



# Creating a Culture of Learning

## **Antimicrobial Resistance Country-Level Implementation Pilot in Zambia:**

Rapid Appraisal of Advocacy Activities

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### **Submitted by**

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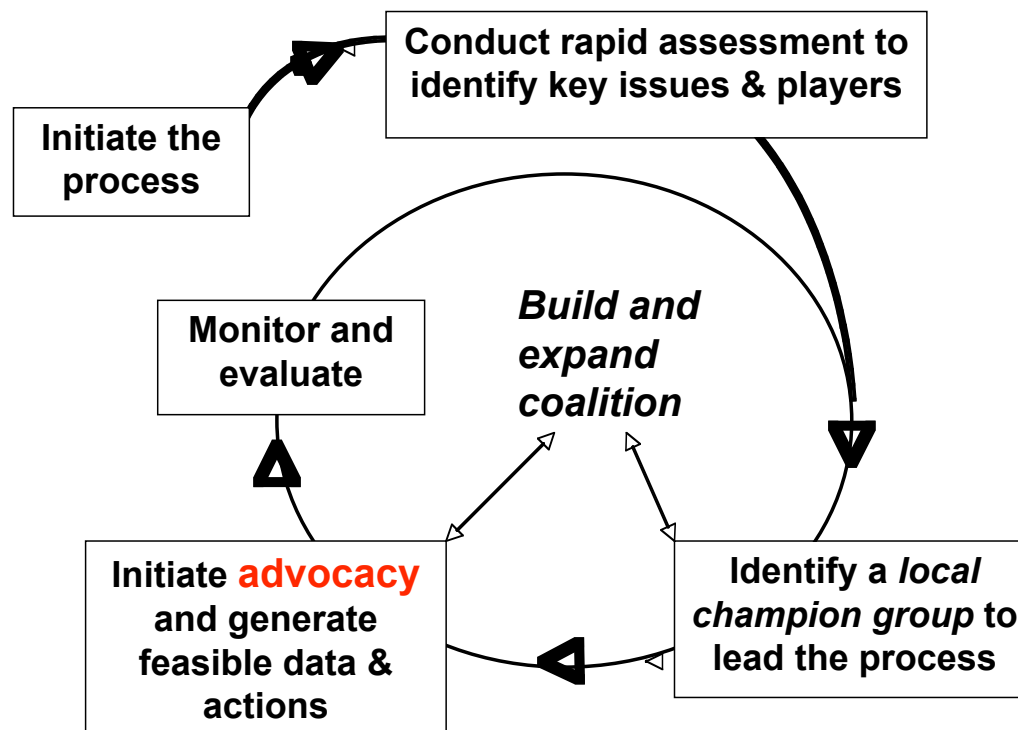
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# Antimicrobial Resistance Country-Level Implementation Pilot in Zambia:

## Rapid Appraisal of Advocacy Activities

Elements of the Country-Level AMR Approach





# Method

- Qualitative, in-depth interviews
- Literature review



# Key Questions

- Achievements and lessons learned
- Recommendations to sustain or exceed achievements
- Recommendations to overcome challenges

# Achievements

- AMR Advocacy Working Group (AWG)
- Rapid Assessment AMR
- Rapid Appraisal Media
- “Call for Action” Document
- AMR Stakeholders’ Meeting
- Communication Workshop
- APUA Country Chapter
- AWG Training for health professionals - STGs
- Workbook  
*Building Local Support for Containing Drug Resistance*

# Lessons Learned

- Not Failed. Good Efforts. Incomplete.
- Meetings and Discussions ≠ Advocacy
- Advocacy as Strategy Not an End in Itself
- Goal? Process? Institutionalization AMR  
Containment
- Issue Frame : Urgent, Solutions, Transversal
- Assumptions: The Partnership, Endorsed
- Strategic Plan, Broad Objectives ≠ Action
- Champions, Shepherds, Grasstops, Grassroots
- Donor Driven to Champion Driven Action
- Money ≠ Resources
- Untapped Wealth of Resources



# Findings

- Commitment
- Prestige, Name Recognition, Credibility & Constituency
- Organization, Structure and Capacity
- Strategic Action
- Framing and Positioning the Issue
- Funder Representation
- Working with the Media

# Commitment

- Collective Passion and Commitment
- Core Group Highly Evolved and Involved
- Good Connections
- AWG Advocates “Champions”
- No “Shepherd” “Grasstop” No Reach “Grassroots”
- Facilitators, Coordinators, Administrative Support, Operational Budget
- Technical Assistance. Permanent meeting space to conduct regular meetings.
- Time Limitations
- Overtaxed and fatigued, Member attrition and inactivity
- Reactive Versus Proactive
- Communication!

# **Prestige, Name Recognition, Credibility & Constituency**

- Experts
- Known and Recognized in Zambia and Abroad
- Officers Important Boards and Commissions
- Long-Established Relationships
- Admiration and Respect
- Collaborated Important Initiatives (PRA)
- Multiple, Strong and Diverse Linkages
- Credibility with News Media, Consumer Associations
- Sectors: Government, Academia, Private/Public, NGO
- Reach National Programs (NMCP, NAC)
- Consumers and Political Representation Missing
- No Reach to Grassroots, Funders, Politicians



# Organization, Structure and Capacity

- Coalition - High-Level Expertise, Coordination, and Moral Support
- Successes - Standard Treatment Guideline, News Coverage, Stakeholder Training, and “Call for Action” meeting.
- Involvement in Pharmaceutical Regulatory Authority (PRA) strategic plan
- Technical Assistance Needs: 1) advocacy knowledge; 2) consumers' education; 3) leaders; 4) working with the news media; and 5) keeping the issue on the public agenda to build consensus for action.
- Technical Assistance to Increase the AWG’s Technical Capacity to Function at a Higher Level.

# Strategic Action

- The National AIDS Council (NAC) new Executive Director - Dr. Ben Chirwa
- ACT No. 14 of 2004, Pharmaceutical Regulatory Authority and defines its functions.
- UTH's proposal to create a national surveillance system
- Zambia and South Africa have recently joined efforts to construct a modern research laboratory for HIV/AIDS and TB treatment
- Zambia and the World Bank signed a US\$20 million loan agreement for malaria treatment
- The Ministry of Education recently incorporated health treatment practices into their school curriculum
- The Coartem-Malaria Treatment campaign is in full operation
- Operational Plan Not in Place. Strategic Inventory of Resources Needed
- Frustration Not Moving Forward
- Disappointment for the Lack of Communication and Follow-up
- Natural Stage in the Development of Advocacy

# Framing and Positioning the Issue

- Overwhelming
- Solutions, Not Problems - Politicians
- Urgent, Hope - Media
- Something Can be Done by Self - Consumers
- Transversal not Vertical - Issue

According to some interviewees, many in the private sector such as physicians and pharmacists may not know, understand or care about the AMR issue and its implications because their businesses have not yet been impacted. However, this could change if new laws regulating the private sector enter into effect and impact their business operations and profits.

*Then they [private sector physicians, pharmacies and drug distributors] will feel a greater sense of urgency to get involved in the issue.”* Pharmaceutical distributor



# **Funder Representation**

- Event Targeted at Funders
- No Show

# Working with the Media

- Understanding and sophisticated knowledge of the issue
- Realize urgency
- Willing to play their key role in sensitizing people
- Personally impacted

*"It is a life and death situation [AMR]. Similar to HIV/AIDS, if you are not infected you are affected." Deborah Kaluba, Zambia Information Services*

- Participated in AWG-sponsored workshops
- Lack of follow-up communication disappointment
- Remain extremely committed and act
- Greater access to experts
- Connections for international stories and media outlets.

# Key Recommendations

For MSH/RPM Plus

- Complete and Address Operational Breakdown
- Fund Administrative Support “The Shepherd”

“Close the Loop”

For AWG

- Develop a Framework for Seeking Funding Support
- Right People, Right Time, Right Place
- Consumer Association, Political Representation
- Operational Plan

“Donor Driven to AWG Driven”

# Recommendations

- Recognize Stakeholders (AWG) locally and internationally
- Venues for recognition: 1) achievement awards; 2) advocacy innovation action grants; 3) national advocacy campaign management conferences; 4) a published report on their achievements; 5) opportunities to share their experiences in Zambia and abroad [e.g., South American Infectious Disease Initiative (SAIDI) meetings]; and 6) local and international news media coverage.
- AWG should make it a priority to identify commitments for these resources
- Strategic inventory of stakeholders should be conducted
- Develop a master operational plan
- Infuse AWG with new member capacity

# Recommendations

- Leverage the prestige and credibility of AWG members
- Recruit Zambia Consumer Association (ZCA), moral authority to speak on behalf of consumers and record of effectiveness and experience in reaching down and out to its consumer base
- Recruit or engage a political champion

# Recommendations

## Institutionalize Now!

Influence the Pharmaceutical Regulatory Authority to view and institutionalize AMR containment strategies as an integral part of the function of the PRB by creating an AMR division.

## Institutionalize Later.

If AMR is not institutionalized in the immediate future, the AWG should consider forming a collaborative. An implementing body with more decision-making authority.

Need to provide technical capacity.



# Recommendations

- Revised Strategic plan
- Operational plan, well-defined objectives and timeline
- Re-focus on what's available, leverage it
- Re-energize (*the event conundrum*)



# Recommendations

- Transversal
- Solutions, Urgent
- Make it Relevant to Multiple Audiences
- Keep it Constant



# Recommendations

- Funder Representative
- Framework for Funding Strategies



# Recommendations

- Relationship, relationship, relationship!
- Continuous
- Consistent
- International Exposure

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