



D.4.2 Informative materials for patients

PROJECT INFORMATION	
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D4.2 Report - Informative materials for patients

Introduction

This report is linked to the Task 5 'Citizen-oriented materials and resources' of Work Package 4 'Patient communication and empowerment'. With this task, we will design, produce and distribute citizen-oriented materials and actions to the different healthcare professionals involved (medical doctors, pharmacists, nurses and health managers to be displayed in and out health care spaces, waiting rooms, pediatric areas..).

Herewith, in parallel to the training module being developed in the framework of WP4, materials will be developed addressing patients to raise awareness on AMR and antibiotic use. These materials will include leaflets, QR codes linked to specific information on the topic, short informative videos, and other audiovisual resources. The resources will be designed targeting three main audiences: i. Young adults; ii. General public (including parents/legal representatives of paediatric patients); and iii. Elderly.

Action Plan

This deliverable submits the first batch of materials to be developed throughout all the implementation of the project AMR-EDUCare. By this means, we are only delivering some **sample resources**, prior to any of the programmed participatory workshops to be carried out with the healthcare professionals and patients through WP2, 3 and 4 and foreseen for the months of September and October 2023.

All resources will be **uploaded on the AMR Knowledge Portal** (developed by WP7) to make them **accessible to all professionals**, only for **educational** purposes and excludes any other use (such as reuse for commercial or marketing purposes). The design of the resources will ensure its high resolution quality when printed to facilitate its use in primary care centers and its distribution distributed to patients to **raise awareness** across society.

The materials have been designed considering **three main audiences**: i. **Young Adults**; ii. **General public** -including parents / legal representatives of paediatric patients-; and iii. **Elderly**. Thus, the design of the resources will appeal to each of these profiles and adapt its contents and format accordingly.

After the batch presented in this deliverable, further resources will be designed according to the resulting data from the co-creation and diagnostic workshops programmed in WP2, 3 and 4, as well as responding to the needs of AMR-EDUCare consortium and its several awareness campaigns.

Lastly, we will generate a **Policy Brief targeting governmental stakeholders** with the results of our literature review on effective communication to patients on AMR, to be delivered during 2024 in Spanish and English, taking advantage of the fact that Spain is presiding the council of EU during this period. It will also be available in the AMR Knowledge Portal.

Formats

All resources will be digitalized so they can be disseminated and **downloaded freely** by the project's partners and any healthcare professional using the [AMR knowledge](#) portal and the communication channels of the project. The design of these resources will vary according to the audiences targeted:

1. **Young adults:** short reels for social media, leaflets with targeted information according to the diagnosed misconceptions on AMR and antibiotic use of this collective, as identified by participatory workshops of WP4.
2. **General public (including parents and legal representatives of paediatric patients):** flyers, leaflets, short videos, comicbook, QR codes linking to more info, adapted to parents and contextualizing the recurrent infections of this targeted audience, to be available in primary care centers, and providing information on AMR identified as misconceived and/or misunderstood during the participatory workshops of WP4 with this collective representatives.
3. **Elderly:** leaflets and printed posters available at the health care centers and pharmacies, with information according to their most frequent recurrent infections and misconceptions on AMR and antibiotic use, as identified by participatory workshops of WP4.

All resources will be available in all languages of the consortium, being delivered in English, Spanish and Catalan for further translation by the partners involved.

Available resources

For this deliverable, we have generated so far:¹

- **3 Lapbooks:** A4 size, foldable. 1 per targeted collective (elderly, young adults, general public / paediatric patients) on key messages to prevent bacterial infections and follow up properly any antibiotic treatment when prescribed.
- **1 Video reel:** 1200x1200 vertical for Twitter and Instagram. To reach young adults according to the most popular format on social media.
- **1 poster:** 1,5x1m vertical. Targeting the general public, can be installed in the primary health care centers and appeal to all patients attending to it. Includes key messages on how to follow treatment and prevent AMR Development

The resources are accessible in the following Drive: <https://drive.google.com/drive/folders/1aEUMbV07C-wNaEVdyYj5-chqDtx8OTm-?usp=sharing>. They will also be shared in the following page of the AMR knowledge portal: <https://www.amreducare.eu/communication-materials/>

¹ The translation to all national languages of the consortium will be provided by the partners involved in WP4.

Timeline:

The process of design and elaboration of communication materials for patients will be extended throughout the duration of the project in order to meet the demands of patients and the needs of the healthcare professional.

Throughout the participatory design process of the training modules (including the workshops with patients and healthcare professionals, or the working group sessions), the necessary feedback will be collected to ensure the correct design of the materials.

The work schedule for the subsequent development of the remaining communication materials is as follows:

- First batch of materials made available for partners (August 2023)
- Translation of the materials in the languages of the project (October 2023)
- Materials uploaded to the AMR knowledge portal (October 2023)
- Second batch of communications materials. After having developed the content on behavioral change and digital skills (May 2024)
- Translation of the materials and upload to the website (June 2024)
- Third batch of materials developed for WAAW 2024 (September 2024)
- Translation of the materials and upload to the AMR knowledge portal (October 2024)
- Fourth batch of materials after gathering the feedback from healthcare professionals that have already taken the training (March 2025)
- Translation of the materials and upload to the AMR knowledge portal (April 2025)

Annex

In this annex we are attaching the pictures of the final look of the designed lapbooks, after being printed and folded. Professional pictures will be taken to upload in the AMR Knowledge Portal as part of the printing and folding instructions.

Lapbook 1 – Young adults and General public (including parents and legal representatives of paediatric patients):



Lapbook 2 General public (including parents and legal representatives of paediatric patients):



Lapbook 3 - Elderly:

