COMMUNITY ENGAGEMENT FRAMEWORK

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PAN-AFRICAN TREATMENT ACCESS MOVEMENT

BACKGROUND

- The AMR community engagement framework was developed by the AMR Policy Accelerator in collaboration with the Pan-African Treatment Access Movement (PATAM).

- The framework was developed specifically for engaging communities in Africa in order to stimulate an optimal community response to the AMR pandemic.

- It was noted that some of the most affected communities are marginalised and have minimal access to healthcare with equally limited access to quality antimicrobials.

- The best approach to communicating AMR to such populations would be a tailored one with emphasis on community engagement and education.

SUMMARY OF FRAMEWORK

- The framework identifies a number of crucial pillars that are required for effective community engagement on AMR. These are:

  Developing and maintaining partners

  Ensuring culturally sensitive messaging

  Community asset mapping

  Effective engagement strategies

  Equity

  Using available resources

- The approach was built on several identified best practices, including the Wellcome Trust responsive dialogue approach.

DEVELOPING AND MAINTAING PARTNERS

- Developing effective stakeholder relationships and partnerships is important for successful community engagement research.

- Collaborating with national and local authorities provides a crucial groundwork for forming community relationships, while boosting the visibility and credibility of the activities.

- Partnering with local stakeholders opens up their networks and fosters personal connections, enhancing credibility and facilitating community entry.

ENSURING CULTURALLY SENSITIVE MESSAGING

- Understanding the local context is crucial for effective community engagement.

- Participatory Learning and Action (PLA) can stimulate community action and unite people to address common issues, drawing parallels with historical community campaigns for HIV prevention.

- Identifying and leveraging shared values and belief systems can promote positive practices and facilitate interventions.

- Developing a local vocabulary through discussions with participants can address language barriers and provide insight into local behaviours.

COMMUNITY ASSET MAPPING

- Localized intervention strategies that mobilize communities are most effective and sustainable when integrated into existing or developing public health systems and connected to other community programs.

- Participatory, action-oriented approaches, combined with educational interventions, can lead to lasting, widespread improvements in knowledge and behaviour.

- Conducting community mapping and gap analyses helps identify who is included, why, and who might be missing.

- Early mapping of communities and stakeholders clarifies their relationships, roles, and needs, facilitating two-way knowledge exchange and fostering community ownership of the project.

EFFECTIVE ENGAGEMENT STRATEGIES

- Engagement begins with transparent discussions about expectations and suitable incentives.

- Effective AMR interventions depend on educating and "upskilling" a wide range of individuals, from farmers to healthcare workers to students.

- However, raising awareness alone is inadequate for lasting behavioural change; sustained public engagement is crucial.

- Successful engagement relies on flexible academic and community partnerships, cultural competency training, and involving community members in leadership roles.

- Investing in community engagement is essential for demystifying AMR and involving the public in designing interventions.

EQUITY

- Equity in community engagement is crucial to ensure that all groups, especially marginalized populations, have fair and just opportunities to participate in and benefit from initiatives.

- Building trust and motivation within these communities is essential. The lack of specific attention to marginalized groups in AMR Action Plans undermines health equity by neglecting to comprehensively address the unique challenges they encounter.

- When designing community engagement research, understanding local power dynamics and investing in relationship-building among stakeholders is crucial.

- Power imbalances, often stemming from expert knowledge, can result in top-down engagement approaches.

USING AVAILABLE RESOURCES

- To engage communities sustainably and efficiently, it is vital to use or develop effective engagement models.

- Continuous, multi-dimensional engagement, supported by periodic assessments, can enhance intervention durability.

- Multifaceted interventions typically yield better outcomes than single-element approaches, highlighting the importance of comprehensive strategies.

THANK YOU