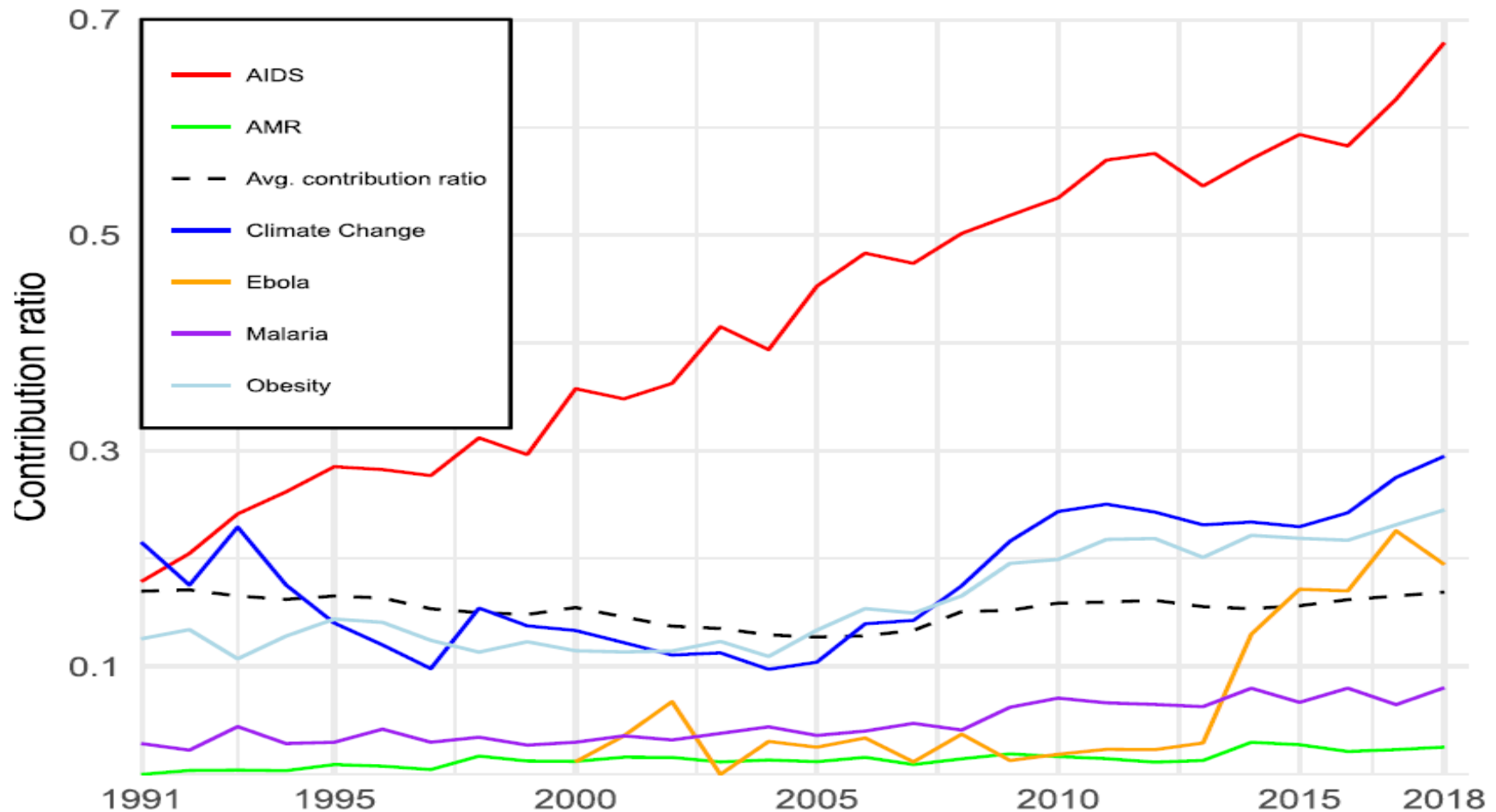


## Why it's worth it!

- AMR is a biomedical problem, but it also interacts with social issues and dilemmas
- Not only synergy but also trans-paradigmatic thinking (thinking out of the box)
- These gains have become more obvious in the wake of COVID-19 (to inform non-pharmaceutical interventions, regional coordination, antivaccers etc.)



## Social Science and AMR



Frid-Nielsen, S. S., Rubin, O., & Baekkeskov, E. (2019). The state of social science research on antimicrobial resistance. *Social Science & Medicine*, 242



## Social Science and AMR

- The majority of social scientific contributions on AMR apply individual perspectives rather than national or global
- However, effective AMR stewardship relies on more than generating behavioral changes and organizational incentives at the micro-level
- There is a need to also understand the policy and outcome dynamics at the global level



## Social Science and AMR

- Four challenges for AMR stewardship through social science prisms
  1. AMR as a transboundary and collective action problem
  2. AMR as a super wicked and creeping problem
  3. AMR as a crisis of modernity
  4. AMR as a distributive justice crisis





## AMR Advocacy Deficit

- The world is awash with global threats and just causes for costly global interventions
- Simply increasing awareness of AMR carries the implicit assumption that absorbing more scientific information will lead to desirable health outcomes
- Awareness is often perceived as scientific awareness (technical)
- Awareness campaigns need to be supported by a powerful networks and coalitions to have the desired effect on political, public and media engagement (the 'social' stuff)





## AMR Advocacy Deficit

- The challenge is not so much popularizing scientific knowledge...
- ...but to overcome a deficit in mobilizing sufficient numbers and kinds of powerful actors to push forward policy and its implementation
- That's why advocacy projects such as RADAAR and REACT are important
- Conceptionally, an idea would be to work on the equivalent to the One Health approach but tailored to agenda-setting



- Thanks for your attention!
- [www.amrsocialscience.com](http://www.amrsocialscience.com)

