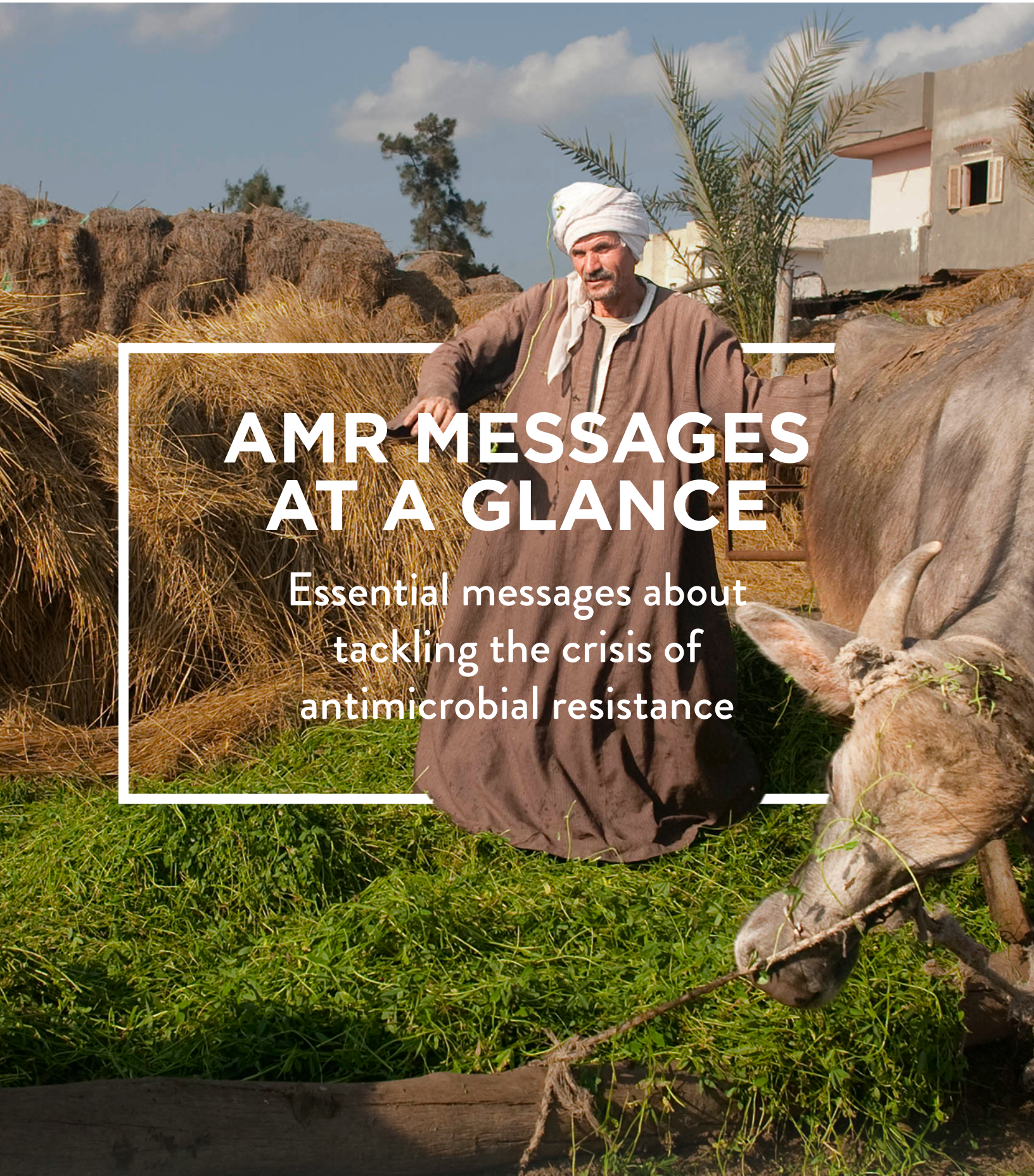

AMR MESSAGES AT A GLANCE

Essential messages about tackling the crisis of antimicrobial resistance

AMR (noun) | \ ā-em-är \

Definition: Antimicrobial Resistance (AMR) occurs when bacteria, viruses, fungi and parasites change over time and no longer respond to medicines, making infections harder to treat and increasing the risk of disease spread, severe illness and death. Antimicrobials - including antibiotics, antivirals, antifungals and antiparasitics - are medicines used to prevent and treat infections in humans, animals and plants. Microorganisms that develop antimicrobial resistance are sometimes referred to as "superbugs". *(Source)*

Purpose

This document was created to help all stakeholders communicate the complexities of AMR and align around key messages to promote coherent policy and decisive action.

Developing AMR Messages at a Glance

In 2024, the United Nations Foundation, with funding from Wellcome, led a strategic communications effort in preparation for the 2024 UN High Level Meeting on AMR. The AMR Communications Coalition (AMR-CC) was formed as a time-bound partnership of over two dozen diverse experts representing a range of sectors, disciplines, and geographies.

Through a series of group and individual consultations with AMR-CC representatives in the first half of 2024, the UN Foundation collected, analyzed, and distilled major thematic groupings of AMR priorities. Dozens of sub-themes were also identified, and corresponding messages and data points were developed for each sub-theme. This comprehensive mapping was presented in a series of materials, which launched in September 2024 and offered a full view of the entire landscape of AMR priorities.

Since then, the AMR Messaging Guide has been updated to include new sub-themes, fresh data, and related references in the 2024 Political Declaration on AMR. To accompany the final Guide, this document was developed to provide a high-level synthesis of key themes, messages, and evidence.

Clear and effective communication is one of the keys to unlocking the AMR problem. This resource aims to sustain alignment in communications to help translate global commitments to global action.

Access the Messaging Guide

www.AMRMessagingGuide.org

Awareness Raising and Societal Engagement

Implementing effective AMR approaches requires proper education and community involvement.

Evidence: More than 75% of respondents across 12 countries included in the WHO multi-country public awareness survey incorrectly believed that AMR occurs when their body becomes resistant to antibiotics, whereas in fact bacteria, not humans, become resistant. *(Source)*

Data, Surveillance, and Monitoring

Measuring and achieving progress on AMR will require better data from across sectors.

Evidence: Most international funding for disease surveillance consists of timebound (3-5 years), project-based investment, which hampers long-term effectiveness. *(Source)*

Financing

More sustainable investment is needed across AMR activities, including research and development and implementation of national action plans.

Evidence: Addressing AMR can be highly cost-effective, offering a rate of return on investment of 88% per year. *(Source)*

Governance and Coordination

Effective multisectoral governance and coordination mechanisms are required to address AMR at all levels.

Evidence: In 2023, only half the countries responding to a WHO survey had an effective multisectoral coordinating mechanism in place to provide guidance and oversight to the implementation of AMR national action plans. *(Source)*

Reducing Mortality

Urgent action on AMR is needed to save millions of lives from drug-resistant infections.

Evidence: Forecasts suggest that deaths attributable to AMR could increase by 60% – over 38 million deaths – by 2050. These deaths could be drastically reduced through evidence-based interventions. *(Source)*

Research and Development

Governments and philanthropies should implement incentives to replenish the clinical pipeline of antibacterial products, while promoting continuous innovation and R&D, public private partnerships, stewardship, and access globally.

Evidence: Only 12 innovative antibacterial compounds are in development, with just four targeting pathogens designated as critical by WHO. *(Source)*

Stewardship, WASH, Infection Prevention and Control

Prevention should underpin the AMR response across sectors.

Evidence: Farm biosecurity measures such as vaccination, disinfection, and ventilation, have been shown to reduce antimicrobial use by 51%. *(Source)*

Sustainable Access to Antibiotics, Vaccines, and Diagnostics

People facing the highest risk of infection and the highest rates of drug resistance have the most difficulty getting the antibiotics, vaccines, and diagnostics they need.

Evidence: Currently, lack of access to effective antibiotics causes eight times more deaths than antibiotic resistance itself. *(Source)*

Sustainable Development & AMR

AMR is a serious challenge to attaining the SDGs and other health and development goals.

Evidence: The World Bank projects that 24 million people could fall into extreme poverty by 2030 because of antimicrobial resistance and its effect on increasing healthcare costs, reducing productivity, and threatening food security. *(Source)*

Acknowledgments

The key messages in this guide were developed with guidance of the AMR Communications Coalition (AMR-CC), a limited-term coalition comprised of over two dozen, diverse AMR experts representing a range of sectors working across geographies.

Stay Connected

To connect with the UN Foundation's AMR team, please email AMR-CC@unfoundation.org.

For a complete set of these messages, including supporting evidence and their correspondence to the 2024 political declaration, please visit www.AMRMessagingGuide.org.