

WAAW/EAAD 2021 – Tips for working with your local Comms teams



WAAW/EAAD 2021 runs from 18th -24th November 2021 and is an opportunity for local teams to promote antimicrobial stewardship within their organisation, as well as amplify national messaging during this week.

The most successful local campaigns during and before the COVID-19 pandemic have reported good engagement with their local communications (Comms) teams and so to support your local WAAW/EAAD efforts, please find a list of 'top tips' for engaging your local Comms teams ahead of and during WAAW 2021.

#WAAW

#EAAD

#AntibioticGuardian

#KeepAntibioticsWorking

World

Antimicrobial Awareness

Week

European

Antimicrobial Awareness

Day

Top Tips:

- **Identify and engage** your Comms team **early**, they often plan Comms weeks/months in advance.
- Ask your Comms team about their **strategic priorities** and consider how you can **align** your WAAW messaging with these.
- Provide a **clear request** – What are the key messages, hashtags, images that you would like your audience to see?
- **Draft some ideas of your own** – If you can prepare some draft text for tweets, bulletins, newsletter content etc. your Comms team will be able to adapt this as needed to make it as engaging as possible.
- Consider prompts overleaf (**Why? Who? What? How?**) when thinking about how best to engage with your target audiences.
- Link Comms teams to engaging content – can you link to an **AMS video** online? (or record your own!) or share **images/Twitter polls** (follow @UKCPAPIN on Twitter to engage with this during WAAW).
- **Promote** other messaging during WAAW/EAAD – for example, search **hashtags** on Twitter (see left for examples) and re-tweet content from other users.

Use the following four prompts (WHY? WHO? WHAT? HOW?) to consider how best to design effective WAAW comms to achieve your desired impact:

WHY?

Why have you decided to promote AMS messaging during WAAW?

Why is it important that these messages are seen by your identified audience(s)?

What public health issues will your messaging address?

What do you want to achieve with your WAAW messaging? (attitude change, behaviour change, raising awareness, sharing resources, knowledge or tools?)

WHO?

Who is the audience?

What role do they play?

- Champion
- Partner
- User (general, technical)
- What organisation are they from, or are they a member of the public?
- What is their 'day job'?
- What is their level of technical knowledge?
- Can you collaborate with them to have your messages promoted?

What is the main message you want to communicate and the lessons you want to share?

WHAT?

What does your audience need to know about?
What level of detail/type of knowledge?

- General content
- Clinical guidance
- Policy documents
- Key publications/evidence

How will you get your message(s) across to your identified audience(s)?

Consider:

HOW?

- Methods, time and resource available
- Which platforms do your audiences engage with the most? (social media, email, bulletins, letters, newsletters etc.)
- Evidence for effectiveness – what has worked before? How have similar teams successfully gotten messages across to similar audiences?