AMR surveillance research and its impact on policymaking

Workshop 23 February 2021
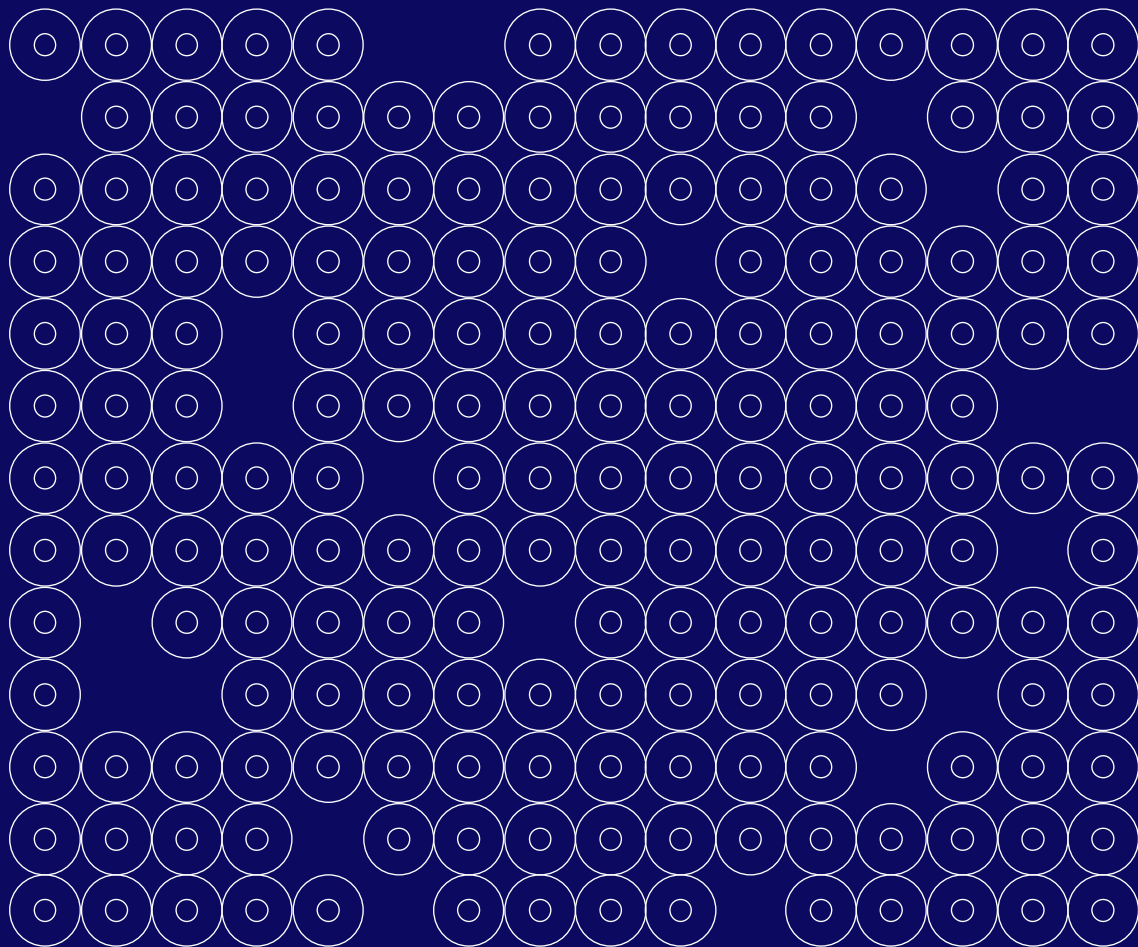
jpiamr

Joint Programming Initiative
on Antimicrobial Resistance

AMR surveillance research and its impact on policymaking
JPIAMR-EU-JAMRAI virtual workshop, 23 February 2021

Co-funded by the
Health Programme
of the European Union

Contents

Objectives

In the current pandemic context, antimicrobial resistance (AMR) surveillance research is more necessary than ever. The efforts made in this framework in recent years have resulted in a number of relevant outputs, which need to be properly conveyed to policy makers to be incorporated into national action plans.

The aim of the virtual workshop on AMR, jointly organised by JPIAMR and EU-JAMRAI on 23th February 2021, was to present some of the latest AMR surveillance research findings in a One Health context and to debate about how these results may inform national policies.

This online workshop intended to be a cutting-edge meeting point for policymakers, researchers and funders to discuss effective strategies to integrate evidence into policies and improve the implementation of AMR surveillance mechanisms in human health, animal health and environment.

Strategy

Content, agenda and speakers

The workshop's content and agenda were focused on providing novel, relevant knowledge to the attendees, highlighting these points of attraction:

• To discuss strategies for sharing and accessing evidence to inform policymaking related to AMR surveillance.
• To learn about how the latest research findings are implemented in an AMR surveillance One Health context.
• To take part on an open dialogue to discuss challenges and implications for AMR surveillance policymaking and research.
• To listen to top experts in theirs fields from a One Health perspective.

To this end, the workshop was structured in two sessions, both including speeches and panel discussions with Q&A:

1. Opportunities for emerging evidence to inform policymaking.
2. Utilizing evidence in implementing new AMR surveillance initiatives.

Regarding the speakers, the workshop counted on the involvement of representatives from RIVM (National Institute for Public Health and the Environment), ECDC (European Centre for Disease Prevention and Control), ARCH-Net, ECEHH (European Centre for Environment and Human Health - University of Exeter Medical School), VEO (Versatile Emerging infectious disease Observatory), and WHO GLASS, along with JPIAMR and EU-JAMRAI.

Agenda

Introduction and welcome

Patriq Fagerstedt (JPIAMR)

SESSION 1. Opportunities for emerging evidence to inform policymaking

Moderator: Heike Schmitt (RIVM)

14:10-14:20 JPIAMR – Supporting AMR surveillance research
Speaker: Laura Marin (JPIAMR)

14:20-14:30 ECDC – Opportunities for emerging evidence to inform policy making: update from ECDC
Speaker: Dominique Monnet

14:30-14:40 ARCH-Net - Bridging the gap between humAn and animal suRveillance data, antibiotic poliCy, and stewardsHip (ARCH)
Speaker: Evelina Taconelli

14:40-14:50 ECEHH - Towards Developing an International Environmental AMR Surveillance Strategy
Speaker: William Gaze

PANEL DISCUSSION - Q&A

SESSION 2. Utilizing evidence in implementing new AMR surveillance initiatives

Moderator: Marie-Cécile Ploy (EU-JAMRAI)

15:20-15:30 EU-JAMRAI / ANSES – Building the European AMR Surveillance Network in Veterinary Medicine (EARS-VET)
Speaker: Lucie Collineau

15:30-15:40 National Sewage Surveillance in the Netherlands / RIVM – National Wastewater Surveillance: CPE
Speaker: Hetty Blaak

15:40-15:50 COMPARE/VEO - Versatile Emerging Infectious Disease Observatory (VEO) forecasting, nowcasting and tracking in a changing world
Speaker: Frank Møller Aarestrup

15:50-16:00 WHO GLASS – Expanding networks: updates from CAESAR and GLASS
Speaker: Saskia Nahrgang

PANEL DISCUSSION - Q&A

16:20-16:30 CONCLUSIONS

The platforms

The workshop was held on Zoom, a familiar platform for everyone since the online events and meetings have become regular due to the COVID-19 circumstances.

Zoom application allows to:

• Share each speaker's presentation, audio and video simultaneously.
• Simplify registration to easily track attendance.
• Record the sessions and share them afterwards.

A previous dry-run was set with speakers to test the platform.

In addition, the platform Invajo was used for the registration to the event, creating a landing page with relevant information and the agenda. It allowed collecting and updating data automatically. Furthermore, attendees could send their questions for speakers through the same form.

Workshop registration page: https://invajo.com/l/QlV79v95j2

Dissemination

Websites

Besides the Invajo landing page, JPIAMR included the workshop information on its website. In addition, EU-JAMRAI created a specific page within its website, redirecting to the Invajo landing page for registration.

Mailing lists and newsletters

The following invitation linked to the registration webpage was disseminated through all the communication channels of JPIAMR and EU-JAMRAI: partners and stakeholders mailing lists, newsletters, and social media:

Social Media

Workshop information was shared on both organisations' Social Media channels since the end of January until mid-March, to encourage registration at first and to disseminate the full recording and relevant insights afterwards.

- JPIAMR: Twitter, Facebook, LinkedIN and YouTube
- EU-JAMRAI: Twitter, Facebook and Instagram (feed and stories).

We also created a hashtag to easily follow the conversation on Twitter: #AMRSurvWS
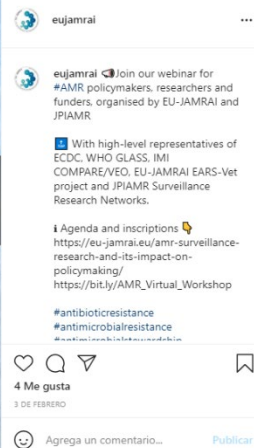
Twitter:

Facebook:

Instagram:

LinkedIN:

Follow up

JPIAMR made a subsequent workshop follow-up by sending a 'thank you' email to participants (360 registered attendees, panellists and moderators), which included the YouTube link to the full recording and a selection of some speakers' quotes. Sharing this information was a way to engage people for next events and to make them interested in our activities.

Results

Attendees

In total, 361 people signed up for the workshop, while 165 took part in live event. Although the form did not ask for data such as country, position or organisation, thanks to the email domains we got to know that the workshop was followed by several representatives of major AMR and research entities, throughout Europe, US, Canada and beyond. Among them were:

- UN
- WHO
- CDC.gov
- NVSC Italy
- USDA.gov
- arslvt.min-saude.pt
- fda.hhs.gov
- ec.europa.eu
- cddep.org
- vmd.gov.uk
- FAO
- Welcome.org
- MRC / UKRI

Impact and reach

Websites

The workshop had a noticeable impact on the web traffic of both organisations, due to users looking for information about it. This kind of events have proven to be a useful tool to attract new audiences that did not know JPIAMR and EU-JAMRAI, but might be interested in their activities.

We have tracked the following metrics, referring to the specific workshop pages within JPIAMR and EU-JAMRAI websites:

- JPIAMR: 118 unique page views.
- EU-JAMRAI: 329 unique page views (3.11% of the total EU-JAMRAI site for the period 25 January - 23 March 2021).

Social Media

Impact of the workshop was visible also on Social Media. The main data are summarised below:

- Twitter: 74.500 impressions, 1.145 engagements (JPIAMR + EU-JAMRAI)
- Facebook: 546 reach, 44 engagements (JPIAMR + EU-JAMRAI)
- LinkedIN: 1.569 impressions, 50 clicks (JPIAMR)

Lessons learned

- JPIAMR and EU-JAMRAI collaboration was really fruitful. Common goals and philosophy, along with a shared teamwork spirit, drove us to work smoothly and effectively. Synchronised messaging and communication efforts and shared databases amplified the workshop's reach.
- Content is everything. Providing new data and valuable information, as well as counting on relevant speakers and moderators, are key to engage attendees.
- The COVID-19 circumstances make it necessary to hold events online. Although this media is not comparable to face-to-face meetings, it provides some advantages, such as the possibility for everyone to attend, regardless the location.
- However, people are quite fed up with online meetings, so it is wise to give brief presentations supported by audio visual elements and promoting interaction (i.e. with a Q&A session or a quiz).
- To record the workshop is extremely useful. Many registered people are unable to attend live due to unforeseen circumstances, but are genuinely interested in the topic, so they appreciate the fact of being able to watch the full recording afterwards (as evidenced by the fact that the number of views on YouTube is bigger than the number of attendees). In addition, it is a good excuse to keep in touch with the subscribers engaging them with interesting content.
- It is advisable to test the platform in advance with all the speakers to ensure that the workshop runs smoothly.
- To amplify outreach as much as possible, dissemination strategy should include all available means: mailing campaigns, newsletters, social media channels… An option to bear in mind for future occasions would be hiring Google Adwords campaign or paid social media promotions, if there were available budget.
- For statistical purposes, to get a more accurate profile of the attendees, requesting them additional affiliation data (such as country, organisation and position) might be considered.