



Report of world antibiotic awareness week (WAAW) 2018 Kingdom of Saudi Arabia

Country	Kingdom of Saudi Arabia
Date of submission	3 January 2019

DESCRIPTION OF CAMPAIGN ACTIVITY/ ACTIVITIES

1. Encourage all health care facilities in all regions of KSA to participate in WAAW with wide-ranging activities through memo and providing them with the campaign materials.
2. Design booth for awareness activities in malls which attract public from different categories and include sections for contributing sectors (general directorate of infection prevention and control- MOH, General Department of Laboratories and Blood Banks, General Department of Pharmaceutical Care.
3. Organized workshop before launching of awareness activities to present the messages of different sectors.
4. Special corner was designed for children in malls with providing gifts including cups, coloring books, balloons,...)
5. Preparation of awareness materials and brochures in both Arabic and English.
6. Providing gifts for the visitors of the Booth.
7. Short awareness messages for broad casting on Twitter and snap chat (provided in Arabic language).
8. Awareness Video " History of war between bacteria and antibiotics" been prepared for misuse of antibiotics and the importance of rational use.
9. The launch of a special campaign Hashtag:-
Only with prescription (# فقط بوصفة)
10. Contact universities and private medical colleges and schools to activate the WAAW to raise awareness of antibiotics and providing them with the campaign materials.
11. The communication with the national newspapers for writing articles and cover the events.

12. Awareness survey study including :-

1. Assessment of public awareness of antibiotic resistance through Questionnaire which was developed in the Arabic language
2. Assessment of health care workers' awareness of antibiotic resistance through Questionnaire which was developed in the English language in collaboration between

Involved parties

From within the Ministry of Health

- General directorate of Infection Prevention and Control
- General Department of Communication and Relations
- General Department of Laboratories and Blood Banks
- General Department of School Health.
- General Department of Pharmaceutical Care
- King Fahd Medical city in Riyadh
- All infection control directorates of health affairs in regions and governorates of KSA

From outside the Ministry of Health

The Ministry of environment, water, and agriculture (MEWA)

- Ministry of Education
- Health affairs, Ministry of National Guard
- Volunteers from private sectors and medical colleges.
- Private hospitals.

Activities:

Activity	Where	When
Announcement to WAAW through different media	On MOH media (web site- twitter- snap) – newspapers- TV	1 week before and throughout the activities
The launch of a special campaign Hashtag:- # only with prescription # فقط بوصفة	On MOH media (web site- twitter- snap) – newspapers- TV	1week before and throughout the activities
Awareness campaigns in Malls and markets organized by MOH In collaboration with different sectors.	(3) malls in Riyadh /2days in each one <ul style="list-style-type: none"> • Othaim mall • Riyadh gallery • Riyadh park 	During the WAAW (12- 19 November 2018)
Awareness campaigns organized by all infection control directorates of health affairs in regions and governorates of KSA (20)	At health care facilities, malls, and other public places including the airport.	Throughout the November month

Activity	Where	When
Distribution of educational materials and providing awareness lectures to health care workers.	Health care facilities	Throughout the November month
Awareness Video " History of war between bacteria and antibiotic" been prepared for misuse .of antibiotics and the importance of rational use	Available on YouTube	Available on YouTube
Awareness videos from participating sectors was presented at activity sites.	malls in Riyadh /2days in each one <ul style="list-style-type: none"> Othaim mall Riyadh gallery Riyadh park	During the WAAW (13- 19 November 2017)
Awareness survey of the public Electronic and paper survey	Shoppers at the malls and also at health care facilities.	During the activities
Awareness survey of the health care workers	At health care facilities	During the activities

Target audience

- **Health care workers:** Awareness activities in hospitals (awareness campaign in health care facilities in all regions of Saudi Arabia with distribution of promotional materials- lectures, ---)
- **Public:** Activities in markets and malls, health care facilities, and airport-----
- **Teachers and students at different levels:** Through Ministry of Education.

Activity is evaluation

- Participation of the all regions of KSA in different awareness activities with documentations.
- Mass congestion of the Booth of awareness activities in different sites.
- Interactions of the visitors in the activities and their engagement in active discussion with the awareness teams.
- Interactions of Public with the MOH awareness messages on social media.
- No. of volunteers (health care workers- Public) who willing to participate in Awareness survey.
- Trend of Hashtag launched by MOH " # only with prescription " about 875.070 impressions.

DESCRIPTION OF OUTCOMES/ INNOVATION / SUCCESS

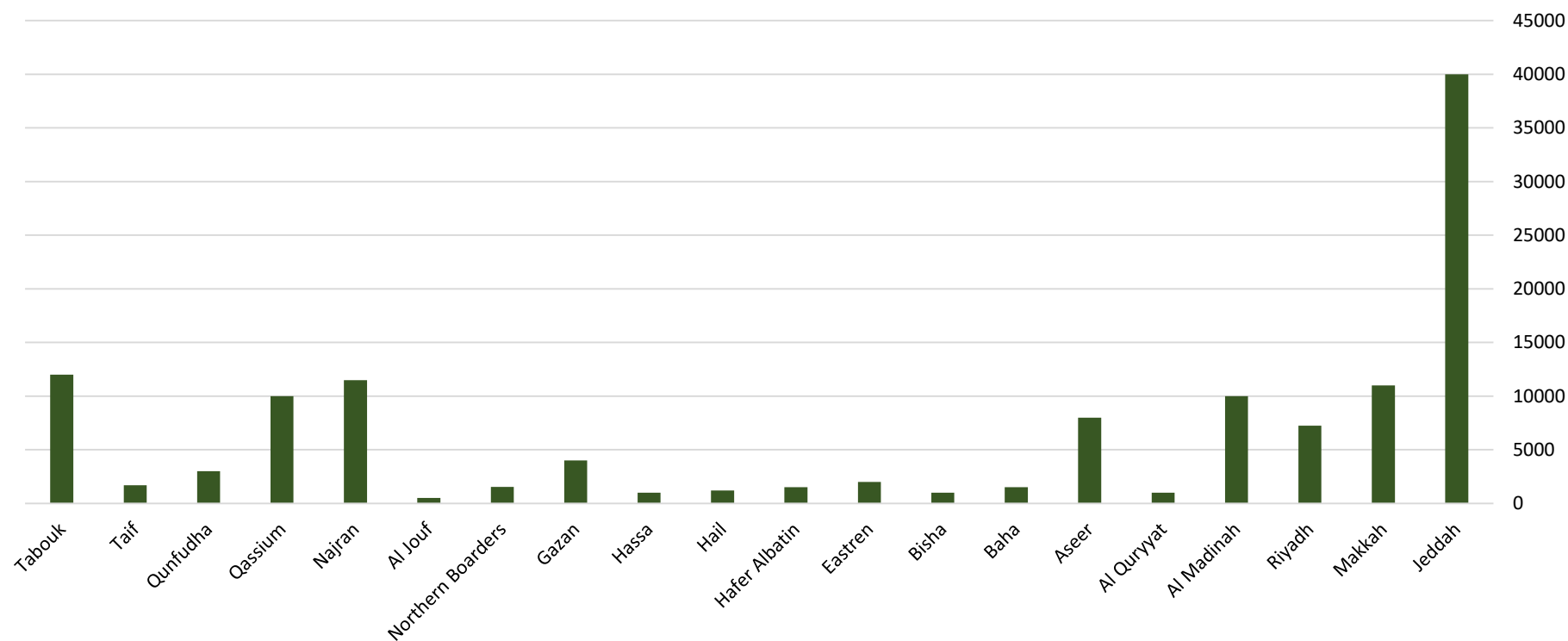
- Widespread awareness campaigns in all regions of KSA with creative ways of awareness messages (available in appendix)
- Collaboration with related sectors that cover the campaigns from different perspectives as infection control, infectious diseases, laboratory, pharmacy, veterans,
- Issue of awareness videos and campaign Hashtag with public attraction.
- Displaying TV screen at site of activities in the malls to show awareness videos
- Research study for assessment of public and health care workers awareness.

Infection control Regional directorates AMR awareness activities

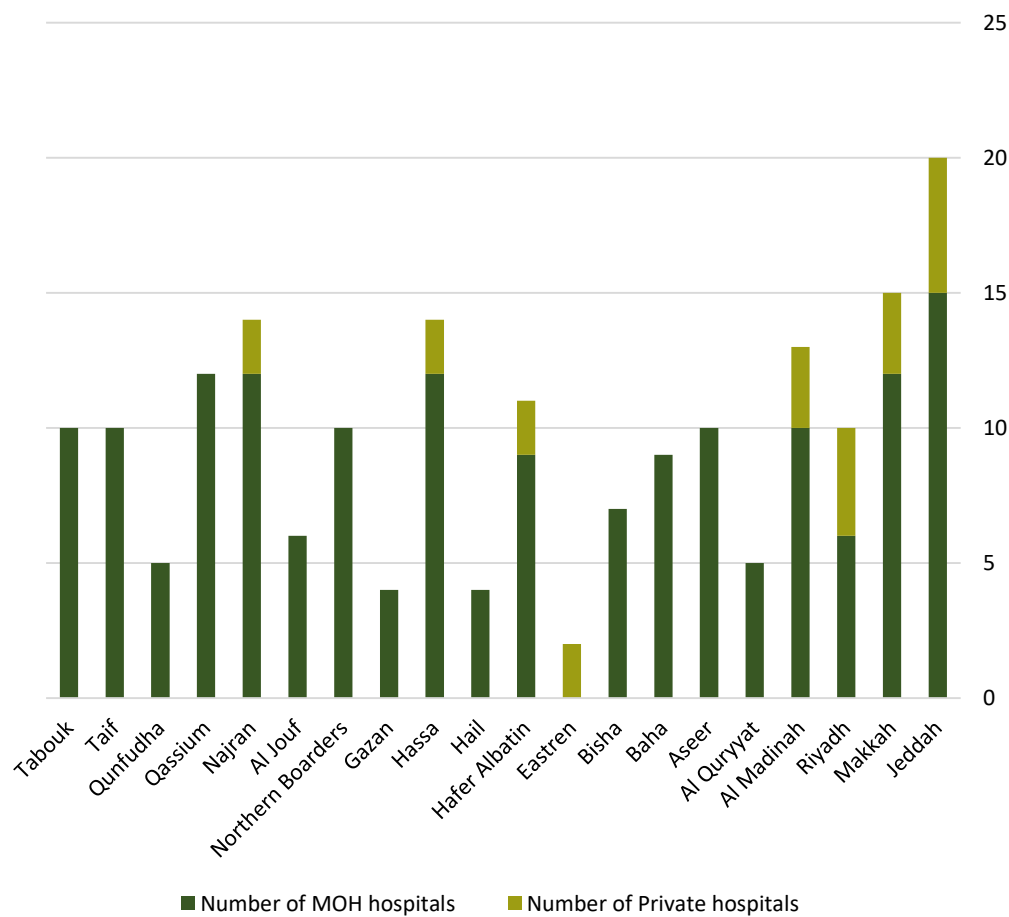
Regions	Activities									
	Number of targets	The number of malls	Number of schools	Number of Universities	Participation of NGOs	Number of hospitals	Participation with other department	Participation with other government sectors	To participate with the private sector	Number surveys collected to
Jeddah	40000	1	114	2	2	15	✓	✓	5	4500
Makkah	11,000	7	20	1	4	12	✓	✓	3	1148
Riyadh	7257	4	10	4	-	6	✓	✓	4	500
Al Madinah	10,000	1	23	1	-	10	✓	✓	3	1200
Al Quryyat	1000	1	2	2		5	✓	✓		52
Aseer	8000	1	45	1	-	10	✓	✓	-	300
Baha	1500	1	3	1	-	9	✓	✓	-	200

Bisha	1000	1	7	1	-	7	✓	✓	-	50
Eastren	2000	2	23	2	-		✓	✓	2	799
Hafer Albatin	1500	1	6	1	-	9	✓	✓	2	845
Hail	1200	1	2	1	-	4	✓	✓	-	102
Hassa	1000	2	3	-	-	12	✓	✓	2	300
Gazan	4000	2	2	1	-	4	✓	✓	-	500
Northern Borders	1535	-	6	-	-	10	✓	✓	-	195
Al Jouf	500	1	2	1	-	6	✓	✓	-	200
Najran	11500	1	18	-	-	12	✓	✓	2	75
Qassium	10000	2	15	1	-	12	✓	✓	-	650
Qunfudha	3000	-	7	1		5	✓	✓	-	300
Taif	1700	1	5	-	-	10	✓	✓	-	124
Tabouk	12000	4	15	2	1	10	✓	✓	-	220

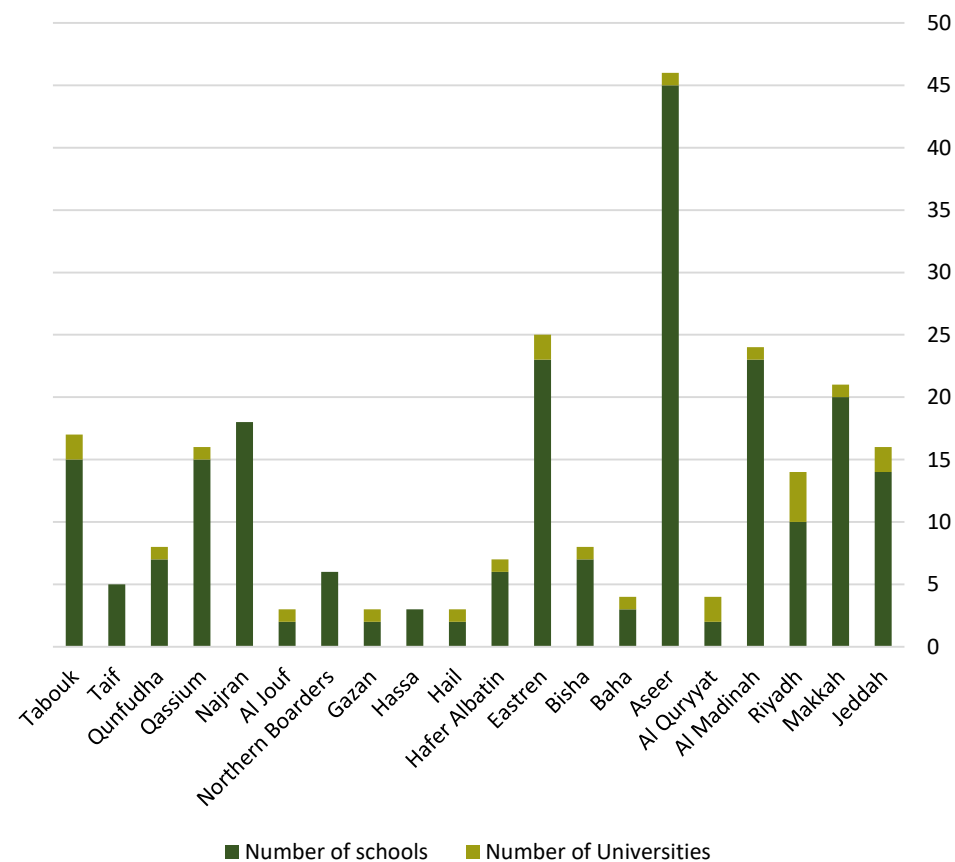
AMR CAMPAGIN Target Population 2018



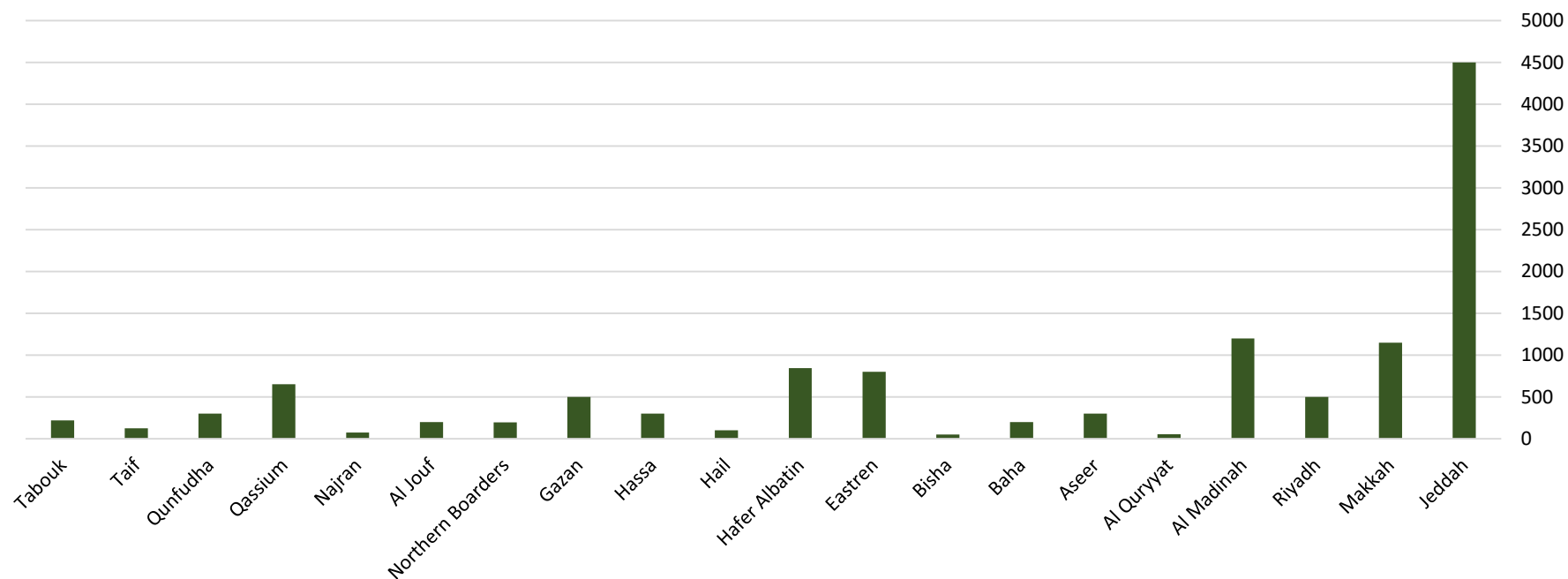
Number OF Participated Hospitals2018



Number of participated Schools and Universities2018



Number of collected AMR SURVEYS 2017



AMR AWARENESS WEEK ACTIVITIES OF Infection control regional directorate 2018















