



Food and Agriculture
Organization of the
United Nations



World Health
Organization



World Organisation
for Animal Health
Founded as OIE

CALL FOR ENTRIES: 2nd REGIONAL ANTIMICROBIAL RESISTANCE MEDIA AWARDS

The World Health Organization Regional Office for Africa, in collaboration with the regional quadripartite—the Food and Agriculture Organization of the United Nations, the United Nations Environment Programme, and the World Organisation for Animal Health—and the African Union, is pleased to announce the call for entries for the 2nd Regional Antimicrobial Resistance (AMR) Media Awards.

These awards aim to recognize outstanding contributions in raising awareness about antimicrobial resistance in Africa and promoting responsible journalism.

Antimicrobial resistance poses a significant global health threat, and effective communication is crucial in addressing this issue.

The Media Awards have two categories: the Regional AMR Champion Journalist Award and the Regional AMR Champion Media House Award. These seek to acknowledge journalists and media houses that have excelled in reporting on AMR issues.

Categories:

1. **Regional AMR Champion Journalist Award:** This award recognizes individual journalists who have made remarkable contributions to AMR journalism through their investigative reports, feature stories, opinion pieces, or other forms of media.

2. **Regional AMR Champion Media House Award:** This award acknowledges media houses that have consistently showcased a commitment to covering AMR-related topics, promoting responsible reporting, and raising public awareness about AMR through their organizational efforts.

Eligibility Criteria:

- The awards are open to journalists and media houses operating within the African region, including public, commercial and community outlets and all forms of radio, television, print and online .
- Entries must have been published or broadcast between **01 November 2023 and 31st August 2024.**
- Submissions can include articles, news reports, TV or radio segments, documentaries, podcasts, or online multimedia content.

Submission Guidelines:

1. Fill out the official entry form available on the WHO website or attached to this press release.
2. Provide a brief description of the submitted work, including the title, date of publication/broadcast, and a summary explaining its impact on raising awareness about AMR.
3. Submit the entry form and supporting materials via email to cathy.nomsa@gmail.com by the deadline of 11:59PM GMT on **20 October 2024**. Please include "AMR Champion Journalist Award" or "AMR Media House Award" in the subject line.

Rules

Each person or institution may submit a maximum of three entries across the awards.

What will the judges be looking for?

- Analytical reporting
- Use of factual information in reporting
- Impact of the reporting: What effect did it have?
- Did it spark discussion or debate?
- Did it lead to policy action or improvements in services?
- Did it demonstrate independence, impartiality, coherence, simplicity, clarity, and a well-structured narrative?
- Is it ethically sound in its content and presentation?

Judges will only consider an entry that is accompanied by the entry form.

- Entrants should show proof of publication or broadcast of their submissions by including press cuttings (photocopy), a recorded radio or video programme including confirmation from a supervisor of the entry having been published.
- Every entry must have a 100-word opening statement describing why the entry should be deemed worthy of an award. This can be written on the entry form.
- Audio and video submissions should be in a format widely accessible such as .mp3, .mp4 and .wma, among others. Press cuttings / jpegs must be A4 in size.
- Slide Show Images: Please include videos and images that in some way represent your entry. This shall not be used for the judging process but may be used in a slide show presentation at the Awards ceremony to educate the audience on the entries put forward.
- Any entry received after the deadline of 11:59pm GMT on 20 October 2024 will not be considered.

Selection Process:

- Entries will be judged by an independent body of adjudicators in the field of AMR and journalism.
- Winners will be selected and notified by 1st November 2024.
- The awards will be presented during the 2024 WAAW Continental commemoration in Yaoundé, Cameroun, November 18 to 24, 2024.

Prizes and Recognition:

- Winners will receive a custom-designed trophy/plaque and a trip to Yaounde, Cameroon to participate in the award ceremony during the 2024 World AMR Awareness Week continental commemoration.

We encourage journalists and media houses passionate about AMR to submit their entries and help drive awareness and action on this critical issue.

If you have any queries or require further assistance, please contact us at on Email: cathy.nomsa@gmail.com.

We look forward to receiving your entries and celebrating the exceptional contributions of journalists and media houses in addressing AMR.

Important note:

The judges' decision shall be final. By accepting to enter for these Awards, the nominee has accepted the rules and conditions of the Award without any reservations.

Appendix I

**REGIONAL ANTIMICROBIAL RESISTANCE MEDIA AWARDS
Entry Form**

Name of Entrant/ Nominee:

Name of Award Category:

Title/Description of the Story:

Confirmation of publication

Name of Supervisor & address¹:

Date of publication:

Signature:

Date:

Justification for why the entry should be considered to win the award

I certify that the information provided above is correct to the best of my knowledge.

Name of Entrant/ Nominee:

Signature:

Name of Third party where applicable¹:

Signature: _____ Date:

¹ Where it is proved beyond reasonable doubt that the supervisor is uncooperative to confirm the publication of the story, Organizers shall proceed to consider the entry minus the confirmation.

¹ Is a person who makes a submission on behalf of another person or organisation.