

Nikkei FT Communicable Diseases Conference
The Asia Africa Medical Innovation Consortium (AMIC) AMR Consortium Working Group

Survey on identifying key messages to build understanding in the general public toward the threat of antimicrobial resistance (AMR)

August, 2022

For inquiries, please contact:

AMR Alliance Japan
(Secretariat: Health and Global Policy Institute (HGPI))
Otemachi Financial City, Grand Cube 3F
Global Business Hub Tokyo
1-9-2, Otemachi, Chiyoda-ku, Tokyo
100-0004 JAPAN
TEL: 03-4243-7156
FAX: 03-4243-7378
Info: info@hgpi.org
Website: <https://www.amralliancejapan.org/en/>



Overview of findings

Survey overview

● Goals and objectives

To identify important messages for helping the general public in Japan understand the “the threat of AMR” in Japanese to build awareness toward the threat of AMR and the risks of inappropriate antimicrobial and antibiotic usage in a manner that will facilitate awareness-building activities.

To identify what types of messages will have the greatest influence for each of the various groups of the general public, and to identify which communication channels will be best to use.

● Survey design

This survey was conducted as a quantitative study via online questionnaire.

● Participants

Random sampling was used to select 1,000 people representative of the total population of Japan in terms of age, sex, and region from the monitor panel of the research firm that conducted the survey.

Participants were 18 years of age or older and able to read and comprehend texts written in Japanese.

● Survey period

December 12, 2021 to December 6, 2021

Key survey findings

1. **Messaging can improve awareness among groups who were previously uninterested**

Key messages must continue to be conveyed in a manner that enables each group to perceive AMR as an issue that directly affects them

2. **Younger people respond to data, while older people focus on personal impact**

Messaging must take the characteristics of each generation into account

3. **There are three messages all generations viewed as important**

(1) Global number of deaths (2) Depletion of therapeutics (3) Impact on elderly people

4. **It is important that media used to communicate medical information (information sources)**

feature explanations from healthcare professionals

It will be important for information to be disseminated by the entire medical community, not only physicians, with participation from pharmacists and other paramedical personnel

Information on AMR in the environment, animals, and food

1. **Interest in AMR in the environment increased with age**

2. **Respondents who felt that information on AMR in animals and food is important tended to have high interest in AMR in the environment**

**Recommendations for disseminating information
regarding AMR bacteria**

Recommendations for disseminating information regarding AMR bacteria (1)

Messaging must take differences in interest among generations into account

- **Survey findings suggested messaging is an effective method of disseminating information, even among people who are not interested in AMR. In addition to past messaging efforts, it may be necessary to intensify messaging to build understanding among more citizens in the future.**
- **Younger people may be less interested in AMR because they may find it difficult to recognize AMR-related problems. It may be effective to use objective data in media that reaches younger people, such as social networks.**
- **When providing information to elderly people, it may be necessary to foster a sense of impending crisis toward AMR, such as by focusing on how AMR can affect personal health.**

Recommendations for disseminating information regarding AMR bacteria (2)

The need for trust in healthcare professionals and education on AMR

- Responses regarding respondents' preferred information channels showed that information from healthcare professionals is considered highly reliable, so it may be necessary for not only physicians but also pharmacists and other paramedical personnel to actively provide AMR-related information.
- One effective option may be to provide or expand education on AMR for healthcare professionals to create a system in which healthcare professionals provide correct information on AMR to patients and citizens.

Recommendations for disseminating information

regarding AMR bacteria (3)

One Health

- **Interest in information related to AMR in the environment increased with age but did not match interest in environmental issues among younger respondents. This may be a sign they perceived problems related to AMR in the environment as health issues rather than environmental ones. These trends may also have been influenced by respondents' past experiences with pollution or drug-induced health incidents.**
- **It may be possible to heighten interest in all aspects of One Health by disseminating information on AMR in animals and food together with information on AMR in the environment.**
- **Evidence for information on AMR in the environment, animals, and food is insufficient, so in addition to building interest, it will also be important to communicate that there are many unclear aspects of impact on human health and to provide adequate risk communication.**

NIKKEI FT
Communicable
Diseases
Conference



Nikkei FT Communicable Diseases Conference Asia Africa Medical Innovation Consortium (AMIC) AMR Consortium (Secretariat: AMRAlliance Japan)
Health and Global Policy Institute (HGPI)
Tel: 03-4243-7156 Fax: 03-4243-7378 E-mail: info@hgpi.org