

THE TALKING CURE

— for anti-microbial resistance (AMR) —

ADDRESSING
SUSTAINABLE
DEVELOPMENT
GOALS (SDG):

3 GOOD HEALTH
AND WELL-BEING



MISUSE OF ANTIMICROBIALS IS INCREASING DRUG RESISTANCE IN DISEASES SUCH AS

HIV/AIDS



Malaria



Tuberculosis



Drug-resistant infections cause 700,000 deaths worldwide each year.



Without action to control resistance, this annual toll will exceed 10 million by 2050.

KNOWING ABOUT THE PROBLEM IS NOT ENOUGH



BANGLADESH

In Bangladesh, we pioneered a new way to tackle AMR called the Community Dialogue Approach



Local volunteers host regular meetings in the community to help people talk about what drives antibiotic misuse and identify solutions



Rather than just raising awareness, this creates a shared responsibility to change behaviour



OUR PILOT PROJECT IN COMILLA DISTRICT, BANGLADESH



Our survey of 1,300 people across 26 villages found that 48% had heard of antibiotics. Of these:



The drivers of antibiotic misuse included:

- limited clinic opening hours
- partial prescriptions
- sharing antibiotics
- buying antibiotics over the counter

The community dialogues involved:



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GCRF-ESRC/
QR/GIAA:

£375K



The pilot showed that the Community Dialogue Approach to AMR is practical, sustainable and could be scaled up to a wider area.



Qualitative feedback so far suggests that behaviour is changing within these groups.



Because of its pioneering approach, the project was chosen to present at the 2nd Global Call to Action on AMR in 2018, co-hosted by the Wellcome Trust, the UN Foundation, and the World Bank.

NEXT STEPS

Our approach has the support of the Bangladesh Ministry of Health and Family Welfare and we aim to evaluate its impact across a wider catchment within the country.

We hope to adapt the approach for the health system in Nepal.



NEPAL



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