

# Quadripartite AMR Awareness Working Group – Progress Report 2024

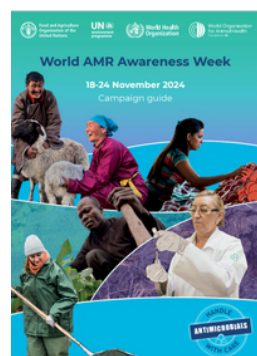
## Quadripartite Joint Secretariat on Antimicrobial Resistance

February 2025

### World AMR Awareness Week 2024

#### How the harmonized approach amplified the message

World AMR Awareness Week (WAAW), observed between 18 and 24 November, is a global campaign spearheaded by the Quadripartite(1) to raise awareness and encourage best practices to address AMR. The 2024 campaign, building on previous campaigns, emphasized the interconnectedness of human, animal, plant and environmental health in the One Health approach.



WAAW  
Campaign  
Guide 2024

A key element of WAAW 2024 was the harmonized theme “Educate. Advocate. Act now.”, which was selected after an extensive stakeholder survey. The theme was concise and action-oriented, calling on the global community to educate stakeholders on AMR, advocate for bold commitments and take concrete actions in response to AMR. The Quadripartite agencies developed a comprehensive [campaign guide](#), which was made available in all six UN languages, which outlined the theme, key messages, target audiences and suggested activities. The guide helped stakeholders around the world to plan and implement effective WAAW campaigns.



A WAAW social  
media tile

WAAW campaigns use diverse communication assets, including social media, graphics, posters, infographics and videos. The Quadripartite produced these resources in six languages and ensured that they were designed to be shared easily and were adaptable to different contexts. Their aim was to educate various audiences, from health-care professionals and policymakers to farmers and the general public, about the risks of AMR and the importance of responsible antimicrobial use.

The success of WAAW depends on the active participation of a wide range of stakeholders, including governments, health-care organizations, environmental agencies, research institutions, civil society groups and individuals. The Quadripartite agencies played a coordinating role by facilitating events, managing newsletters and promoting messages. All the WAAW resources and assets produced by the Quadripartite were made available on the [Quadripartite Joint Secretariat website](#). Statistics of the numbers of posts on the social media channels of the Quadripartite agencies show that WAAW 2024 had the widest reach of all WAAWs since 2015.

The Quadripartite AWG also developed a strategy to engage influencers and celebrities in the fight against AMR. To extend outreach to the general public, a strategic framework and briefing notes were created to engage influencers and “goodwill ambassadors” for the 2024 WAAW. UNEP goodwill ambassador Wang Junkai shared WAAW social media cards on 24 November that generated over 1 million retweets, 626 000 comments and 602 000 likes. A video from Olawale Ogunlana, WHO Fides influencer, also generated significant interest. In the future, the Quadripartite AWG will refine the strategy and provide briefing materials to optimize and extend the role of influencers in disseminating AMR messages to broader audiences.

### What is the Quadripartite AMR Awareness Working Group?

The Quadripartite AMR Awareness Working Group (AWG) was formed in May 2022 and has since met regularly to discuss AMR awareness-raising activities.

Its members are from all four Quadripartite organizations: the Food and Agriculture Organization of United Nations (FAO), the United Nations Environment Programme (UNEP), the World Health Organization (WHO) and the World Organisation for Animal Health (WOAH). WHO provides secretariat support, and the working group is chaired by Thomas Joseph, WHO.

### What are the functions of the Quadripartite Awareness Working Group?

The AWG works to increase awareness about AMR among stakeholders to stimulate behaviour change. The group also works to improve the visibility of AMR among policymakers, to mobilize resources and to ensure political support for AMR action plans and interventions.

The AWG coordinates World AMR Awareness Week (WAAW) and leads the production and dissemination of communication tools for raising awareness of AMR. The group has also supported or launched several groups, such as the Global AMR Media Alliance and the Quadripartite Working Group on Youth Engagement for AMR.

The AWG also develops long-term joint awareness and communication strategies and conducts periodic consultations with a wide range of experts and stakeholders to improve understanding of AMR awareness in different sectors.

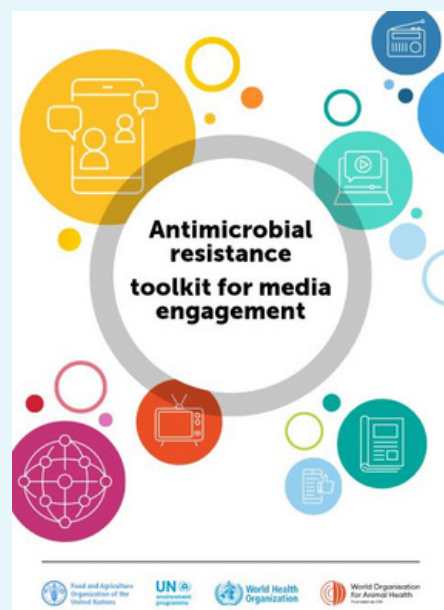
[1] The Quadripartite is a functional arrangement that leads and coordinates global work across the One Health spectrum by consolidating collaboration and cooperation among FAO, UNEP, WHO and WOAH, drawing on their core mandates and comparative advantages. WHO hosts the Quadripartite Joint Secretariat. More information is available on <https://www.qjsamr.org/>.

# A Quadripartite toolkit to engage the media and raise the visibility of AMR

The media play a crucial role in shaping public understanding and influencing behaviour on issues such as AMR. After [global consultations](#) in 2022 identified media engagement as a top priority, the Quadripartite developed a practical toolkit to assist individuals and organizations in engaging effectively with the media on AMR. The resource is designed to equip networks and individuals at all levels – from subnational to global – with tools to raise public awareness about AMR. The toolkit addresses the importance of a common, coordinated approach to AMR awareness, emphasizing participatory engagement, clear, consistent messaging and standardized terminology in all sectors.

The aim is to help combat misinformation about AMR and provide evidence-based information, ensuring that public discourse is grounded in scientific understanding. It provides guidance and resources for engaging media outlets for effective communication of the complexities of AMR to a broad audience including policymakers, civil society and communities. The [toolkit](#) is now available in five languages: Chinese, English, French, Russian and Spanish.

The toolkit was launched at a webinar on 15 July 2024, on the crucial role of the media in raising awareness of AMR. The webinar showed successful media engagement initiatives, including the [Global AMR Media Alliance \(GAMA\)](#), and introduced the new AMR media engagement toolkit. Panelists discussed strategies for strengthening media engagement, particularly for upcoming UN and ministerial meetings on AMR.



## The Global AMR Media Alliance: amplifying the message, fighting resistance

The Quadripartite supports and collaborates with the GAMA, a network of more than 150 journalists, editors, public health experts and communication specialists dedicated to raising awareness and understanding of AMR. It provides a platform for collaboration, sharing knowledge and building capacity for telling impactful stories.

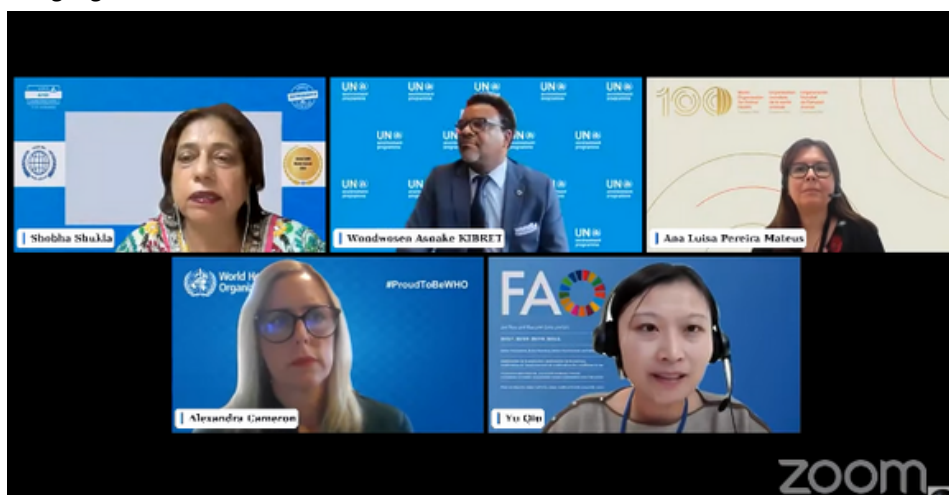
The Quadripartite has collaborated with the GAMA on initiatives such as the Annual Global Media Forum on AMR, held every year before WAAW. This provides journalists with the latest developments in AMR and facilitates networking with experts. The [fourth edition of the forum](#) was held virtually on 7 November, with presentations by all four Quadripartite agencies.

The Quadripartite also supported the GAMA in organizing a global media briefing before the UN General Assembly High-level Meeting on AMR in 2024. The briefing was held virtually and livestreamed on YouTube on 11 September. Experts from WHO, FAO, UNEP and WOAHA discussed the effects of AMR on health, agriculture and the environment. The aim of the briefing was to increase media understanding and engagement and encourage stronger government commitments at the UN meeting. The briefing drew 344 participants



from 73 countries, including 63 media representatives from 24 countries, and resulted in 228 unique news articles published in 21 countries and six languages.

The GAMA has independently organized several events and activities to promote increased understanding of AMR among media professionals. These include AMR dialogues connecting experts and journalists, media training in countries and publication of several op-eds. In 2024, they organized the first Global AMR Media Awards to recognize and celebrate outstanding journalism on AMR to inspire impactful storytelling and promote excellence in reporting. At the awards, 38 remarkable journalists and other media actors from throughout the world were recognized for their work on AMR.

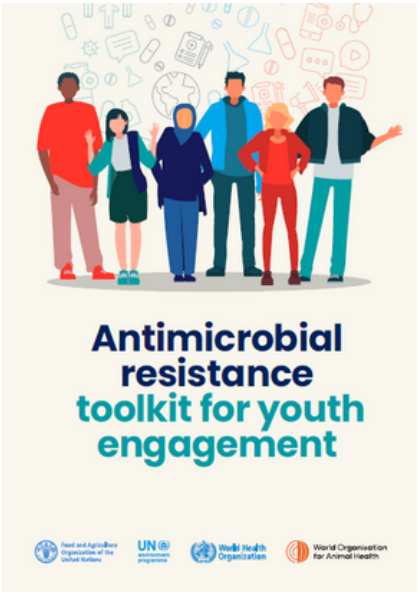




# A new Quadripartite toolkit: empowering youth to understand and act on AMR

Recognizing the crucial role of young people in addressing AMR, the Quadripartite has launched a [practical toolkit](#) designed to empower youth to understand and act on the issue. This toolkit, developed in consultation with young people, provides resources for youth-led networks and youth-serving organizations to effectively engage their peers in AMR communication, education and advocacy. This is aligned with the Quadripartite's prioritization of youth as a target audience in the global efforts to combat AMR, as identified during recent consultations.

The toolkit provides a set of 11 comprehensive resources, a resource pack and inspiring case studies of successful



youth engagement in AMR initiatives. The materials are designed to equip young leaders with the knowledge and strategies to develop impactful campaigns for awareness-raising, advocacy and behaviour change.

The toolkit was launched online on 4 December, in the presence of Quadripartite representatives, members of the Quadripartite Working Group on Youth Engagement for AMR and more than 200 participants around the world. The discussions emphasized the crucial role of young people in combating AMR.

The [toolkit](#) is available in English, French and Spanish, so that it is accessible to a wide audience of young people and organizations worldwide.

## The Quadripartite Working Group on Youth Engagement for AMR: Empowering young people to be AMR champions

The Quadripartite launched the Working Group on Youth Engagement for AMR in October 2023. It comprises 14 young leaders representing diverse youth-led and youth-serving organizations worldwide. Their mission is to amplify youth voices and drive meaningful action against AMR. The Group serves as a bridge between youth and global AMR work. They provide invaluable input to the Quadripartite, ensuring that youth perspectives are included in policies and strategies.

A focus for the Working Group is mobilizing youth to advocate for increased funding and commitment to combat AMR. The members launched a global consultation among young people, which resulted in a [Youth Manifesto](#) for the UN General

Assembly High-level Meeting on AMR in 2024, which was a powerful call to action by global leaders. The Manifesto was launched at a meeting in New York, USA, which was attended by the two co-facilitators of the High-level Meeting, from Barbados and Malta.



Working Group has also produced communication and advocacy materials. An illustrated storybook on AMR was created for World Malaria Day 2024 (25 April), which is designed for children aged 5–10. It tells the story of a young girl, Leslie, who contracts a drug-resistant malaria infection. The story includes a conversation between Leslie and her father, Bruno. AMR and appropriate use of medicines are explained in simple language. The book has been translated into more than seven languages so far.

The Working Group also managed a social media campaign during the 4th Global High-level Ministerial Conference on AMR in Jeddah, Saudi Arabia, to stress the importance of engaging young people in global AMR action.



The global AMR community has also recognized the importance of youth voices in combatting AMR by inviting members of the Working Group to all major meetings in 2024. These include the multistakeholder hearing organized by the office of the President of the UN General Assembly, the high-level roundtable on AMR led by the Director-General of WHO and the fourth Global High-level Ministerial Conference on AMR.



The Working Group organized several events – both online and in-person – besides the launch in New York of the Youth Manifesto. These included a side event during the World Health Assembly in Geneva, a pop-up booth at the 4th Ministerial Conference in Jeddah and an online consultation during WAAW. The Working Group was recognized at the ministerial meeting with an “AMR One Health Emerging Leaders & Outstanding Talents Award”.

The annual meeting of the Working Group was held in Nairobi, Kenya, on 19–20 September 2024. The four Quadripartite organizations discussed the strategic direction for the Working Group and the priorities for the next year. The report of the annual meeting is available [here](#).

## Quadripartite Joint Workplan on AMR Awareness, Communications and Advocacy (2024–2025)

The Quadripartite outlined an ambitious workplan for 2024–2025 on AMR awareness, communication and advocacy. The plan acknowledges the importance of multisectoral engagement to mitigate the growing threat of AMR. The Quadripartite Joint Secretariat is encouraging media engagement with the annual Global Media Forum and ongoing AMR coverage. Besides World AMR Awareness Week, a strategy is being developed to engage celebrities and social media influencers. Policy briefs are being developed for engaging stakeholders such as parliamentarians and school staff. A Quadripartite toolkit for engaging policymakers is being prepared, with publication planned by mid-2025. These actions demonstrate the commitment of the Secretariat to tackling AMR through multifaceted awareness-raising and communication.

The Quadripartite AMR Awareness Working Group meets once every 2 weeks to discuss the progress of the work plan.

## Quadripartite AMR Awareness Working Group Annual Retreat

The AWG held its second annual retreat on 17–18 September 2024 at UNEP headquarters in Nairobi, Kenya. Members from the four Quadripartite organizations reviewed progress, discussed future initiatives and strengthened collaboration on AMR awareness.

The discussions included reviewing implementation of the Quadripartite joint workplan on awareness, advocacy and communications; enhancing stakeholder engagement; and planning for greater impact subsequent to the 2024 UN General Assembly High-level Meeting on AMR. Participants called for a long-term (3–5 years) road map with clear objectives, better storytelling to increase public engagement and development of digital products to reach younger audiences. The group highlighted the importance of a unified visual identity for Quadripartite AMR products and of better internal reporting to ensure the awareness and support of senior management.

Youth engagement was a significant focus, with plans to strengthen the Quadripartite Working Group on Youth Engagement for

AMR and to launch a new youth-led social media campaign. The group also discussed development of a policymaker toolkit to increase the engagement of decision-makers. They stressed the importance of leveraging media partnerships to increase the visibility of AMR.

The retreat reinforced the AWG's commitment to advancing AMR awareness

through innovative strategies, strengthened partnerships and coordinated work among sectors. The retreat concluded with reflections on improving collaboration among the Quadripartite agencies, including better coordination with regional offices and use of project management tools to streamline activities. The next annual retreat will be hosted by FAO in Rome, Italy, in September 2025.



**For more information on the work of our organizations, please visit our websites**

[FAO](#) | [UNEP](#) | [WHO](#) | [WOAH](#)