AMR and behaviour change

When knowledge is not enough

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Antimicrobials in Livestock: from scrutiny to action in low-income countries
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Does knowledge drive behaviour?

KPIX

Why can’t these officials follow their own advice?

Much of our physical behaviour is ***AUTOMATIC***

Quick experiment

- Barbara has loved listening to classical music since she was a young child.
- She is an opera fan who enjoys touring art museums when on holiday.
- Growing up, she also enjoyed playing chess with family members and friends.

Which situation is more likely?

A. Barbara plays the French horn in a major symphony orchestra

B. Barbara is a farmer

Adapted from behaviouraleconomics.com

Check the data!

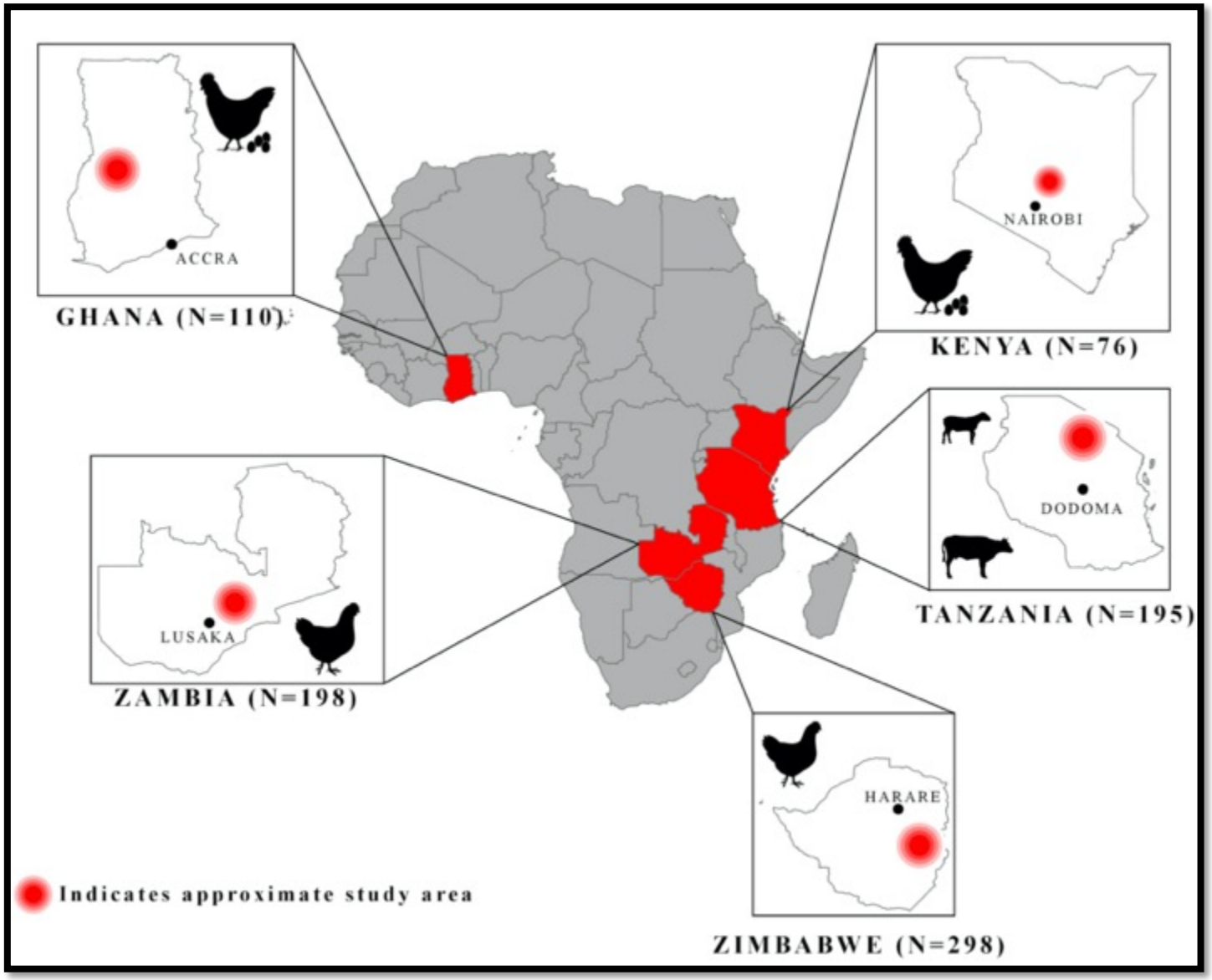
- More than 570 million farms in the world
- Less than 2,000 major symphony orchestras

- **Barbara is most likely a FARMER (14% chance)**
- **0.0001% chance she's in an orchestra**

Much of our mental accounting is ***AUTOMATIC***

What about in relation to AMR?

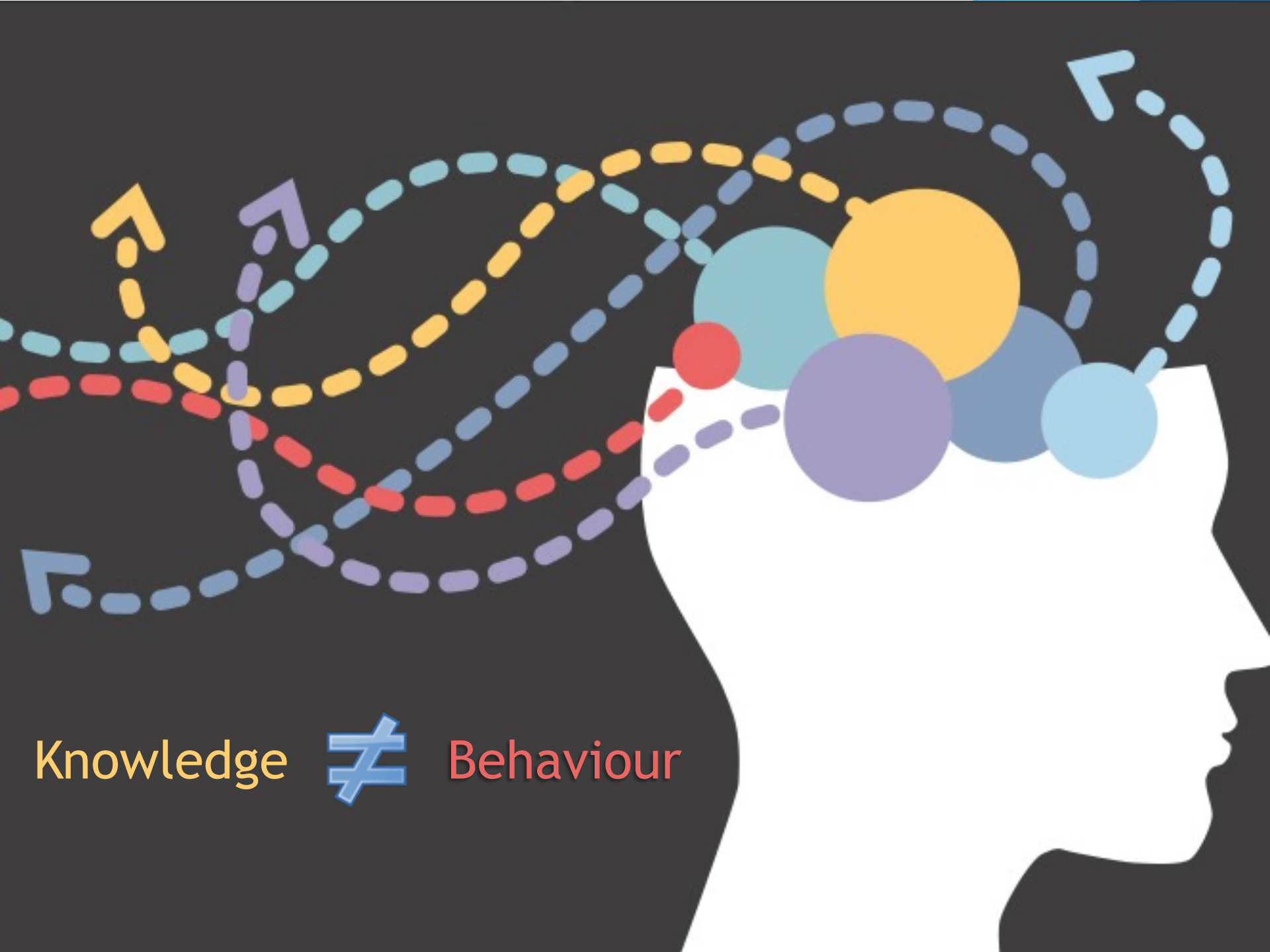
FAO knowledge attitudes practices studies



Results

Country		Knowledge	N
Ghana	**Practices**	0.03	110
Kenya	**Practices**	0.19	76
Tanzania	**Practices**	0.10	195
Zambia	**Practices**	0.21**	198
Zimbabwe	**Practices**	0.10	288

Study lead: M. Caudell


Knowledge ≠ Behaviour

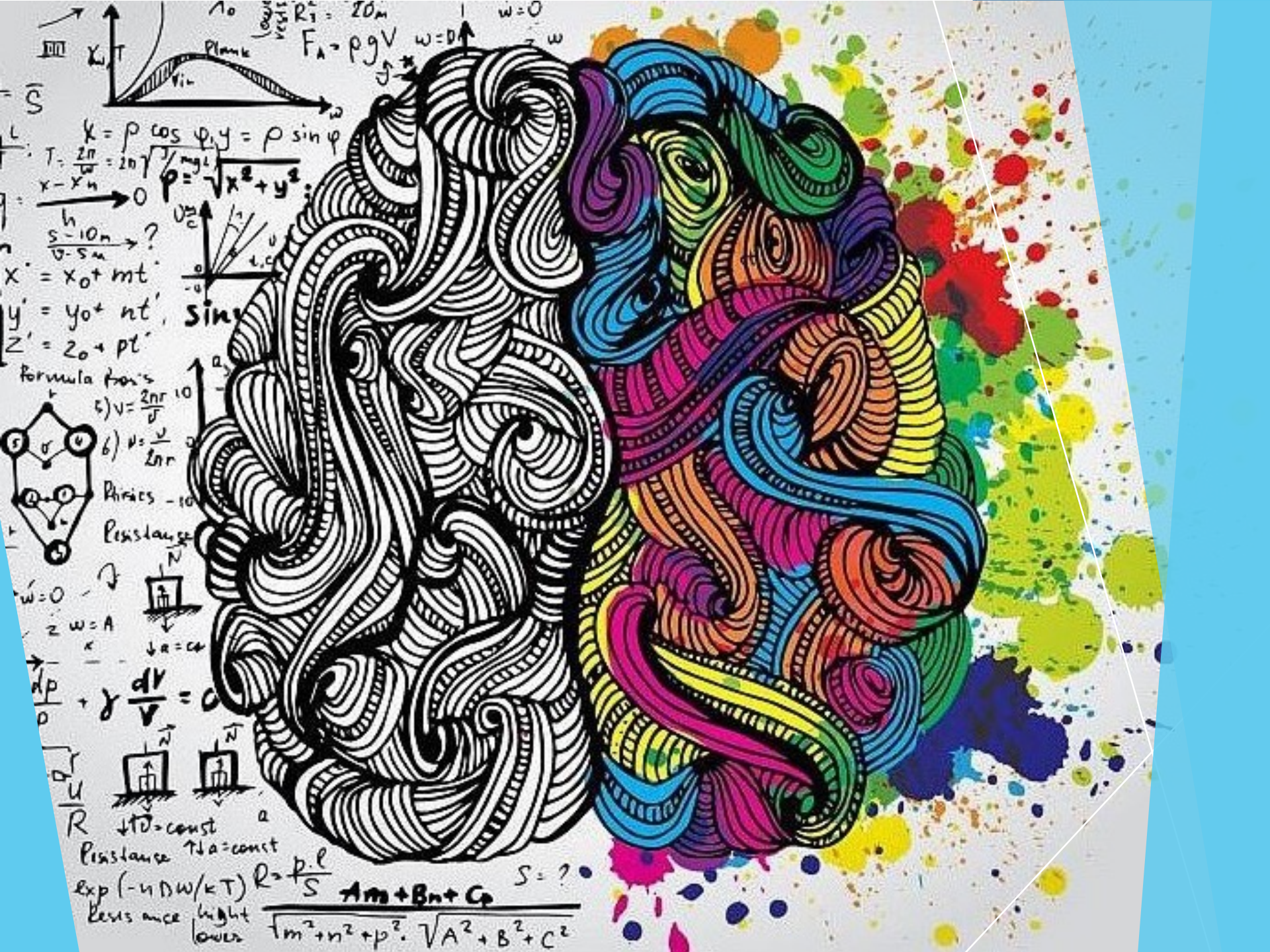
So how do we influence behaviour…

…when knowledge is **not sufficient?**

So…
what's
going on?

System 1

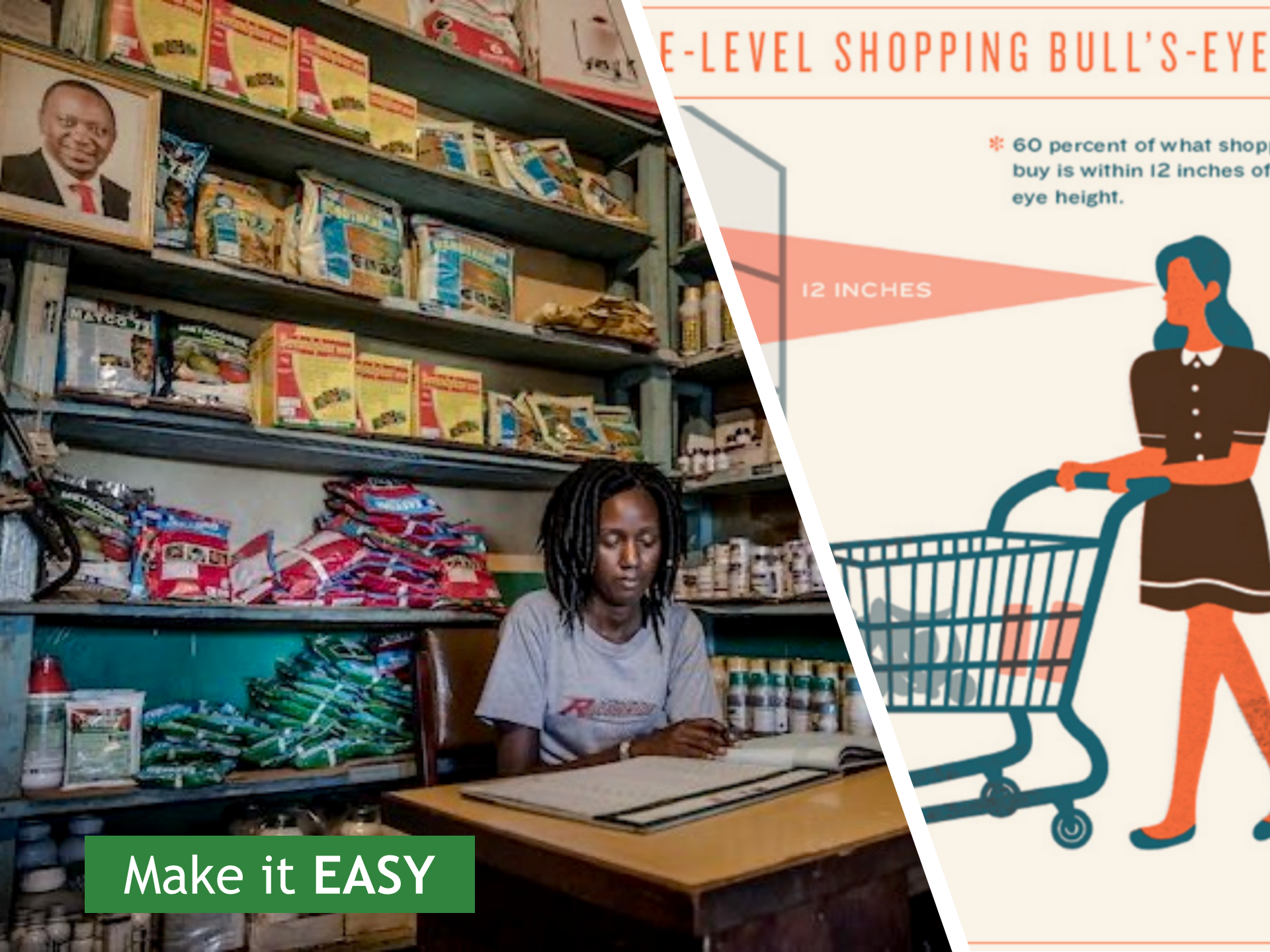
System 2


Plank
Formula Basis
Resistance
Resistance
Resistance
Am+Bn+Cp

Collecting insights during a pandemic…

AMR | BEHAVIOUR CHANGE
COMMUNITY
OF PRACTICE

TOP UP
HERE


E-LEVEL SHOPPING BULL'S-EYE
60 percent of what shop
buy is within 12 inches of
eye height.
12 INCHES
Make it EASY

Make it **HARD**

Next steps

- Innovation Webinar 23 November 10:00 GMT *(please attend!)*
- Online discussion and development via UNDP's SparkBlue
- Pilot finalization

- Goals for next year:
  - Rigorous TESTING of pilots in the field ***(a key part of behavioural science!)***
  - Expansion of the Community of Practice to other regions and sectors
  - Sharing via global, open-access repository

Thank you

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#ChangeAMR