

ASLM Special Convention on Diagnostics -Media Engagement

Introduction

The media and publicity strategy involved pre-convention, during the convention and post-convention. The approach was designed to ensure a 360Degrees communication engagement. The ASLM team working with publicity partner pursued in-studio live interviews, Op-Ed, news and analysis operating on a multimedia framework for optimal engagement. Note is that broadcasters considered the news important to the public that some of the stories were aired in Kiswahili. Two TV stations also hosted the ASLM team for talk shows around the convention.

The following outlets carried the messaging around the convention:

Date	Title	Media House	Link
Saturday, November 22, 2025	Africa's AMR crisis is deepening – just as global funding fades	The Star	https://www.the-star.co.ke/opinion/star-blogs/2025-11-22-africas-amr-crisis-is-deepening-just-as-global-funding-fades
Monday, November 24, 2025	Understanding Anti microbial resistance	KBC	https://www.youtube.com/watch?v=Oz4q76Yjkhs
Monday, November 24, 2025	Utumia dawa kiholela	TV47	**This was a live talk-show attended by Nancy Bowen. Link yet to be uploaded.
Monday, November 24, 2025	Nairobi hosts Summit to tackle Africa's AMR resistance Crisis	The Standard	https://www.standardmedia.co.ke/health-science/article/2001534830/nairobi-hosts-summit-to-tackle-africas-growing-amr-resistance-crisis
Monday, November 24, 2025	Nairobi hosts summit to tackle Africa's growing AMR resistance crisis	TNX	https://tnx.africa/thenairobian/health-science/article/2001534830/nairobi-hosts-summit-to-tackle-africas-growing-amr-resistance-crisis
Tuesday, November 25, 2025	Health leaders across Africa congregated in Nairobi for a three-day convention to discuss the Antimicrobial Resistance (AMR)	The Standard	https://x.com/StandardKenya/status/1993325774305169856?t=GZvYHUUSmH1ldayNe5yiQ&s=08
Tuesday, November 25, 2025	Africa confronts rising drug-resistant infections	KBC	youtube.com/watch?v=nHqRaKwBPHU

Tuesday, November 25, 2025	Kenya Hosts 2nd ASLM Special Convention on Diagnostics to Strengthen AMR Surveillance and Health Systems	Uzalendo News	https://uzalendonews.co.ke/kenya-hosts-2nd-aslm-special-convention-on-diagnostics-to-strengthen-amr-surveillance-and-health-systems/?amp=1	
Tuesday, November 25, 2025	Kenya Hosts Continental Diagnostics Summit as Leaders Push for Stronger AMR Surveillance	Ynews	https://ynews.digital/newsflash/kenya-hosts-continental-diagnostics-summit-as-leaders-push-for-stronger-amr-surveillance/	
Tuesday, November 25, 2025	Why antimicrobial resistance crisis in Africa is deepening as global funding fades	Business Now	https://businessnow.co.ke/why-antimicrobial-resistance-crisis-in-africa-is-deepening-as-global-funding-fades/	
Tuesday, November 25, 2025	Kenya Hosts Second ASLM Diagnostics Convention as Continent Ramps Up Fight Against AMR	Tukio Kenya	https://tukio.co.ke/kenya-hosts-second-aslm-diagnostics-convention-as-continent-ramps-up-fight-against-amr/	
Tuesday, November 25, 2025	Antimicrobial resistance emerging as a leading cause of death in Africa, experts warn	The Star	https://www.the-star.co.ke/news/2025-11-25-amr-emerging-as-leading-cause-of-death-in-africa-experts-warn	
Tuesday, November 25, 2025	Utumiaji wa dawa kiholela watajwa kama changamoto kuu	TV47	https://www.youtube.com/watch?v=odMCBjpJGIQ	
Tuesday, November 25, 2025	ASLM convention ends on high note, unveils powerful Nairobi Declaration	The Square	https://squarenow.co.ke/aslm-convention-ends-on-high-note-unveils-powerful-nairobi-declaration/	
Friday, November 28, 2025	Nairobi declaration agrees on five strategic actions to tackle antimicrobial resistance	Business Now	https://businessnow.co.ke/nairobi-declaration-agrees-on-five-strategic-actions-to-tackle-antimicrobial-resistance/	
Monday, December 1, 2025	Africa's silent antibiotic crisis: How weak labs are fuelling deadly AMR surge	Nation Africa	https://nation.africa/kenya/health/africa-s-silent-antibiotic-crisis-how-weak-labs-are-fuelling-deadly-amr-surge--5280806	