Development and user feedback on Antimicrobial Stewardship Explainer Videos: a collaborative approach between the UK and eight African countries

J. Fraser[1]., F. Garraghan[2]., D. Ashiru-Oredope[2,3].

1. Tropical Health and Education Trust, 2. Commonwealth Pharmacists Association, 3. UK Health Security Agency

Project overview

Background: Antimicrobial resistance is a growing, complex and global threat. Many factors have accelerated its spread, including overuse and misuse of medicines in humans, livestock, and agriculture, as well as poor access to clean water, sanitation, and hygiene. Across Africa, AMR is particularly concerning, and the impact is becoming more apparent, with healthcare-associated infections increasing, the ongoing high burden of communicable diseases, and weak and fragmented public and animal health systems. Health Partnerships are working to address AMR through antimicrobial stewardship (AMS), infection prevention and control (IPC), and by developing pharmacy expertise and capacity.

The videos: To support AMS, THET and CPA, as part of the Commonwealth Partnerships for Antimicrobial Stewardship (CwPAMS) scheme with funding from the Fleming Fund and input from more than 50 colleagues across the UK and eight African countries, developed four AMS Explainer Animation videos with the video animation company, Video Symmetry. The videos represent different situations, stories, and information to help explain AMS in easy-to-understand ways.

The audience: The videos are designed for both for the public and health practitioners.

Process of development

From 2021-2022, key stakeholders were engaged from a range of backgrounds and experience, including healthcare informants, external advisers (e.g., Africa CDC and WHO). A stakeholder workshop concluded that English was the most useful language for the videos but recorded in different accents so the characters could be relatable in multiple contexts. Scripts were developed through several iterations and reviewing sessions. Draft storyboard animations were shared with the reviewers for further feedback.

Several review phases were necessary to ensure the videos are both technically and contextually accurate and appropriate. The main challenge has been to make the complexity of AMS/AMR easily understandable to the wide audience.

Following the completion of priority edits, three of the four videos were uploaded to YouTube and shared with the Health Partnerships to pilot in training during May 2022. A feedback survey was shared to inform use, value, and next steps for the videos.

Scope of videos

The four video topics are:

1. **The patient and doctor experience with antimicrobials** - Explores a mother and father's experience with seeking medical help for their child's illness, when it is appropriate to use antimicrobials or not, and preventative actions one can take to reduce the chances of AMR.

2. **Continuum of care** - Explores the different roles involved in the whole journey of care. For example, for the doctor, it is about carrying out the appropriate test or using relevant tools/guidelines to assess the patient. For the pharmacist, providing advice to colleagues and dispensing the correct antimicrobials; for the nurse, giving the antibiotic on time and appropriately; and the patient, taking the medicine correctly and not sharing antimicrobials with family, friends, pets.

3. **Surgical prophylaxis** - Explores the journey for healthcare professionals (doctor, nurse, and pharmacist) for managing surgical site infection, using the WHO Surgical Safety Checklist, and deciding the appropriate use of antimicrobials in a patient's journey to reduce the risk of AMR.

4. **What is AMR and AMS?** (In final stages of development) - Explores what is antimicrobial resistance and stewardship, global organisations involved in AMR prevention, why it is important that we tackle it, and actions that individuals (both patients and health professionals) can take to reduce AMR.

Examples of project impact

Usefulness

94% of survey respondents gave the videos either a '5' or '4' for usefulness, with 5 being 'very useful'

What are the main ways that survey respondents will use the videos?

What are examples of how CwPAMS Extension partnerships have used the videos so far:

- Training workshops involving 50+ and 145+ people
- During seminars of 20+ people and during AMS team meetings
- One partnership bought a TV to show the videos to hospital staff/students in the clinical skills training room at the hospital. This room is used for small group teaching and will be played to multiple groups in the future
- One partnership showcased the videos during training, and trainees then translated the videos into Swahili for future use.

Learning

Which video did survey respondents learn from the most?

Examples of quotes and video snapshots

Fig 1. UKHSA image

Fig 2. UKHSA image in use in the What is AMR and AMS video

"Get these out there, they are outstanding!"

"These are PERFECT for Public Health Promotion programmes"

"Very strong videos – useful for a range of training situations"

How the project will be developed in the future

We plan to do the following activities:

- Finalise the fourth video (What is AMS/AMR?)
- Continue to gather feedback from Health Partnerships and, where feasible, make priority edits to the videos where suggestions were made in the survey. For example, adding more languages and/or subtitles with more local languages, so they can be more accessible in more contexts.
- Disseminate the videos during future phases of the CwPAMS programme. Encourage Health Partnerships to use the videos in training and at the hospital/clinics.
- Support Health Partnerships to disseminate the videos more widely. Partnerships have expressed interest in sharing the videos on, for example, TV/Radio shows, social media, and through printed screen shots of the videos on posters.
- Share the videos with wider stakeholders, for example, the Africa CDC, Fleming Fund, and WHO.

Acknowledgements

We would like to thank all the contributors from the nine countries, for all their time, input, and expertise for these videos. This project was part of the Commonwealth Partnerships for Antimicrobial Stewardship (CwPAMS), managed by the Tropical Health and Education Trust (THET) and Commonwealth Pharmacists Association (CPA). CwPAMS is funded by the Fleming Fund using UK aid funding. The Fund is managed by the UK Department of Health and Social Care and invests in strengthening surveillance systems through a portfolio of country and regional grants, global projects and fellowship schemes. The views expressed in this publication are those of the authors and not necessarily those of the UK Department of Health and Social Care, the NHS, the represented NHS Trusts, CPA or THET.

Contact Information

Jessica.Fraser@thet.org