

Fleming Fund Fellowship Development Programme – Connect, Ignite, Transform

Enhancing Communication, Engagement, and Policy Advocacy in AMR

Introduction

The **Fleming Fund Fellowship Development Programme** “Connect, Ignite, Transform” is designed to equip fellows with the essential skills required to **effectively communicate, engage with diverse stakeholders, and advocate for policy changes** in antimicrobial resistance (AMR). This programme provides structured, practical development to **enhance impact, build confidence, and promote scientific literacy** beyond the research community.

Aims & Objectives

- Empower fellows to communicate scientific findings clearly and persuasively.
- Provide tools for engaging with policymakers, stakeholders, and the public.
- Develop skills in **scientific writing, public engagement, and policy advocacy**.
- Strengthen **presence, voice, and body language** to enhance influence.
- Integrate **emotional intelligence, advanced negotiation, and mediation skills** into communication strategies.
- Ensure **gender-responsive and equitable** communication strategies to support inclusivity in AMR policy and advocacy.
- Address barriers faced by **underrepresented groups**, particularly women and marginalized communities, in AMR leadership.
- **Leverage AI** for data-driven storytelling, personalized communication development, and automated feedback.

Features & Benefits

Feature	Benefit	AI Enhancement
Blended Learning Approach	Flexible delivery with online modules, interactive workshops, and personalized coaching.	AI-driven adaptive learning systems tailor modules to individual needs.
Expert-Led Sessions	Development from professionals in communication, policy, and media.	AI-powered speech analysis for real-time feedback on voice, tone, and clarity.
Practical Application	Hands-on exercises, case studies, and real-world application.	AI-generated case studies and simulated policy negotiations for immersive learning.
Networking Opportunities	Connections with policymakers, industry leaders, and media experts.	AI-powered matchmaking for peer networking based on research and interests.
Personalized Development	One-on-one coaching to refine presence, influence, and engagement style.	AI-assisted coaching with virtual mentors analyzing body language and delivery.
Impact-Driven Development	Focused on achieving measurable improvements in public and policy communication.	AI analytics to track communication effectiveness over time.
Equity-Focused Development	Dedicated modules on inclusive leadership and communication in AMR policy	AI-driven sentiment analysis

Programme Structure & Content

This development consists of **four key modules**, each designed to **progressively build** skills and confidence in communication and advocacy.

Module 1: Communication Skills for Impact

- Crafting compelling narratives for different audiences.
- Adapting language and tone for scientists, policymakers, and the public.
- Developing **presence, voice, and body awareness** for effective delivery.
- Active listening and handling difficult conversations.
- Emotional intelligence in scientific discourse.
- Addressing gender-sensitive communication barriers in AMR leadership.
- **AI-Powered Additions:**
 - Speech analysis tools to assess clarity, tone, and effectiveness.
 - AI-powered writing assistants to refine messaging across different audiences.

Module 2: Public Engagement Strategies

- Principles of engaging diverse audiences in AMR discourse.
- Storytelling and simplifying complex scientific messages.
- Hosting workshops, webinars, and media engagements.
- Understanding public perceptions of AMR and addressing misinformation.
- Influence and persuasion techniques for public outreach.
- Strategies for **equitable and inclusive** public engagement.
- **AI-Powered Additions:**
 - AI-driven sentiment analysis to measure public perception.
 - Automated social media tracking for misinformation detection and response.

Module 3: Policy Advocacy & Negotiation

- Understanding the policy landscape in AMR.
- Writing policy briefs and evidence-based recommendations.
- **Advanced negotiation & mediation** strategies.
- Engaging with government, NGOs, and international bodies.
- **Media training and crisis communication skills.**
- **Addressing power imbalances** in policy advocacy to support underrepresented voices.
- **AI-Powered Additions:**
 - AI-assisted policy analysis tools for real-time data trends.
 - AI-powered negotiation simulations to practice advocacy strategies.

Module 4: Scientific Writing for Diverse Audiences

- Structuring and writing clear, concise research papers.
- Adapting research for policy and public dissemination.
- Writing op-eds, blogs, and science communication pieces.
- Journalistic writing skills for AMR-focused content.
- Editing and reviewing for impact and clarity.
- **Gender-sensitive** research communication techniques to improve AMR policy inclusivity.
- **AI-Powered Additions:**
 - AI-generated readability scores to optimize writing clarity.
 - AI-powered grammar and plagiarism detection tools.

Assessing Success

To measure the effectiveness of the programme, we will use:

- **Pre- and post-development self-assessments** on confidence and communication ability.
- **Stakeholder feedback surveys** from policymakers and public engagement activities.
- **Publication & engagement tracking**, monitoring fellow contributions in scientific, media, and policy spaces.
- **One-on-one coaching evaluations** to gauge individual progress.
- **AI-driven sentiment analysis to measure engagement impact.**
- **Incorporating diversity and gender-sensitive impact assessments** to evaluate inclusivity in AMR engagement.
- **Automated dashboards to track fellows' contributions across publications, media, and policy influence.**

Join the Programme

This development offers a unique opportunity to develop **communication, engagement, and advocacy** skills that will enable you to make a tangible impact in the fight against AMR.

Contact us at the fellows forum for registration and more details.