AMR EDUCare

Communication and dissemination plan

D.7.1.

Co-funded by the European Union

Project information:

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Acronym: AMR-EDUCare

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Call of the action: EU4H - 2022- PJ

Topic: EU4H - 2022- PJ - 06

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Work package: 7

Submission date of the deliverable: 31/07/2023

Dissemination level: Public

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1. Executive summary

The AMR EDUCare project aims to combat antimicrobial resistance (AMR) by enhancing knowledge and skills in responsible antimicrobial practices within the healthcare workforce. It targets both clinical and non-clinical staff, recognizing the importance of a comprehensive approach.

Aligned with the World Health Organization's Global Action Plan on AMR, the project develops a training program that equips healthcare professionals with tools to optimize antimicrobial prescribing practices, reduce waste, and effectively communicate with patients.

The project's target audiences include medical doctors in primary care, nurses, community pharmacists, and health managers in secondary care settings. By engaging these stakeholders, the project aims to create a network of knowledgeable professionals actively contributing to the fight against AMR.

The training program consists of three courses.

1. The first course focuses on antimicrobial prescribing optimization, providing evidence-based strategies for appropriate use. Participants gain an understanding of factors influencing prescribing decisions and tools to promote responsible practices.
2. The second course addresses antimicrobial waste reduction and management. It highlights the importance of proper disposal to prevent environmental contamination and resistance development. Participants receive practical guidance on waste management protocols.
3. The third course, complementing the prescribing course, emphasizes patient empowerment. Professionals learn effective strategies to promote appropriate antimicrobial use, educate patients about AMR, and empower them in their healthcare decisions.

All three courses integrate digital health and behavioral change elements. Recognizing the evolving healthcare landscape, the program equips professionals to leverage digital tools and promote behavioral change among themselves and patients.

In summary, the AMR EDUCare project targets healthcare professionals with a comprehensive training program on responsible antimicrobial practices. By equipping clinicians and non-clinical staff with knowledge and skills, the project aims to improve awareness, enhance communication, and drive behavioral change to combat AMR effectively.

To ensure effective dissemination, the AMR EDUCare project tailors its communication to meet the specific needs of stakeholders. Key messages convey the importance of responsible antimicrobial

practices and engage healthcare professionals in combating AMR. Multiple channels, including online platforms, social media, newsletters, conferences, and workshops, will be used for wide-reaching dissemination.

The project establishes a cohesive visual identity with logos, colors, and design elements, enhancing visibility and credibility across communication channels. Synergies with other projects, collaborations, and coordination with AMR-related initiatives amplify impact and reach a broader audience.

Clear roles and responsibilities are defined for project partners to ensure well-coordinated dissemination. Key performance indicators (KPIs) monitor reach, engagement, and impact, enabling evaluation and adjustment of the dissemination strategy.

Target audiences are healthcare professionals, including medical doctors, nurses, community pharmacists, and health managers in secondary care settings. Tools like educational materials, online platforms, workshops, webinars, and interactive resources are utilized for effective dissemination.

In summary, this document goes beyond outlining the dissemination strategy. It covers tailored communication, diverse channels, visual identity, synergies with other projects, partner responsibilities, KPIs, target audiences, and tools. By addressing these elements, the project maximizes its impact, ensuring training materials reach stakeholders effectively.

2. Key messages of the project

The project emphasizes the active contribution of all partners towards achieving the communication objectives and developing and disseminating the high-level messages of each Work Package (WP). Each partner plays a vital role in the creation of courses and reports related to their respective WPs.

The contents of the courses and other reports will be transformed into concise and impactful communication pieces. These pieces will be strategically distributed through various communication channels to effectively reach the target audiences. All communication efforts will be aligned with the overarching key messages of the project, ensuring consistency and coherence in conveying project objectives.

These key messages have been carefully crafted to ensure clarity, credibility, and comprehensibility of the project's activities. They will be prominently featured on the project's website, social media platforms, and in all communication materials associated with the AMR EDUCare project. By consistently incorporating these key messages, the project aims to create a unified and cohesive narrative that resonates with stakeholders and raises awareness about the project's significance.

2.1. Messages concerning AMR

- WHO has declared that AMR is one of the top 10 global public health threats facing humanity.
- The misuse and overuse of antimicrobials are the main drivers in the development of drug-resistant pathogens (WHO).
- AMR threatens the effective prevention and treatment of an ever-increasing range of infections caused by bacteria, parasites, viruses and fungi. (WHO)
- Antibiotics are an essential tool for modern medicine, enabling common procedures such as transplantation, chemotherapy for cancer, and even orthopedic surgery. Without the availability of potent antibiotics, these treatments would not be possible (ECDC).
- Antibiotics are often unnecessarily prescribed for viral infections, against which they have no effect. Similarly, when diagnoses are not accurately made, broad-spectrum antibiotics are prescribed because the causative microorganism is unknown, killing a large proportion of various bacteria and not only the bacteria responsible for the disease (ECDC).

- Misuse of antibiotics leads to the emergence and selection of resistant bacteria. Doctors in Europe and worldwide now face situations where infected patients cannot be treated adequately because the responsible bacterium is totally resistant to available antibiotics (ECDC).
- AMR is a critical public health threat; hundreds of thousands die from common, previously treatable infections because the bacteria that cause them have become resistant to treatment. (press release 1)
- The cost of AMR to the economy is significant. In addition to death and disability, prolonged illness results in longer hospital stays, the need for more expensive medicines and financial challenges for those impacted. (WHO)
- Without effective antimicrobials, the success of modern medicine in treating infections, including during major surgery and cancer chemotherapy, would be at increased risk. (WHO)
- AMR affects animal, human and environmental health and as such requires a 'One Health' approach to stop its development and ensure successful stewardship (WHO).

Sources of the above messages:

https://www.who.int/news-room/fact-sheets/detail/antimicrobial-resistance
https://www.who.int/news-room/fact-sheets/detail/antibiotic-resistance
https://www.ecdc.europa.eu/en/antimicrobial-resistance/facts

2.2. Messages related to AMR EDUCare project

- Improving awareness and understanding of AMR and promoting expert-driven behavioral change through effective communication, education, and training are crucial in addressing the global challenges of antimicrobial awareness.
- To effectively combat AMR, it is essential to target audiences in human health, animal health, agricultural practice, and consumers. These groups must be appropriately guided in the responsible use and prescription of antimicrobials to mitigate the development of resistance.
- Integrating AMR as a core component of professional education, training, certification, continuing education, and development in the health, veterinary, and agricultural sectors is vital. This approach ensures that professionals have a proper understanding and awareness of the risks associated with AMR.
- AMR occurs when bacteria adapt to the presence of antibiotics they are exposed to, which is a natural process. However, the dangerous acceleration of AMR is primarily driven by the misuse and overuse of antimicrobials. Consequently, education and awareness-raising activities targeting health professionals are essential in the fight against AMR.
- To address AMR effectively, all clinicians and healthcare workers must take on the role of antimicrobial stewards. This involves prescribing antimicrobials appropriately and educating patients and colleagues on their proper use. By becoming stewards of this increasingly scarce medical resource, healthcare professionals can play a significant role in combating AMR (WHO).
- It's important to recognize that AMR extends beyond clinical areas and usage. It can also impact the environment through water contamination. This can occur due to the inappropriate disposal of antimicrobials and the use of products, such as disinfectants, that aim to suppress antimicrobial development. Therefore, addressing AMR requires comprehensive strategies that encompass proper disposal practices and the responsible use of all antimicrobial-related products.

2.3. Messages concerning the training modules

Antimicrobial prescribing optimisation:

- Antibiotics are widely used in primary care, accounting for more than 80% of their global use. However, overuse and misuse of antibiotics are associated with increasing AMR, making it crucial for medical professionals in different specializations to stay up-to-date with the latest advances in antibiotic prescribing optimization.

- Our vision is to increase the knowledge of primary healthcare professionals in Europe on the appropriate use of antimicrobials to reduce AMR, by providing specialized educational materials based on current digital technologies. This aims to highlight the overuse of antibiotics and reduce the rate of inappropriate prescribing in primary healthcare settings.

Antimicrobial waste reduction and management:

- Our vision is to incorporate procurement and waste management as powerful tools in the fight against AMR. By promoting sustainable practices in the healthcare sector, we aim to reduce waste and ensure the appropriate disposal of waste including antimicrobial related waste
- The AMR curricula for healthcare professionals and health managers currently lack sufficient emphasis on antimicrobial waste management.
- Green procurement is not yet widely adopted in Europe and is often viewed as a novel concept. While some countries have made efforts to address AMR through waste management, not all health systems or Member States have prioritized this issue.
- Waste management is often an under-considered area in the prevention of AMR, but improper waste management systems and disposal of antimicrobial contaminated waste can promote AMR development in the environment. As hospitals and healthcare workers are key users of antimicrobials and often reserve antibiotics, it is important that we mobilize them to enhance waste management practices and help prevent the spread of AMR.

Patient empowerment:

- Our vision is to empower patients by increasing their awareness and understanding of the appropriate use of antibiotics, as well as the potential impacts of antibiotic misuse. Through this effort, we envision a future where patients are active partners in their own healthcare, equipped with the knowledge and tools they need to make informed decisions about their health and well-being.
- If patients understand the appropriate follow-up of antibiotic treatment after prescription, it will reduce antibiotic misuse and overuse.
- Patient education about AMR enables more effective communication with patients within the limited time available in public health.
- Our mission is to address the critical issue of antimicrobial resistance (AMR) by raising awareness and promoting understanding of the appropriate use of antibiotics. We recognize that the misuse and overuse of antibiotics is one of the key factors contributing to the increase in AMR across Europe. To support an informed society, we aim to identify knowledge gaps across different patient groups and prepare healthcare professionals to share key messages and best practices for preventing the silent pandemic of AMR.

Digitalization

- Our vision is to provide cutting-edge digital skills and change behavior tools to be incorporated into all training modules developed in the AMREDUCare project.

3. Relevant communication channels

The following websites, social media channels and persons are available to support the communication channels.

Health Care Without Harm Europe

website: https://noharm-europe.org/
https://www.facebook.com/HCWHEurope
https://www.linkedin.com/company/health-care-without-harm-europe/
https://twitter.com/HCWHEurope
https://www.youtube.com/HCWHEurope
https://www.instagram.com/hcwheurope/

ISGlobal

website: https://www.isglobal.org/en/
https://www.facebook.com/isglobal
https://www.linkedin.com/company/barcelona-institute-for-global-health-isglobal-/
https://twitter.com/ISGLOBALorg
https://www.youtube.com/user/ISGLOBALorg
https://www.instagram.com/isglobalorg/

Instituto Universitario de Lisboa

website: https://www.iscte-iul.pt/
https://www.facebook.com/ISCTEIUL
https://www.linkedin.com/school/iscte/?originalSubdomain=pt
https://twitter.com/iscteiul
https://www.youtube.com/user/iultv
https://www.instagram.com/iscte_iul/
For the research centres: Ana Lucia Martins
Business Research unit: website: https://bru.iscte-iul.pt/
Centro de investigação e intervenção social: Website: https://www.cis.iscte-iul.pt/
ISTAR-Iscte: website: https://istar.iscte-iul.pt/
Contact person for communication: Marta Martos marta.matos@iscte-iul.pt

European Quality and Safety in Family Practice

website: https://equip.woncaeurope.org/
https://www.facebook.com/groups/EQuiP.WONCA/
https://www.linkedin.com/groups/2917509/
https://www.youtube.com/user/EQuiP2011

European Connected Health Alliance

website: https://echalliance.com/
https://www.facebook.com/echalliance/
https://www.linkedin.com/company/echalliance/
https://twitter.com/ECHAlliance?
https://www.youtube.com/channel/UCV0UHb7Vwn26p-mTqvFP2rw

Institute of Biomedicine of Seville

website: https://www.ibis-sevilla.es/
www.hospitaluvrocio.es
https://twitter.com/ibis_sevilla

University of Florence

website: https://www.unifi.it/
https://www.facebook.com/UNIFIOFFICIAL
https://www.linkedin.com/school/university-of-florence/
https://twitter.com/UNI_FIRENZE
https://www.instagram.com/unifirenze/
https://www.youtube.com/user/UNIFIRENZE

European Health Management Association

website: https://ehma.org/
https://www.facebook.com/EHMA.org/
https://www.linkedin.com/company/the-european-health-management-association-ehma-/?originalSubdomain=be
https://twitter.com/EHMAinfo
https://www.youtube.com/@ehmabrussels3503
Contact person: Domenico Sorrentino domenico.sorrentino@ehma.org

Spanish Agency of Medicines and Medical Devices

website: https://www.aemps.gob.es/ (LinkedIn and YouTube icons are swapped)
https://www.linkedin.com/company/agencia-espa-ola-de-medicamentos-y-productos-sanitarios/
https://www.youtube.com/AempsGobEsinfo
https://twitter.com/AEMPSGOB

National Kapodistrian University of Athens, Medical School, Attikon Hospital

website: https://en.uoa.gr/
https://www.facebook.com/uoa.official
https://www.linkedin.com/school/ethnikon-kai-kapodistriakon-panepistimion-athinon/
https://twitter.com/uoaofficial
https://www.youtube.com/channel/UCz9D6aUKkfItjR6cPrn1OVw

Lithuanian University of Health Sciences

website: https://lsmuni.lt/en/
https://www.facebook.com/Study.at.LSMU/
https://www.instagram.com/study_at_lsmu/

Hungarian Healthcare Management Association (MEMT)

website: https://memt.hu/
https://www.facebook.com/profile.php?id=100057587223828

4. The project's visual identity

The project's visual identity is centered around the project logo:

Visual explanation of the logo:

- Yellow is associated with resistant bacteria.
- The three semi-circles represent the protection against the resistant bacteria.
- The three other colors: green, light and dark blue, will be assigned to the three main training areas of the project.

Key colors of the project:

C: 1 M: 12 Y: 94 K:0 / R: 252 G: 216 B: 52 / # FCD834

C: 42 M: 3 Y: 100 K:0 / R: 165 G: 200 B: 70 / # A5C846

C: 73 M: 0 Y: 13 K:0 / R: 20 G: 190 B: 218 / # 14BEDA

C: 51 M: 0 Y: 12 K:0 / R: 118 G: 206 B: 222 / # 76CEDE

C: 83 M: 27 Y: 15 K:28 / R: 26 G: 119 B: 150 / # 1A7796

C: 0 M: 0 Y: 0 K:90 / R: 75 G: 75 B: 77 / # 4B4B4D

C:7 M: 0 Y: 0 K: 0 / R: 230 G:251 B: 255 /#E6FBFF

The colors of the three courses:

Project partners can find in the intranet all the templates developed for the project communication, from word templates to design elements to include in the publications.

The project logo manual - see Annex 2 - is available for all partners.

5. Synergies with other projects

EQuiP

EQuiP conducted the PECC-WE (Patient Empowerment in Chronic Conditions - WONCA Europe) project from 2012-2015. Please see the free e-learning course here: https://equip.woncaeurope.org/tools/pecc-we-patient-empowerment/motivational-interviewing-online-course
'Patient Empowerment' was adopted as the 12th Characteristic of European General Practice by Wonca Europe in September 2011. In effect, this means that patient self-management is recognised as being a specific core characteristic of general practice, which should promote patients' active involvement in their own healthcare.

BeWell

https://bewell-project.eu/skills-strategy/
What they promise:
Over the next four years (2022-2026) this project will develop a green and digital skills strategy for the health ecosystem that can be implemented at a local, regional, national, and ultimately at the European level.

How they plan to do it: At BeWell we will co-create training programmes on green and digital skills, respecting and uniting the diversity of Europe's health ecosystem

AMR-Educate

A multinational and interdisciplinary research-integrated education partnership for a sustainable future against infection and AMR threats.

https://www.inn.no/english/research/research-projects/amr-educate/

JPIAMR

Global Coordination of Antimicrobial Resistance Research The Joint Programming Initiative on Antimicrobial Resistance, JPIAMR, is a global collaborative organisation and platform, engaging 29 nations to curb AMR with a One Health approach

www.jpiamr.eu

6. The roles and responsibilities of partners

HCWH - Health Care Without Harm Europe

- Presentation at events
- Scientific articles
- Help in drafting targeted communications
- General dissemination of the project activities

AEMPS - National Action Plan on AMR (PRAN):

- Dissemination of articles, newsletters, posts on social media.
- Disseminate project information among our collaborators (70 scientific societies and more than 300 expert collaborators).

SAS - Andalusian Health Services

FISEVI - Fundación Pública Andaluza para la Gestión de la Investigación en Salud de Sevilla

- Scientific articles
- Dissemination and translation of articles, posts on social media
- Communications at congress/events

ECHALLIANCE - European Connected Health Alliance

EHMA - European Health Management Association

- Set up of a project page on EHMA website
- Blog post announcing the kick-off meeting of the project
- Helping the partners to draft content for project page on their website
- Dissemination of press releases/social media posts/newsletters (the last ones tailored for our audience)

EQUIP - European Society for Quality and Safety in Family Practice

- Dissemination of newsletters, posts on social media, conference presentation, etc.
- Scientific articles, GP feedback on content and materials across 25 countries, etc.
- SoMe-tracking and communication impact monitoring.

NKUA - National Kapodistrian University of Athens

- Scientific articles
- Conferences
- Newsletters
- dissemination through professional organisations

UNIFI - University of Florence

- Scientific articles
- Conferences
- Newsletters
- dissemination through professional organisations

ISCTE - Instituto Universitario de Lisboa

- Scientific articles
- Communications at meetings/events
- Posts in social media

LSMU - Lithuanian University of Health Sciences

- Scientific articles
- Conferences
- Newsletters
- dissemination through professional organisations

MEMT - Hungarian Healthcare Management Association

- General coordination of the communication activities
- Planning of bi-weekly meetings, keeping the minutes - when we already have presentable project result
- Preparation of social media posts
- Preparation of the newsletters
- Presentation at a national event (Patient Safety Forum)

ISGlobal

- organization of dissemination events within local outreach events
- participation in national/international congresses
- co-edition of scientific articles
- dissemination of pre-created posts for social media (and translation)
- dissemination of press releases and newsletters

7. Courses and target groups

The courses and their modules developed in the AMR EDUCare project:

WP	Module	Titles – AMREDUCare course modules	WP5
WP2 – Antimicrobial prescription	1	Antimicrobial resistance and antibiotics	Digital Health Skills: Available technologies, state-of-the art digitalisations, technologies for health management. Behaviour change interventions.
	2	Upper respiratory tract infections in adult patients	
	3	Lower respiratory tract infections in adult patients	
	4	Urinary tract infections in adult patients	
	5	Skin and soft tissue infections in adult patients	
	6	Oral and odontogenic infections	
	7	Sexually transmitted infections	
	8	Intraabdominal infections + special populations	
	9	Common paediatric infections	
	10	Interpretation of microbiological results	
	11	The role of physicians/pharmacists in antimicrobial stewardship in the community	
	+	3 modules for nurses and 2 modules for managers	
WP3 – Waste management	1	Critical points of control for waste management	
	2	Reliable surveillance and risk assessment	
	3	Digital solutions that reduce and improve the management of antimicrobial waste	
WP4 – Patient empowerment	1	Empowerment of young adults: Communication skills for professionals (prescribers, nurses, community pharmacists)	
	2	Empowerment of the general public (including parents/representatives of pediatric): Communication skills for professionals (prescribers, nurses, community pharmacists)	
	3	Empowerment of the elderly: Communication skills for professionals (prescribers, nurses, community pharmacists)	

7.1. Antimicrobial prescribing optimization course

The Antimicrobial Prescribing Optimization Course primarily targets medical doctors, pharmacists, nurses and healthcare managers with a specific focus on those working in primary care settings. These health professionals play a crucial role in prescribing and managing antimicrobials and have a significant impact on the responsible use of these medications. By equipping them with evidence-based strategies and tools, the course aims to enhance their understanding of factors influencing prescribing decisions. It provides them with the necessary knowledge to ensure appropriate and judicious use of antimicrobials, promoting responsible prescribing practices. This course helps health professionals refine their prescribing skills, optimize treatment outcomes, and mitigate the development of AMR.

7.2. Antimicrobial waste reduction and management course

The Antimicrobial Waste Reduction and Management Course targets a broader range of healthcare professionals involved in secondary care settings, including doctors, nurses, pharmacists, and health managers. These professionals interact with patients in hospitals, clinics, and other healthcare facilities, where the appropriate disposal of antimicrobials is critical. The course focuses on raising awareness about waste management protocols specific to antimicrobials. It provides practical guidance on minimizing environmental contamination and the development of resistance through proper disposal practices. By engaging healthcare professionals across various roles, this course aims to foster a shared responsibility for waste reduction and management, ensuring the optimal use of antimicrobials and mitigating their environmental impact.

7.3. Patient empowerment course

The Patient Empowerment Course is designed for a wide range of healthcare professionals involved in patient care, including doctors, nurses, pharmacists, and other relevant staff members. Recognizing the importance of patient education and engagement in responsible antimicrobial use, this course equips healthcare professionals with effective communication strategies. It empowers them to educate patients about AMR, promote appropriate use, and actively involve patients in their own healthcare decisions. By enhancing communication skills, healthcare professionals can strengthen the patient-provider relationship, ensure patient understanding, and encourage adherence to responsible antimicrobial practices. This course highlights the significance of shared decision-making and patient empowerment as key components in combating AMR.

The AMR EDUCare project recognizes the diverse roles and responsibilities of healthcare professionals in addressing AMR. By targeting these different groups, the project aims to create a comprehensive network of professionals who are knowledgeable about responsible antimicrobial practices. This collaborative approach fosters interdisciplinary cooperation, knowledge sharing, and a unified effort to combat AMR across various healthcare settings. By enhancing the knowledge and skills of healthcare professionals, the project seeks to improve awareness, enhance communication, and drive behavioral change, ultimately leading to more responsible antimicrobial use and the mitigation of AMR.

8. Communication activities: KPIs and channels

The below KPIs reflect the goals of the project's communication efforts, focusing on increasing visibility and engagement. The target audience for each KPI varies but generally includes health professionals, academics, policymakers and the general public. By tracking these KPIs, the project can measure the effectiveness of its communication strategies and make data-driven decisions to optimise its outreach efforts.

Instruments	Reach	Target audience
3 Press releases	Press release picked up by at least 3 media outlets	Policymakers, academics, journalists, health managers, health system administrators
6 Project Newsletters	400 subscribers	Health professionals (doctors, nurses, pharmacists, health management professionals), academics, health system administrators
20 newsletter articles in the newsletters of project partners and multiplier stakeholders	35,000 readers	Health professionals (doctors, nurses, pharmacists, health management professionals), academics, health system administrators
4 articles in health professional journals / media outlets	60,000 viewers	Health professionals, health system administrators, academics
2-3 articles in scientific journals	1,500 viewers	Academics, health professionals
10 presentations at third party events	800 participants	Health professionals, health system administrators
20 social media posts shared via partners' social media channels	400,000 persons reached	Health professionals, patients, the general public
Project website	400 page views/month after M16	Health professionals, academics, general public

Visibility of EU funding will be ensured by including the **following logo on all published deliverables and on the Knowledge Portal**:

Co-funded by the European Union

All the documents produced by the project must include the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive

Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them."

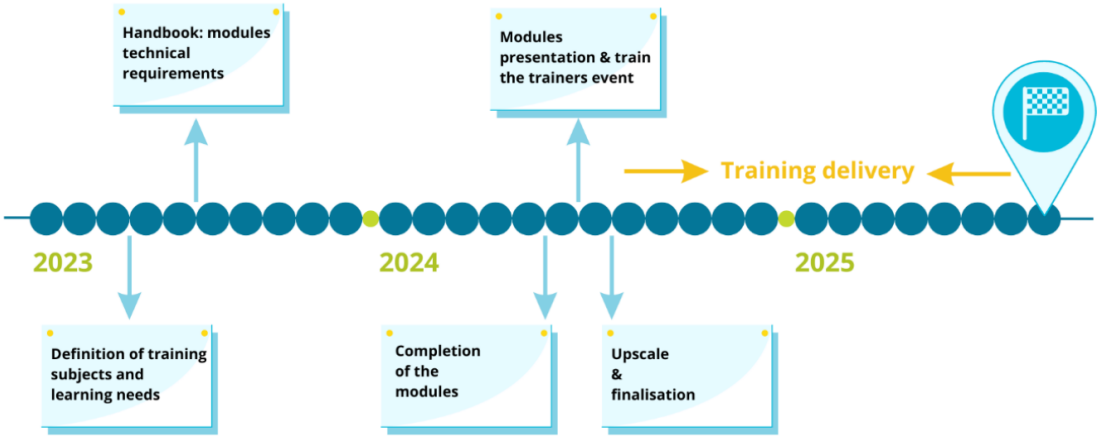
When communicating about the project communication leaders will:

- Consult the HADEA communication guidelines
- Respect the Commission's visibility rules and use the EU emblem/flag and funding statement in your communication material

Follow and tag HaDEA Communication on social media (Twitter | LinkedIn)

8.1. Timeline of important milestones

The following timeline shows the key moments of the project implementation. The communications activities of the project will aim at building momentum around these key dates.



8.2. Media

This section aims to provide comprehensive details about the channels (instruments) mentioned in the previous section. It is important to note that this document will continue to evolve and be regularly updated as the project activities are implemented.

8.2.1. Press releases (3)

Press releases will be issued

- at the kick-off of the project - Annex 1.
- at the release of key training materials and
- at the project's closing

Press releases will be prepared by MEMT project staff and published after consultation with the working group leaders.

8.2.2. Newsletters (6)

Regular updates will be communicated every six months through the project's newsletter (via SendinBlue). The 1st newsletter was sent on May 2023 (https://www.amreducare.eu/newsletter-first/)

Two newsletters will be published per year in Spring and Autumn, depending on the progress of the project and the development of the teaching materials.

Last newsletter: August 2025

8.2.3. Articles in the newsletters of the project partners (20)

The updates on the project implementation will be shared in the newsletters of other partners, especially HCWH Europe, EHMA, ECHAlliance and EQUiP.

HCWH Europe: Safer Pharma newsletter (1,405), HCWH Europe general newsletter (3,910), GGHH newsletter (373 - mostly health managers)

EHMA: general (monthly) and thematic newsletters (4,000+)

EQUIP: European Society for Quality and Safety in Family Practice: Quarterly and thematic newsletters.

ISGlobal: ISGlobal newsletter (monthly)

Stages of the process to prepare short articles for newsletters:

1. MEMT will prepare the short article and share it with the contact persons in each institution (See below).
2. Each partner will insert it into their institution's newsletters, translated into their respective languages.

8.2.4. Social media posts (20)

MEMT will create social media posts for partners to share on their respective social media channels. Although there is no specific calendar defined for these activities, several aspects will be taken into account. This includes the progress of the project, the need to communicate certain aspects such as the launch of working groups or publication of project deliverables, momentum created by national days, and other relevant communication needs of the project. By considering these factors, the project aims to ensure timely and effective communication across social media platforms.

International days to be considered in the social media strategy:

- World Health Day: April 7
- International Nurses Day: May 12
- World Environment Day: June 5
- World Patient Safety Day: September 17
- World Pharmacists Day: September 25
- One Health Day: November 3
- European Antibiotic Awareness Day (ECDC): November 17
- WAAW: November 18-24

Recommended hashtags:

- #amreducare
- #amr
- #antimicrobialresistance
- #education
- #healtheducation

Trending:

- #keepantibioticsworking
- #antibioticresistance

List of social media posts created:

1. June 5 2023 - World Environment Day - Annex 1.
2. Sept 17 2023 - World Patient Safety Day - topic 2023: Patient and family engagement - preparation in progress

National communication campaigns for the national training sessions.

During the course content development, we will initiate national-level communication campaigns with the objective of engaging different health professionals and promoting the course. Once the course materials are finalized, a comprehensive strategy will be formulated to guide these campaigns. It is important to note that this activity may coincide with the business model development in WP8, allowing for synergy and alignment between the communication efforts and the overall project objectives. By strategically coordinating these activities, we aim to maximize the reach and impact of the course within the target audience of health professionals.

8.2.5. Articles in health professional journals / media outlet (4)

We will proactively create and publish articles in reputable health professional journals and media outlets. These articles will serve as valuable resources to educate and inform healthcare professionals about our project.

By leveraging the credibility and reach of these channels, we aim to raise awareness and generate interest among the target audience. The articles will highlight the key aspects, achievements, and impact of the project, emphasizing its relevance and potential benefits to the healthcare industry.

Through strategic placement in trusted publications, we will effectively engage with the health professional community and establish the project as a significant contributor to advancements in the field.

List of publications targeted (non exclusive):

- Journal of Hungarian Interdisciplinary Medicine - https://www.imeonline.hu/ (after the completion of the courses, in 2024)
- Spanish Journal of Medicine - https://www.spanishjmed.com/

8.2.6. Articles in scientific journals (2-3)

The findings and results of the training programme will be published in scientific journals for dissemination towards health professionals

List of publications targeted (non exclusive):

- State of the art on AMR education in 7 EU countries.
- Lithuanian General Practitioner
- Medical Teacher
- Best Evidence Medical Education Collaboration
- Journal of Interprofessional Care
- Health and Interprofessional Practice
- International Journal of Health Professions
- International Journal of Integrated Care
- Journal of Interprofessional Education & Practice
- Journal of Research in Interprofessional Practice and Education
- Journal of Multidisciplinary Healthcare
- Reflections: Narratives of Professional Helping
- Journal of Allied Health
- Journal of Nursing Management
- American Journal of Pharmaceutical Education
- Psychology and Health
- Frontiers in Psychology
- BMC Public health
- BMC health services research

8.3. Events

8.3.1. Presentation of third party events (10)

We will actively participate in third-party events focused on the topic of Antimicrobial Resistance (AMR), where we will showcase and present our project.

Attending these events enables us to establish collaborations, exchange insights, and foster synergies with other like-minded individuals and organizations working towards combating AMR.

- MEP interest group on AMR annual event (May 2023) Contact: Erik Ruiz
- EHMA Annual Conference (2024) - EHMA
- UNEP Workshop environmental dimensions of AMR 28-29 March 2023
- CleanMed Europe 2023 conference (June 2023) - Erik Ruiz
- Interprofessional Team Work and Quality in Health Care (ISCPC), 23-24 November 2023 - EHMA
- ECCMID European Congress of Clinical Microbiology and Infectious Diseases - GLG - ESCMID AMR Meeting https://www.eccmid.org/glg-escmid-amr-meeting (April 14th , 2023) - free registration (in-person - Copenhagen - and virtual - livestreamed -) - Paula Manuela C
- Annual EQuiP conferences.
- LSMU- Annual Conference of Family PHYSICIANS 2024
- ISGlobal: WAAW (november), Science Week Barcelona (november), **or** Barcelona Health Week (february), European Researcher's Night (september); congress (to be defined).
- MEMT: "NEVES" Patient Safety Forum (organized 3 times a year) - https://info.nevesforum.hu/
- AEMPS: National congresses attended by AMR National Action Plan (PRAN) - Maria SG

- Iscte: EUROma (once a year); INTSYS (once a year); SocioDigital Lab day (November 2023); Digital Transformation in Health (June 2023)
- MAITT National Congress, Training Day, Anestexpo 2024 (maitt.hu)
- EfCCNa Congress (European federation of Critical Care Nurses associations) (https://www.efccna.org/)
- COHEHRE (Consortium of Institutes of Higher Education in Health and Rehabilitation in Europe) conference (https://www.cohehre.com/)
- MESZK (Chamber of Hungarian Health Care Professionals) conference (meszk.hu)
- AMEE (International Association for Medical Education - https://amee.org/home) conference (https://amee.org)
- International conference and expo on educational development (https://bit.ly/SE_EduConf_HU)

8.3.2. Awareness-raising activities (10)

WP4 activity during World Antimicrobial Awareness Week 18-24 November.

These events are specifically designed to engage a diverse audience, including health professionals, patients, and the general public.

During these events, we will focus on raising awareness about our project's objectives, initiatives, and their significance in addressing AMR education. Our team will prepare compelling communications materials to effectively disseminate key messages and information.

Event 1: WAAW 2023 - Kaunas - 16 November 2023

Event 2: WAAW 2024 - Barcelona - Date TBD

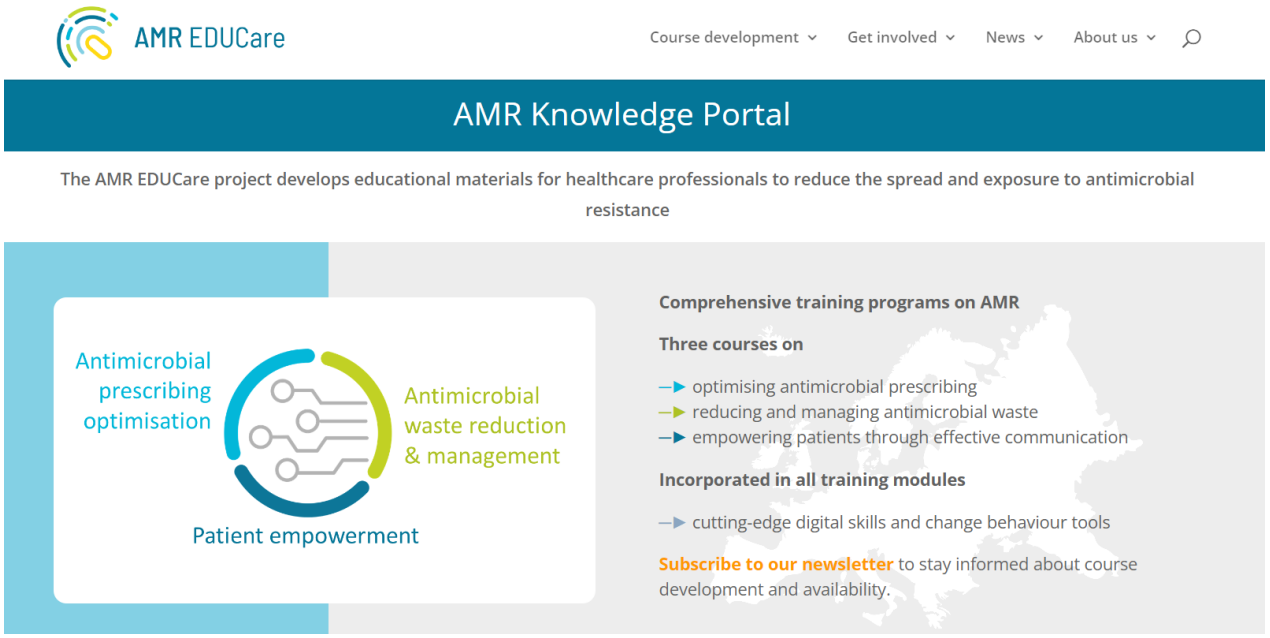
8.4. Knowledge portal

The Knowledge Portal is a comprehensive platform designed to provide valuable information on various aspects of the training courses developed in the project. It aims to serve as a centralized resource hub for health professionals and the general public, offering a wealth of information and content, including:

a) the project's mission, structure, benefits and services for health professionals and for the general public.
b) the available training courses country by country
c) the course development methodologies developed and applied in this project, including results of the needs assessment analysis
d) analysis of the skills developed by course participants: factors of behavioral change and digital transition

The Knowledge Portal is available here: amreducare.eu

The access to the learning modules will be integrated through this portal and a dedicated page on the website of the coordinator (https://noharm-europe.org/) to ensure that the access to the modules will be kept after the end of the funding period. The content will also remain available in the e-learning platform.



8.4.1 Deliverables that will be published in the knowledge portal

D1.1 State-of-the-art and needs analysis on AMR training in the target countries

D4.2 Informative materials for patients

D5.1 Report on IT tools for behavioural change

D5.2 Recommendation on digital skills and behavioural change for AMR

D6.1 Monitoring and Evaluation framework

D6.2 Co-Created WP-specific Impact Cases

D6.3 Competencies Framework

D6.4 Final evaluation report (Assessment of competencies)

D7.1 Communication and dissemination plan

D7.2 Project leaflet

D7.3 Final dissemination report

D7.4 Knowledge portal

Annex 1. - Communication materials

Press releases

OVER 4,000 HEALTHCARE PROFESSIONALS WILL LEARN TO FIGHT ANTIMICROBIAL RESISTANCE (AMR)

- *The AMR-EDUCare project will create specific AMR training for healthcare professionals in 6 EU countries (Spain, Lithuania, Portugal, Hungary, Greece and Italy)*
- *35,000 Europeans die every year due to antimicrobial resistance*

Brussels, March 2023

Over 4,000 health professionals will be trained to fight AMR in their healthcare facilities between March 2023 and October 2025. This training, the first of its kind, will analyse seven EU countries' specific needs for AMR learning resources and develop tailored training.
AMR is a critical public health threat: according to the European Centre for Disease Prevention and Control (ECDC) 35,000 Europeans die each year from common, previously treatable infections because bacteria have become resistant to treatment. AMR develops when bacteria adapt to antimicrobials – commonly antibiotics. While it is a natural process, the misuse and overuse of antimicrobials are dangerously accelerating resistance.
With the coordination of Health Care Without Harm (HCWH) Europe, universities, research institutes, and national health professional associations from nine European countries have formed the AMR EDUCare project – funded by the EU4Health Programme – to develop educational materials for health professionals to reduce the spread of AMR.
The AMR EDUCare training will expand doctors' antibiotic prescription knowledge and improve their communication skills to better manage patient expectations regarding antimicrobial prescription.
The project reflects the WHO's 'One Health' approach and the training will train and improve health management professionals on processes and techniques that better reduce and manage antimicrobial waste.
A dedicated training module will also be developed for community pharmacists and nurses who may not prescribe, but they have a strong influence on patients' antibiotic consumption patterns. This specific module will include scientific and medical information related to antibiotic treatments, appropriate use of antibiotics, and communication tools on how to communicate effectively with patients and their relatives.
These training materials will be publicly available for any interested health professional on an online digital education platform, and they will also enrich in-person training courses in various European countries.

Read more on this breakthrough project: www.amreducare.eu

Articles

AMR EDUCare - reducing AMR through health education

The AMR EDUCare project will develop educational materials and training for health professionals to reduce the spread of and exposure to AMR.

The project will expand doctors' antibiotic prescription knowledge and improve their communication skills to manage patient expectations on antimicrobial prescription. The training will also upskill health management professionals on processes and techniques to reduce and better manage antimicrobial waste.

Funded by the EU4Health Programme, the project will focus on Italy, Spain, Hungary, Portugal, Lithuania, and Greece. A dedicated training module will be developed for community pharmacists and nurses, who have a strong influence on patients' antibiotic consumption patterns. The module will provide scientific and medical information related to preventive measures, antibiotic treatments, appropriate use of antibiotics, and communication tools on how to communicate effectively with patients and their relatives.

These training materials will be available to health professionals as online courses and will also be used in health professionals' continued professional development education across Europe.

Please visit the project website for more information: www.amreducare.eu

Social media posts

1. World Environment Day, June 5, 2023

Antimicrobial waste is a source of antibiotic-resistant bacteria. If it is not managed correctly, it can contaminate the environment. This pollution also affects human health by consuming contaminated food and water. The AMR EDUCare project team develops courses on antimicrobial waste management for healthcare professionals to minimize such waste and control its release, thereby mitigating the spread of antibiotic resistance. Learn more here: www.amreducare.eu/antimicrobial-waste-management/

- #worldenvironmentday
- #AMREDUCare
- #AMR
- #antimicrobialresistance
- #education
- #healtheducation

The recommended text for Twitter:

Waste contaminated with antimicrobials can reach our environment and contribute to antimicrobial resistance. This #WorldEnvironmentDay, learn how we're mobilising healthcare to enhance waste management practices to safeguard our health and environment: amreducare.eu/antimicrobial-waste-management

Annex 2. - The project logo manual

AMR EDUCare

PROJECT LOGO **MANUAL**

Education on antimicrobial resistance for the health workforce

Co-funded by
the European Union

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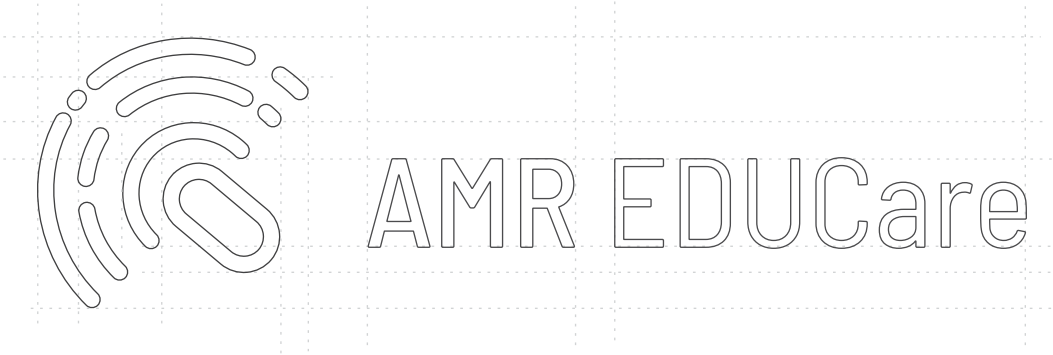
LOGO CONCEPT

bacterium

antibiotic protection

AMR EDUCare



COLOR VARIANTS

Yellow is associated with resistant bacteria. The three semi-circles represent bacterial resistance, the protection against antimicrobials. The three other colours: green, light and dark blue, will be assigned to the three main training areas of the project.

C: 1 M: 12 Y: 94 K:0 / R: 252 G: 216 B: 52 / # FCD834

C: 42 M: 3 Y: 100 K:0 / R: 165 G: 200 B: 70 / # A5C846

C: 73 M: 0 Y: 13 K:0 / R: 20 G: 190 B: 218 / # 14BEDA

C: 51 M: 0 Y: 12 K:0 / R: 118 G: 206 B: 222 / # 76CEDE

C: 83 M: 27 Y: 15 K:28 / R: 26 G: 119 B: 150 / # 1A7796

C: 0 M: 0 Y: 0 K:90 / R: 75 G: 75 B: 77 / # 4B4B4D

C:7 M: 0 Y: 0 K: 0 / R: 230 G:251 B: 255 /#E6FBFF

AMR EDUCare

Basic variant of the logo

Barlow Semi Condensed font Light
QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm

Barlow Semi Condensed font Regular
QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm

Barlow Semi Condensed font Medium
QWERTZUIOPASDFGHJKLYXCVBNM
qwertzuiopasdfghjklyxcvbnm

LOGO DESIGN

AMR EDUCare

AMR EDUCare

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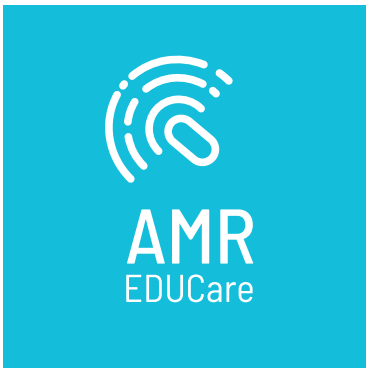
COLOR VARIANTS OF THE LOGO /01

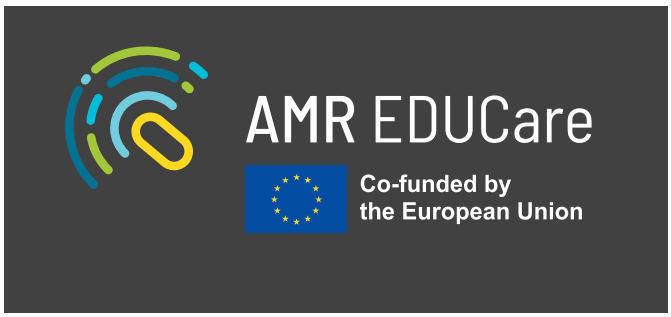
COLOR VARIANTS OF THE LOGO /01

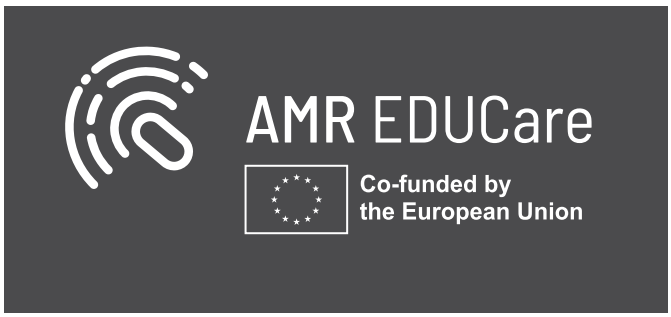
COLOR VARIANTS OF THE LOGO /02

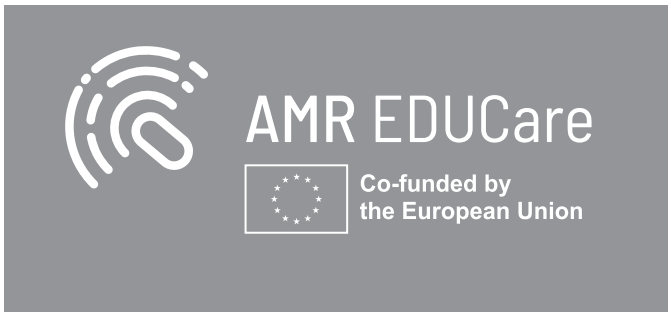
COLOR VARIANTS OF THE LOGO /03



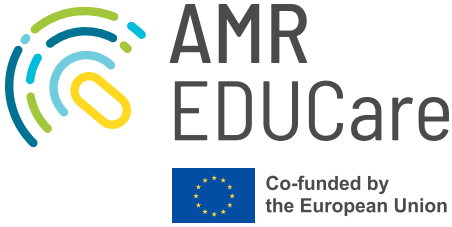
COLOR VARIANTS OF THE LOGO 01 /MANDATORY ELEMENTS

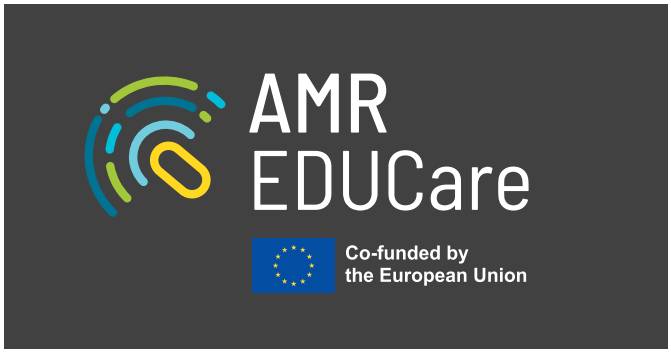


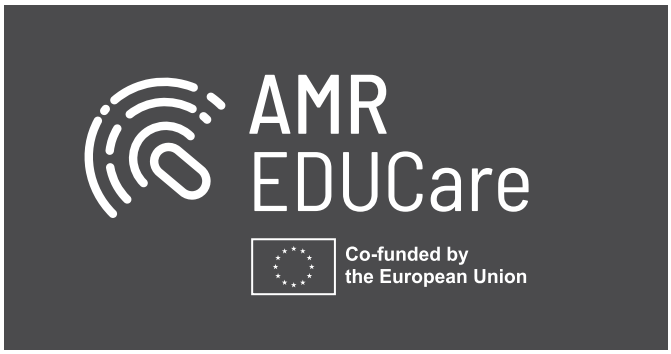


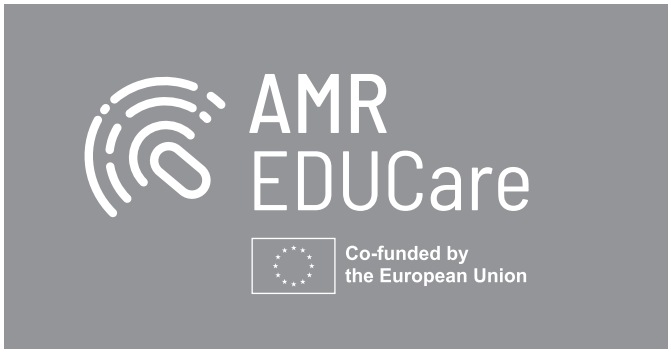


COLOR VARIANTS OF THE LOGO 02 /MANDATORY ELEMENTS









COLOR VARIANTS OF THE LOGO 03 /MANDATORY ELEMENTS