

# WORLD AMR AWARENESS WEEK REPORT

## MVOMERO, MOROGORO TANZANIA



# Word of Thanks



**Hamisi Msagama**  
Executive Director  
One Health Society

We are very happy to continue taking the AMR agenda directly to the grassroots where it is mostly unaware and affected. Collective actions give huge results and achievement; we would like to extend our deepest gratitude to all who contributed to the successful execution of the World Antimicrobial Awareness Week 2024 (WAAW2024) which took place in Morogoro-Tanzania. We sincerely thank the Ministry of Health and the Ministry of Livestock and Fisheries for their invaluable logistical support, which was crucial in facilitating the preparation of this year's campaign

We are also profoundly grateful to the South Center for their generous financial support, which enabled us to carry out awareness campaigns more effectively.

A special thank you to the cultural dance performers (Mapinduzi) for vibrant and captivating performances that added a unique, attractive, and memorable element during the campaign. My heartfelt appreciation goes to the One Health Society team for their dedication and hard work ensuring the smooth running of the campaign to achieve the best results.

We also extend our sincere thanks to the local government leaders at Dakawa for their unwavering support and cooperation, which played a key role in engaging the community members and driving the campaign's success.

Last, but not least, to the Maasai community for owning the campaign and taking the lead for other community members. Their passion, attention to the campaign message, and commitment have been truly inspiring and pivotal in spreading the message of antimicrobial awareness widely.

Thank you all for making WAAW2024 a remarkable success. and we are looking forward to expand our reach and make more impact in the coming years

# Our Reach

Key Highlights from the WAAW 2024  
Morogoro, Tanzania



293.2 Km  
Travelled



10k

People Reached



30

WASH  
Equipment  
Awarded

2

Local language  
Educative Drama  
performance

30

WASH Equipment  
Distributed

# About One Health Society

One Health Society (OHS) is a registered non-governmental organization in Tanzania dedicated to addressing global health challenges particularly the global threat of Antimicrobial Resistance through a comprehensive One Health Approach. OHS focuses on promoting rational antimicrobial use, improving hygiene practices, advocating for sustainable policies, and enhancing human, animal, and ecosystem health. The organization envisions a future where global health challenges are effectively mitigated through collaborative efforts, ensuring community health and well-being.

Recognizing the multifaceted nature of AMR, One Health Society, Tanzania has been proactive in participating and championing the implementation of comprehensive strategies from the community level to high-level advocacy (policy) to combat the AMR threat. Taking part in the implementation of the first National Action Plan (NAP) on AMR (2017–2022) which laid the groundwork for a coordinated response, focusing on improving awareness, strengthening surveillance, optimizing antimicrobial use, and enhancing infection prevention and control measures. Building on the progress of the first NAP, One Health Society participated in stakeholders' engagement and launching of the second NAP in 2023, emphasizing the One Health Approach, which integrates human, animal, and environmental health efforts.

OHS has made significant strides in raising awareness and educating the public about the prudent use of antimicrobials and the risks associated with their misuse. Over the past four years, OHS has led numerous AMR awareness campaigns across Tanzania, reaching thousands of individuals. The organization is also recognized for its high-level advocacy, contributing to the development and implementation of Tanzania's National Action Plans on AMR as a member of the National Technical Working Group on AMR Awareness, participating in the commemoration of World Antimicrobial Resistance Week in Tanzania and recently founded the Tanzania Parliamentarian Alliance for AMR which is a coalition of Tanzanian policymakers that bridges the gap between science and policy interventions. The alliance fosters integrative and coordinated efforts through legislative action, policy advocacy, health promotion such as water, sanitation, and hygiene, and resource mobilization for global health activities.

# World AMR Awareness Campaign 2024

Reaching underserved Maasai Community

Infectious diseases are prevalent challenges for livestock keepers in Tanzania. Over 250.8 billion Tanzania shillings are lost yearly due to resurgent livestock diseases. To abate these losses, pastoralists have resorted to the arbitrary use of antimicrobials as a last resort to treat these infectious diseases. The National Action Plan on Antimicrobial Resistance (2023–2028) plans to optimize the use of antimicrobials among pastoralists by enhancing community awareness and outreach programs that will influence behavioral change. However, pastoralists being residing in remote areas make it difficult to be reached by various awareness and outreach programs. This situation has exacerbated the misuse of antimicrobials and consequently, fueling the development of Antimicrobial Resistance (AMR).



We travelled 293.2km to Dakawa morogoro-Tanzania as part our WAAW 2024 efforts to raise awareness on AMR with the emphasis to actionable message that can be taken by the community member to act against AMR. This campaign reached about 10000 pastoralists residing in hard-to-reach area. In Morogoro region, the Maasai community is inhabiting the Mvomero district, with majority of them being pastoralists.

The campaign was done in Dakawa, Mvomero district, Morogoro, Tanzania. Mvomero district is estimated to have about 18,000 livestock keepers with an estimate of 201,410 cattle, 84,184 goats, 13,627 sheep and 2,128 donkeys. It is one among the Tanzania district with large population of livestock and pastoralists with low quality veterinary services which impose the risk of antimicrobial misuses.

# World AMR Awareness Campaign 2024

Reaching underserved Maasai Community



# How we achieved the Objectives

1

## Meeting with the local leaders before the campaign commencement

The campaign commenced with a courtesy visit to the village and market leaders. During these visits, One Health Society (OHS) team engaged in discussions with the local leaders before the initiation of the awareness campaign, aiming to ensure that the leaders are informed and possess an understanding of the Antimicrobial Resistance (AMR) issue, thereby equipping them to communicate effectively with their community members. Following the engagement of these leaders, they articulated the detrimental impacts of AMR and introduced our team to the community members to facilitate their listening to our team's presentations and to garner cooperation throughout the campaign day. The OHS team emphasized the significance of establishing multiple hand washing stations, providing ongoing education for pastoralists regarding the prudent use of antibiotics, and adhering to the observation of window periods for the cattle presented at the market. These leaders played a pivotal role in ensuring that the campaign team received maximum cooperation from the community.





## 2

## Entertainment (Local drama & Dance)

We utilized the captivating performances of a Maasai dancing group. This strategy aimed to attract all local community members, marketers, and visitors fostering a conducive environment for disseminating key actionable messages regarding antimicrobial resistance (AMR).

The campaign commenced with vibrant dance performances that drew significant attention from the community. The energy of the Maasai dancers not only entertained the attendees but also created an inviting atmosphere for dialogue and learning. Following the performances, our team from One Health Society delivered educational messages focusing on the prudent use of antimicrobials, IPC&WASH, and the risks associated with their misuse.



**Local Dancing group advocating AMR  
Message through song**



Community members were actively encouraged to ask questions and provide feedback on the information presented. This interactive approach facilitated a two-way conversation, allowing attendees to voice their concerns and share personal experiences related to AMR. The engagement highlighted the necessity for behavioral change concerning antimicrobial use, particularly in pastoralist contexts where the misuse of medications has become prevalent.

The Maasai group composed a song that contained messages that educate on the rational use of medicine in humans and animals, stressed on the use of antibiotics as directed by physicians, and malpractices that may lead to antimicrobial resistance such as sharing of medications with other family members, not finishing the dose and improper handling of left-over antibiotics.

The overwhelming participation of the community underscored the effectiveness of using traditional cultural expressions to communicate critical health messages. Moving forward, it is essential to adopt similar approaches in future outreach programs to ensure continued community involvement and awareness regarding the dangers of antimicrobial resistance.

The collaboration with the Maasai dancing group proved to be a successful strategy in engaging the community and promoting AMR awareness.

### 3

## Maasai volunteers

We trained local Maasai volunteers to effectively lead the campaign. Recognizing that the majority of the Maasai speak their vernacular language, these volunteers were empowered to translate the AMR messages into a format that is easily understood by their peers. This approach not only facilitated better comprehension among community members but also fostered a sense of trust and relatability, as the volunteers were recognized figures within their community.

The involvement of Maasai volunteers was critical to the success of the campaign. Their deep understanding of local customs and language allowed them to present the information in a culturally relevant manner, significantly enhancing engagement and participation. By utilizing local leaders who are respected by their peers, the campaign effectively channeled important AMR messages, making the information more accessible and relatable. This strategy not only improved awareness of AMR but also empowered the community to take ownership of their health decisions, ensuring a more impactful and sustainable outcome.



## 4 One to One Engagement



Our team took a proactive approach to engage with the pastoralists, ensuring that we didn't merely deliver information but fostered a genuine exchange of knowledge. By immersing ourselves in their community, we were able to build trust and rapport, which is essential for effective communication. Understanding the local culture and challenges faced by these pastoralists allowed us to tailor the AMR (Antimicrobial Resistance) messages in a way that resonated with their experiences and needs.

During our interactions, we made it a priority to create an open environment. We encouraged the pastoralists to voice their concerns and inquiries, recognizing that their insights could provide valuable feedback for our initiatives. This time of engagement was not only enlightening for the pastoralists but also for our team, as we gained firsthand knowledge of their practices and beliefs.

By addressing their questions thoroughly and respectfully, we ensured they left the discussions with a clear understanding of AMR and its implications. Our goal was not just to inform but to empower them to make informed decisions regarding their livestock health and practices. The success of this campaign lay in the shared knowledge and collaboration, which reinforced the significance of community involvement in tackling antimicrobial resistance.

## 5

## Award Giving



We introduced an engaging incentive that significantly boosted community participation. We awarded branded buckets featuring essential messages on Infection Prevention and Control (IPC) and Water, Sanitation, and Hygiene (WASH) to everyone who responded to our questions and shared their learning takeaways. This incentive not only encouraged participation but also attracted many members of the Maasai community, who were eager to engage in dialogue and learn more about the best action that can be taken by them to reduce infection transmission as part of preventing AMR.

The opportunity to receive a branded bucket, which served as both a practical item and a promotional tool for IPC and WASH, created a buzz among community members. As they gathered around, keen to respond and share insights, we noticed a heightened interest in our messages. The buckets became a focal point for discussion, fostering an environment where individuals felt encouraged to learn about the critical importance of safe hygiene practices and disease prevention as strategy to disease prevention.

This approach effectively ensured that the community paid close attention to the campaign's core messages. By motivating participants through an appealing reward system, we were able to foster meaningful conversations that extended beyond the campaign.

# Success and Impact of the AMR Awareness Campaign

The World AMR Awareness Campaign 2024 in the Mvomero district of Morogoro, Tanzania, marked a significant milestone in addressing the growing challenge of antimicrobial resistance (AMR) among pastoralist communities. The campaign not only raised awareness but also fostered a collaborative approach to tackling this critical health issue.

## Increased Awareness among Pastoralists

The campaign successfully reached approximately 10000 pastoralists, significantly increasing awareness about the dangers of AMR and promoting responsible antimicrobial use. The engaging methodologies, including local drama and dance, allowed the community to connect with the information on a deeper level, ensuring better retention of the key messages.

## Community Engagement and Participation

The use of cultural expressions, such as Maasai dance performances and drama, facilitated strong community engagement. The interactive sessions encouraged participants to actively participate, voice concerns, and share experiences related to antimicrobial use. This created a sense of ownership around the issue and motivated community members to change their behavior regarding medication practices.

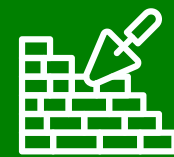
## Active support from the Ministries and local community leaders

Securing strong support and collaboration from ministries, and community leaders enabled us to effectively conduct the AMR campaign and achieve our objectives.



## **Behavioral Change influence**

The campaign emphasized the importance of adhering to proper antimicrobial use guidelines, such as following prescriptions and observing window periods for livestock. Early indications show a willingness among pastoralists to implement these practices, which could lead to a significant reduction in misuse and the associated risks of AMR.



## **Laid foundation for Future Initiative**

The success of the campaign has laid a strong foundation for future initiatives aimed at combating AMR. Lessons learned from this campaign will inform ongoing and new efforts, ensuring continued community involvement and adaptation of culturally relevant methods to convey health information.



## **Recorded Key Testimony**

Selected participants were interviewed and consent to be recorded to deliver their key takeaway messages on antimicrobial resistance. The recorded video is available through the attached link

# Challenges

## **Geographical Barriers**

The remote locations of many pastoralist communities in Tanzania pose significant challenges for outreach efforts. Accessing these areas often requires extensive travel, which can limit the ability to conduct regular awareness activities.

## **Cultural Practices**

Traditional beliefs and practices regarding livestock management can hinder the adoption of recommended health practices. Resistance to change may be encountered, particularly when new guidelines conflict with longstanding customs.

## **Sustainability of Efforts**

Ensuring the sustainability of awareness efforts beyond the campaign period can be challenging, especially in terms of funding and community engagement.





# Key Recommendation

**1** Further efforts should focus on leveraging cultural elements to enhance outreach and education initiatives aimed at addressing this global health challenge.

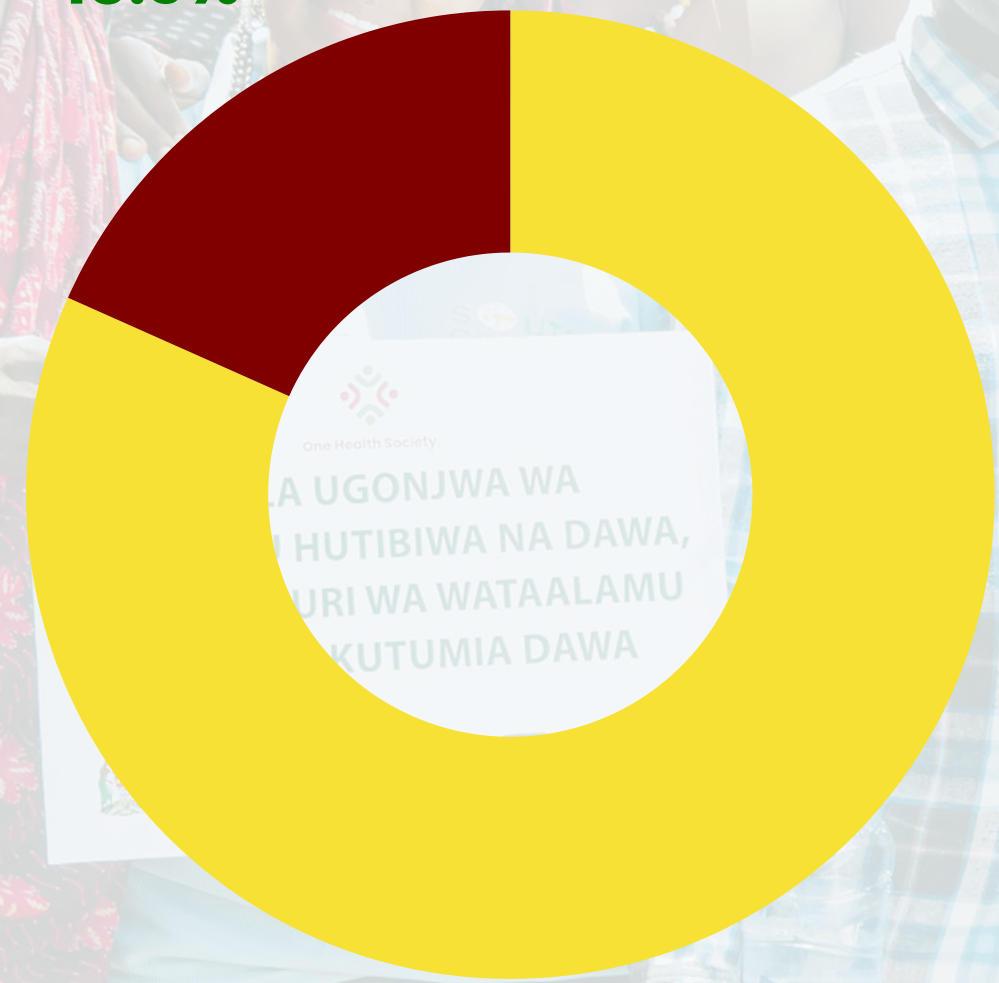
**2** AMR awareness initiative should be conducted throughout the year

**3** Organization that has done the best in implementation should be given priority for the coming funding phase

# Financial Performance

**\$3000**  
Total Fund used

Other Source  
18.3%



South Centre  
81.7%

# Attachment

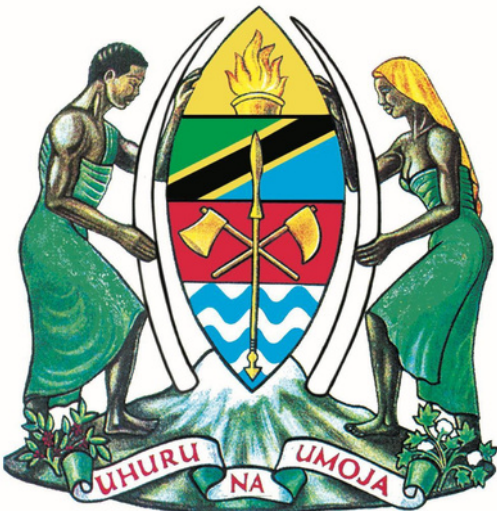
1 WAAW 2024 Campaign video highlight



<https://youtu.be/j-2dhNhR4DE?si=awuK-rGI6VEC0HI3>



With the Support from



**Ministry of Health**  
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**One Health Society.**

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