

Community-Based Education to Increase Awareness on Antibiotic Use

Pioneers

AGROCALIDAD

Countries



Ecuador



Project Overview

Targeting specific audiences, including veterinarians, cattle raisers, farmers, agricultural schools, and university students studying animal health, AGROCALIDAD has developed tailored content to educate audiences about the impact of AMR in animal health.

The programme targets small producers who are less likely to meet international standards in the use of veterinary drugs, pesticides, and fertilisers, to educate about antimicrobial resistance in livestock.

The content and key messages are tailored to the local communities and avoid the use of technical jargon. The initiative considers the ancestral traditions of the communities it works with and aims to build bridges between ancestral customs and modern science.

Impact

Since 2015, the programme has trained 43,521 farmers on good agricultural practices, with a new AMR module introduced in 2021 reaching a further 573 farmers.

In 2021, AGROCALIDAD reached 110 trained professionals on the appropriate veterinary products to use.