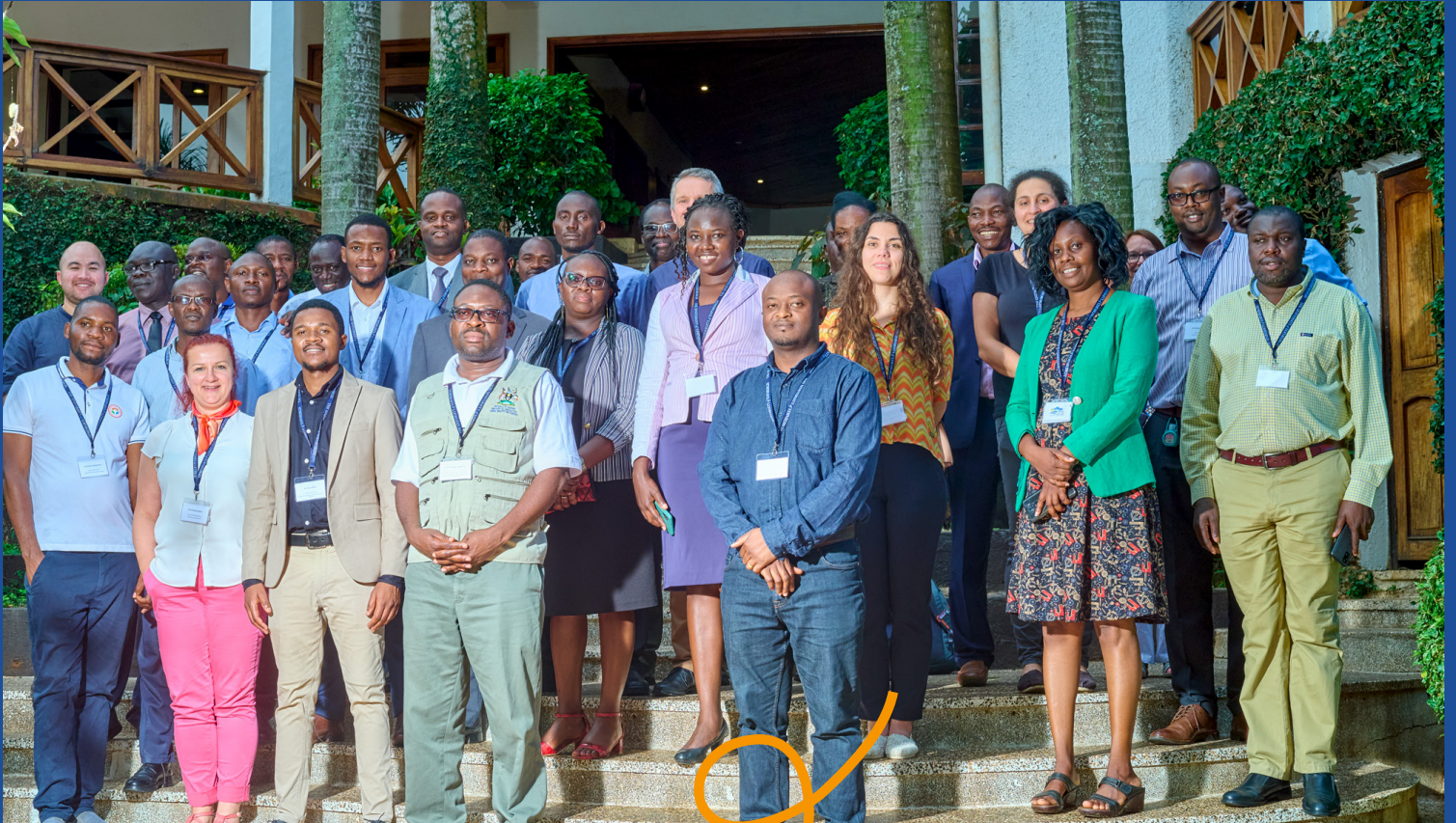


# CONNECT IGNITE TRANSFORM



## Fleming Fund Fellowship Development

EMPOWERING AMR FELLOWS



# IGNITE & TRANSFORM

## 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.





# THE PROGRAMME



## FEATURES AND BENEFITS

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### Features & Benefits

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

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## **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:**
  - o **Speech analysis tools to assess clarity, tone, and effectiveness.**
  - o **AI-powered writing assistants to refine messaging across different audiences.**





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## 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:
  - o AI-driven sentiment analysis to measure public perception.
  - o Automated social media tracking for misinformation detection and response.



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## **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:
  - o AI-assisted policy analysis tools for real-time data trends.
  - o AI-powered negotiation simulations to practice advocacy strategies.



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### **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:**
  - o AI-generated readability scores to optimize writing clarity.
  - o AI-powered grammar and plagiarism detection tools.





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## **ASSESSING SUCCESS**

- 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.

**Facilitator: Margaret Considine or  
Ashley Hughes  
Guest Speaker: Robbie Merrigan**





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# JOIN THE PROGRAMME



**CONNECT, IGNITE,  
TRANSFORM**

**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.**



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