

Annexure 2. Details of the AMR/AMU awareness materials to be developed for Cambodia under the AMR MPTF Funding (please note that these are subject to further discussion with the tripartite (FAO/OIE/WHO) and government counterparts once the implementation process begins)

Type of communication materials	General theme	Animal Health	Human Health	Environmental
3 Leaflets, 3 posters, 3 social media infographics, 1 video (3-5 minutes)	Prudent and responsible use of antimicrobials in humans, animals and environment	<p>1 leaflet (1-2 pages) to target general population on awareness about importance of responsible and prudent use of antimicrobials in livestock production.</p> <p>1 poster targeting animal producers (livestock farmers) especially poultry and pig farmers on the need for responsible and prudent use of antimicrobials; avoid use of antimicrobials in animal feed; and other steps to reduce unnecessary use of antimicrobials for livestock and aquaculture production</p> <p>1 social media infographics informing general population about AMR and how uncontrolled/unregulated use of antimicrobials in livestock production will result in AMR</p>	<p>1 leaflet (one pager) to target general population including students as to how to be a responsible use of antimicrobials?</p> <p>1 poster targeting pharmacists/physicians their roles and responsibilities</p> <p>1 social media infographics on roles and responsibilities of everyone for responsible use of antimicrobials</p>	<p>1 leaflet (one pager) targeting regulators and government agencies on their roles and responsibilities for responsible production of antimicrobials</p> <p>1 poster targeting pharmaceutical companies on their roles and responsibilities</p> <p>1 social media infographics informing general population about the risks of environmental contamination with pharmaceutical wastes and domestic wastes</p>

		1 video (3-4 minutes, animated cartoon video) targeting aquaculture producers about responsible and prudent use of antimicrobials and good farming practices including biosecurity in aquaculture production. The video should highlight actions that aquatic farmers should undertake to reduce use of antimicrobials in aquaculture production in order to reduce the emergence and spread of AMR.		
1 Leaflet, 2 posters, 1 social media infographics, 1 video (3-5 minutes)	Good animal production practices including biosecurity, vaccination, use of alternatives to antimicrobials	1 leaflet (1-2 pages) to target policy makers/regulators on the importance of good husbandry practices, biosecurity and vaccination etc. to reduce the misuse and overuse of antimicrobials in animal production. The leaflet should provide information about how governments should invest and advocate use of alternative approaches to protect animal health so as to prevent disease/infections and thereby allowing livestock owners to circumvent use of antimicrobials. 1 poster each to target poultry and aquaculture farmers on good	1 social media infographic informing general population of about healthy eggs/meat/fish from farms that practice good husbandry practices with no use of antimicrobial agents.	

		<p>husbandry practices, biosecurity, vaccination etc to reduce use of antimicrobials</p> <p>1 video (3-4 minutes, animated cartoon video) targeting poultry farmers about good husbandry practices, biosecurity, vaccination etc. and help reduce use of antimicrobials. The video should highlight good biosecurity/husbandry practices to demonstrate the benefit of investing in biosecurity/vaccination/good management practices by reducing unnecessary use of antimicrobials thereby reducing the emergence and spread of AMR.</p>		

Resources: ([OIE Antimicrobial Resistance – We need you \(oie-antimicrobial.com\)](http://oie-antimicrobial.com)); [World Antimicrobial Awareness Week 2020 - Campaign materials \(who.int\)](http://who.int); [World Antimicrobial Awareness Week | Trello](https://www.facebook.com/AMR.Cambodia.2015)); <https://www.facebook.com/AMR.Cambodia.2015>

<https://www.youtube.com/watch?v=ihSxZ3LFkLk> ; <https://www.facebook.com/cdcmohcam/videos/768496436589231/> ;

<https://www.youtube.com/watch?v=WaV9K0EL0VU> ; <https://www.youtube.com/watch?v=eB7LF1qiNIM> ;

https://www.youtube.com/watch?v=72_M1N6We68 ;