

Co-Producing Community-Led Public Health Messages on Antimicrobial Resistance in Nigeria

By: Winifred Maduko - Email: wcm5@st-andrews.ac.uk

Supervisors: Dr Emmanuel Olamijuwon, Dr Mike Kesby & Dr Jo Hale
School of Geography and Sustainable Development, University of St Andrews, Scotland, UK

Why is this project important?

- Antimicrobial Resistance (AMR) is a critical global health challenge.
- This could develop due to the misuse of antimicrobials.
- In 2019 about 4.95 million deaths were linked to AMR, approximately 1.27 million due to antibiotic resistance (Murray et.al, 2022).
- Sub-Saharan Africa faces a significant burden of AMR due to practices like self-medication, misuse of antibiotics and limited public awareness.
- Addressing AMR requires community-driven interventions that bridge the gap between medical professionals and the public.
- This project examines grassroots approaches to AMR awareness by engaging communities in co-producing tailored public health messaging.
- It is important for the voices of the communities especially those most affected, to be part of the solution.
- This project flips the script: we put communities in the director's chair, empowering them to co-create messages in their language, on their terms, with their realities.

Project Approach

This project transforms how AMR is understood and addressed in Nigerian communities by engaging citizens as co-creators, not just recipients, of public health messaging. A measurable increase in AMR awareness, behavioural intentions, and grassroots-driven public health action were recorded.

Through participatory action research, this project:

- **Empowered 30 community members** in Enugu, Nigeria, to co-create locally relevant public health messages – including youth, women, persons with disabilities, farmers, and caregivers.
- **Produced original content** - posters, jingles, and a short film, using local dialects and cultural narratives.
- **1 community-based short film** now live on YouTube
- **Engaged wider community members** in a public exhibition and survey-based evaluation.
- **Secured features in 6+ national media outlets** (including Afia TV, Vanguard, PM News, and more), amplifying the message across Nigeria and beyond.
- **1 project documentary produced** by Afia TV for continued awareness broadcast extending reach beyond borders.
- **Collaborated with 2 NGOs** during the project implementation/fieldwork for sustainability.

Key Lessons for Equitable Partnership

- Co-production shifts communities from recipients to knowledge-holders
- Cultural creativity strengthens trust and message relevance
- Inclusion (e.g. disability access) improves communication for everyone
- The process itself can act as an intervention by fostering peer advocacy



Who benefits?

- **Communities in Enugu State, Nigeria.**
- **Policy makers** – through insights that could inform national AMR strategies.
- **Health educators** – through culturally adapted, community-tested awareness materials.
- **The general public** – via free access to co-produced materials online and on television.
- **The research and global health community** – through a replicable participatory framework.

What People Are Saying...

"Now I know not to take leftover antibiotics or self-medicate. I'm telling others too." – Community participant



Scan to watch the community short film



References:



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