

# Communication challenges about AMR and AMS in animal agriculture during a pandemic



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# Takeaway

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Communicating about AMR/AMS during a crisis is challenging for animal agriculture stakeholders because there are unclear communication strategies and behavioral recommendations when there *isn't* a crisis.

# Overview

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- Science communication challenges in animal agriculture about AMR/AMS
- Communicating in a crisis
- The need for recommended behaviors and communication strategy



# AMR/AMS communication challenges in AA

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- Multiple stakeholders w/ different goals & values
  - **Producers/farmers:** protect animal welfare; protect operational sustainability
  - **Veterinarians:** help clients; clarify misperceptions for stakeholders
  - **Industry:** increase consumer confidence; influence policy to avoid too much regulation
  - **Government/policy makers:** biosecurity; compliance with regulations
  - **Public:** health and well-being; “be in the know”
- Beyond regulations, no consensus or definitive guidance about what actions these stakeholder groups should take to encourage stewardship



# AMR/AMS communication challenges in AA

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- Stakeholders w/ unique communication concerns
  - **Producers/farmers:** public hostility toward AA; lack of consumer knowledge
  - **Veterinarians:** ineffective delivery of complex & nuanced information; client response & reactions
  - **Industry:** desire for consumer-accepted language re: AMR complexities; addressing media myths
  - **Government/policy makers:** stakeholder misunderstanding of AMR; inconsistent messaging
  - **Public:** have their voices heard
- Additional challenge in making communication recommendations across stakeholder groups about who their key audiences should be based on these concerns





## **Communicating in a Crisis**

- Need to plan well in advance, but remain flexible
- Respond quickly and transparently (*including acknowledging uncertainty*)
- Monitor stakeholder response and be ready to respond in turn (*be ready to adapt*)

# The Need for *Recommended AMS Behaviors* & *Communication Strategies* in Animal Agriculture

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- No consensus on what AMS behaviors various stakeholders should perform
- Without clear behavioral recommendations, communication strategy has limited value
- At present, communicating about AMR/AMS during a crisis is challenging because there are unclear communication strategies and recommended AMS behaviors when there *isn't* a crisis.



# Thank you.

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