

The foundation

of reactgroup.org

ReAct's strategy includes spreading info

EEE: ...raising awareness, education, changing behaviour, empowerment and mobilising stakeholder-communities for action to address the urgent and global problem of ABR.

SP: “Empower those who influence policy makers”. ReAct aims to promote and support initiatives that address the wider systemic and deeper structural issues involved with the problem of ABR.

GATE: [Be] a trusted global source of high quality, scientifically credible information on ABR. To identify gaps in information ... [and] foster partnerships for collaboration.

Audiences

Focal point coordinator and often their work group

- Use policy briefs
- Use the toolbox
- Build their network

Health care pro's – docs, vets, nurses, pharmacists

- Use the toolbox
- Build their network

Staff at Health, Agro and Environ NGOs whose work is indirectly affected by ABR

- Understand ABR
- Build case for having ABR on the NGOs agenda

Staff at potential funding source

- Get to know ReAct

Björns goal: Make purpose of the site obvious

When a person visit the “home” page, in 30 seconds and less than three clicks they should be able to understand **what the site is about** and get a clue as to **who it is for**.

This requires clarity and choices!

Site purpose examples

Wikipedia.org: database of knowledge for general public

Uber.com: get riders and drivers to sign up

Everydayhealth.com: give deep and broad health info to general public

Fhi360.org: describe themselves ... to someone

Unicef.se: elicit donations from the public

Path.org: elicit donations from the public ... and possible something else

wwf.org.uk: info on nature & animals *and* donation info for general public

Purposes of reactgroup.org

1. Contain the world's most complete information source on ABR – the toolbox
2. Guide the three “active” audiences into relevant sections of the toolbox
3. Help the three “active” audiences build their networks and find resources
4. Is “ReAct’s CV” for fund staff and to build trust

HOME · ANTIBIOTIC RESISTANCE · TOOLBOX · ABOUT REACT · CONTACT

National Action Plans

Health Care Pro's

NGO staff

Agile structure

- We can add medium or large amounts of content
- We can launch the site early and iterate (add more and refine content)

Time – the 4:th dimension

- Some content live several years [Details](#)
- Other content live a few months [Details](#)
- Both kinds live together

Popular – Professional – Scientific

- Knowledge on different levels live together [Details on scientific info](#)

National Action Plans

Health Care Pro's

NGO staff

What is lacking

Tactic for linking between sections with content

Visual design and editorial choices

HOME · **ANTIBIOTIC RESISTANCE** · **TOOLBOX** · **ABOUT REACT** · **CONTACT**

Purpose: Introduce the three main sections “ABR”, “Toolbox” and “About”.

{focus area}

ABR

The Toolbox

About ReAct

Newsletter, Facebook, Twitter etc

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HOME · **ANTIBIOTIC RESISTANCE** · **TOOLBOX** · **ABOUT REACT** · **CONTACT**

Purpose: Guides the three “active” audiences into relevant sections of the toolbox.
Helps the three “active” audiences build their networks and find resources.

Resistance mechanisms in bacteria

- Summary
- Link to Toolbox

Multidrug-resistant bacteria

- Summary
- Link to Toolbox

{other intro to ABR}

- Summary
- Link to Toolbox

{other intro to ABR}

- Summary
- Link to Toolbox

National Action Plans

- Summary
- Link to dedicated page

Health Care Pro's

- Summary
- Link to dedicated page

NGO staff

- Summary
- Link to dedicated page

HOME · ANTIBIOTIC RESISTANCE · **TOOLBOX · ABOUT REACT · CONTACT**

Purpose: The world's most complete information source on ABR

Keep it magical



National Action Plans

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NGO staff

HOME · ANTIBIOTIC RESISTANCE · TOOLBOX · ABOUT REACT · CONTACT

Purpose: Is “ReAct’s CV” for fund staff and to build trust

The threat of ABR

It is time to act

Our vision is a world free from fear of untreatable infections

There are several obstacles to finding solutions to the problem of ABR

- ...

- ...

This is what we have accomplished

Our history

How we are funded and how funding is spent

National Action Plans

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NGO staff

Purpose: Helps the three “active” audiences build their networks and find resources

Build trust

Global functions

- Press enquiries
- Funding coordinator
- Newsletter sign up
- ...

Africa

- Short explanation of work area and geography.
- Address, email etc
- All staff with bio and contact details

Asia

- Short explanation of work area and geography.
- Address, email etc
- All staff with bio and contact details

Europe

- Short explanation of work area and geography.
- Address, email etc
- All staff with bio and contact details

Latin america

North america

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