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.

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

Project partners/funders

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