

Engaging pharmacists and patients with antimicrobial resistance in Rwanda



Summary

- Beat Bad Microbes is a project in Rwanda to **raise awareness** of antibiotic resistance.
- The Beat Bad Microbes **materials** were **co-designed** with pharmacists and members of the public who use community pharmacies.



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Key findings/learning/outcomes

- Use of materials led to improvements in day-to-day working practices for pharmacists keen to raise awareness of AMR, and recognition for the role they can play in raising public awareness of AMR.
- Community pharmacies are ideal places to encourage people to change their behaviour in relation to the use of antibiotics.
- That involving users in the design of materials and in discussions about context of use ensures effectiveness, engagement and innovation.

Where?

Community pharmacies in Rwanda

Pharmacy pack in C4 envelopes



Project partners/funders

- University of Reading
- Commonwealth Pharmacists Association (CPA)
- University of Rwanda
- Rwanda Community Pharmacists Union (RCPU)
- Design Science