

# WHO TASKFORCE OF AMR SURVIVORS



Screenshot from the testimonial video of Brandon Jaka, a drug-resistant HIV survivor in Zimbabwe

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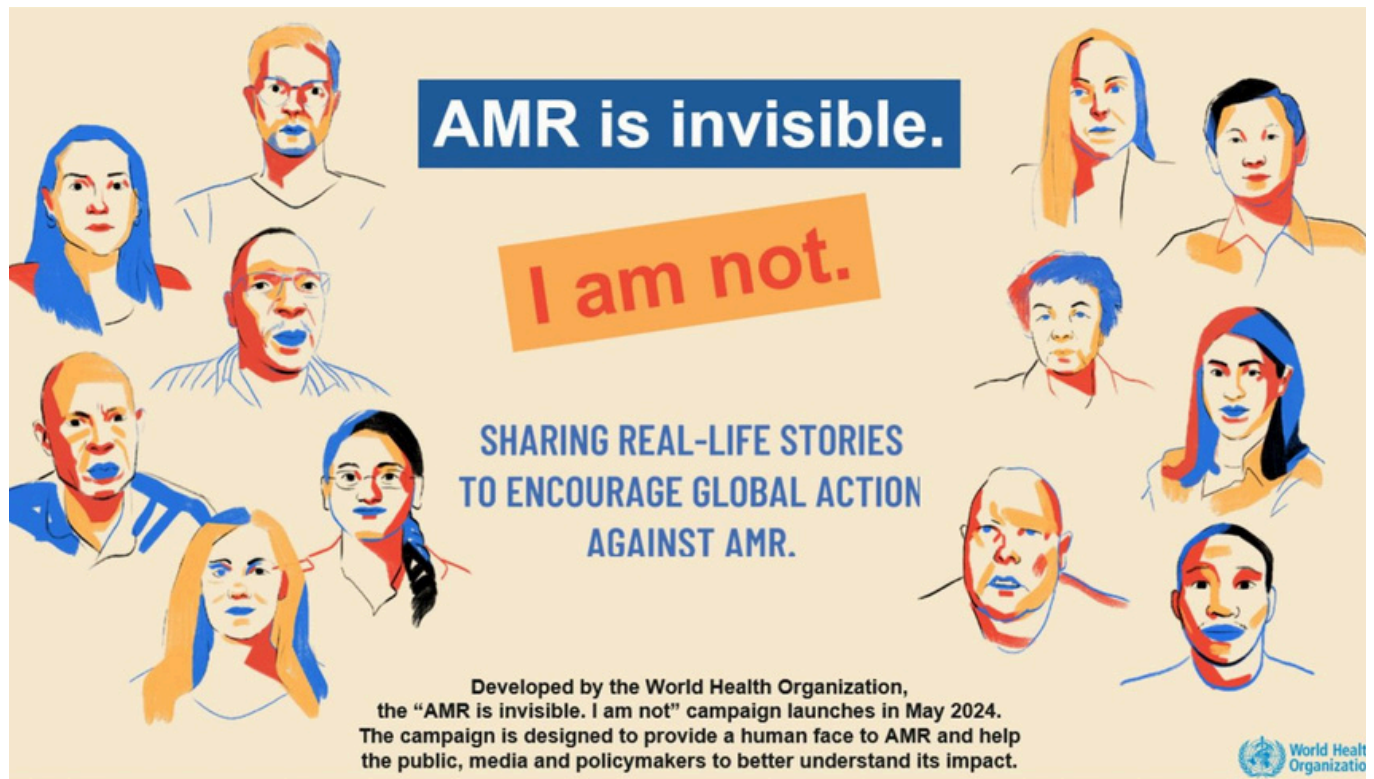
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## **Preparation for 'AMR is invisible. I am not' campaign**

During the first quarter of 2024, the World Health Organization (WHO) developed an awareness campaign based on the stories of the members of the WHO taskforce of AMR survivors, in a run up to the United Nations General Assembly High-Level Meeting on AMR (UNGA-HLM) scheduled for September 2024. The campaign is aimed at 'humanizing' the narrative and demonstrates the real-world impact of AMR beyond mortality and morbidity statistics.

The campaign, which is titled ‘AMR is invisible. I am not.’ will be anchored on several communication assets like social media tiles, quote cards, carousels, posters, videos, and more. It will also have a campaign guide outlining strategies to use the assets effectively and a media toolkit which could help journalists report on AMR challenges from a lived experience perspective rather than only a scientific one.



Screenshot of the “AMR is Invisible. I am Not” campaign

Filming for the introductory and testimonial videos were carried out in the United Kingdom, United States of America and Zimbabwe in January, with Vanessa Carter, Ella Balasa and Brandon Jaka (all members of the WHO Taskforce of AMR Survivors) narrating their personal experiences to the video production team. All twelve members of the Task Force further provided quotes on how AMR has impacted their lives on a personal level, and these quotes have equally been included in the quote cards and a desktop calendar. The campaign will be launched, primarily through the corporate social media channels of WHO, before the World Health Assembly in May 2024 and will be described in more detail in our second quarterly report

## Members participating in strategic meetings/events during first quarter of 2024

·Ella Balasa narrated her experiences with cystic fibrosis, AMR and patient advocacy at a scientific event organized by Biomerieux on 25 Jan 2024.

Felix Liauw presented his story at a virtual meeting of the Presidential Advisory Council on Combating Antibiotic Resistant Bacteria (PACCARB) on 22 Feb 2024.

·Mashood Lawal had a meeting with the Pharmaceutical Society of Nigeria on AMR patient advocacy and planning collaborative activities, on 08 Feb 2024.

·Nour Shamas spoke to the members of the Rotary Club of Beirut about AMR, her personal experiences and advocacy initiatives, on 17 Jan 2024

·Vanessa Carter was a guest speaker for the AMR Intervarsity Training Program on 16 Jan 2024 and 11 March 2024; and spoke about AMR activism based on real life stories. The program was supported by the PAR Foundation.

·Vanessa Carter was a resource-person for the AMR internship/mentorship program for recent graduates organized by the Ducit Blu Foundation in Nigeria. Her session was on 07 Feb 2024.

Vanessa Carter attended the CDC Foundation-Gallup Global Expert Roundtable discussion on assessing global AMR awareness, attitudes, and behaviors. She presented her story and the advocacy efforts that she is leading, including about the WHO Taskforce of AMR Survivors, on 29 Feb 2024.

## Members featured in news media

The stories and/or quotes from members of the WHO Taskforce of AMR Survivors featured in the following media pieces:

·Ella Balasa recorded a podcast for the AMR Fighter Coalition: [Podcasts](#) | [Superbugs and You: True stories from scientists and patients around the world](#)

·Ella Balasa's experience was recorded by Mucinex for their AMR campaign 'Flip the script': [Mucinex® | Flip the Script | Ella](#) ([youtube.com](https://www.youtube.com)).

·Vanessa Carter's story was featured in Metro News, UK: [I thought the horror of my car crash was over. Then the antibiotics stopped working](#) | Metro News

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### I had surgery to fix my face after a horror car crash. Then my antibiotics stopped working



FIRST PERSON  
Vanessa Carter

Published Feb 3, 2024, 10:00am | Updated Feb 5, 2024, 9:52am



I don't remember too much about the night that changed my life (Picture: Vanessa Carter)

While out **shopping** in 2010, I suddenly felt moisture on my face. Brushing it off, I thought nothing of it.

A few moments later when I got to my car, I pulled down the rear-view mirror and saw white fluid seeping out of my lower eyelid. It was pus.

I'd later learn that this incident – and many others like it – was the result of an antibiotic-resistant infection that I battled for three years following a horrific **car accident**.

I don't actually remember too much about the night that changed my life forever.

Vanessa Carter's experience was featured in the detail by The Sun, UK: [I smashed the bones in my face in horror crash but that wasn't the worst of it - years later I was fighting for life](#).  
[The Sun](#)

## Social Media

Most of the members of the taskforce are active on social media and made compelling posts on engaging survivors in global AMR action.



**LinkedIn** profiles of some taskforce members are given below, click on the links to access and follow.

Anthony Darcovich: [Anthony Darcovich](#) | [LinkedIn](#)

Bhakti Chavan: [Bhakti Chavan](#) | [LinkedIn](#)

Brandon Jaka: [Brandon Anotidashe Jaka](#) | [LinkedIn](#)

Ella Balasa: [Ella Balasa](#) | [LinkedIn](#)

Nour Shamas: [Nour Shamas](#) | [LinkedIn](#)

Rob Purdie: [Robert \(Rob\) Purdie](#) | [LinkedIn](#)

Sue Charles: [Sue Charles](#) | [LinkedIn](#)

Tori Kinamon: [Tori Kinamon](#) | [LinkedIn](#)

Vanessa Carter: [Vanessa Carter](#) | [LinkedIn](#)

## Contact for details

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