

THE ROAD TO YES

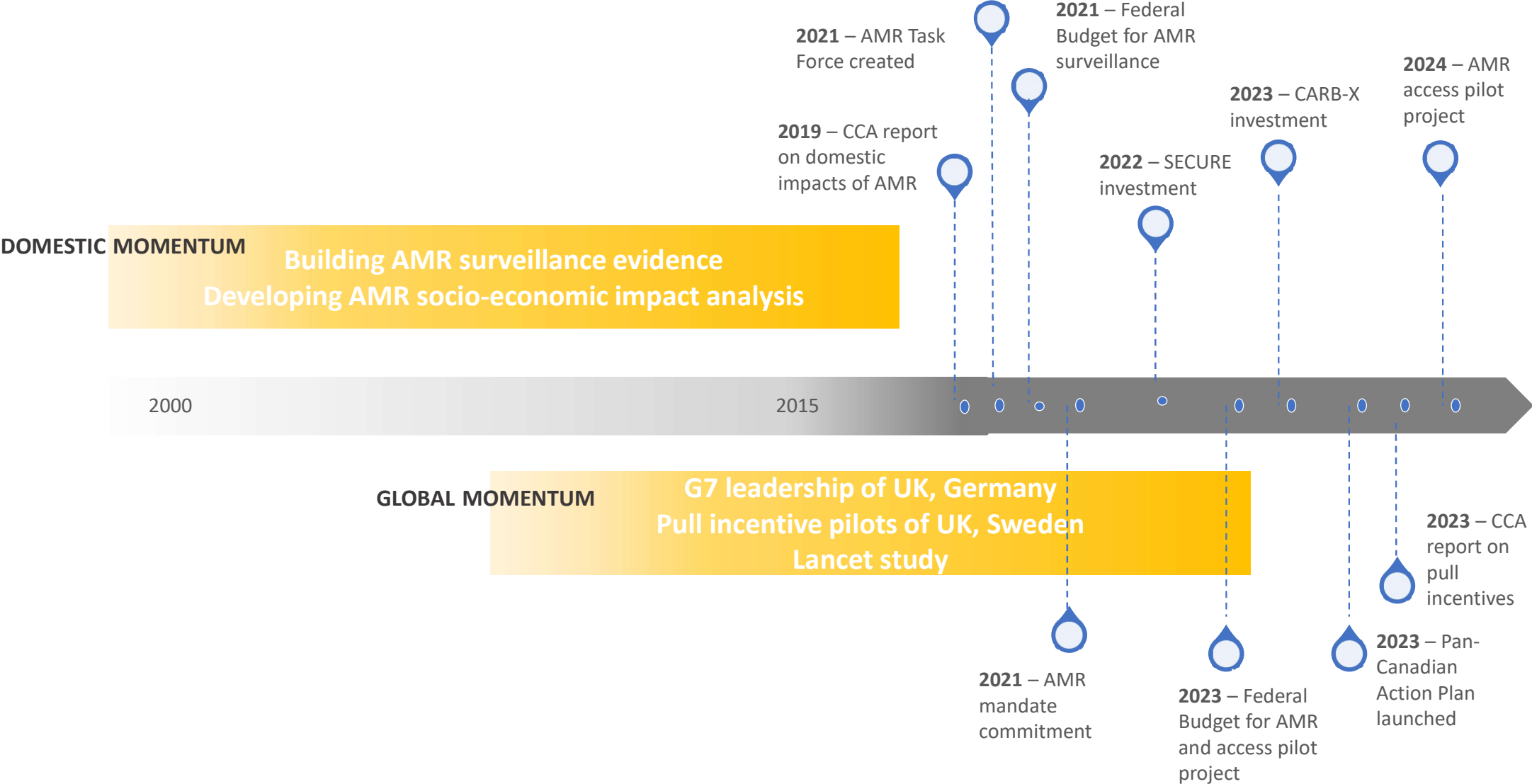
A CANADIAN CASE STUDY 

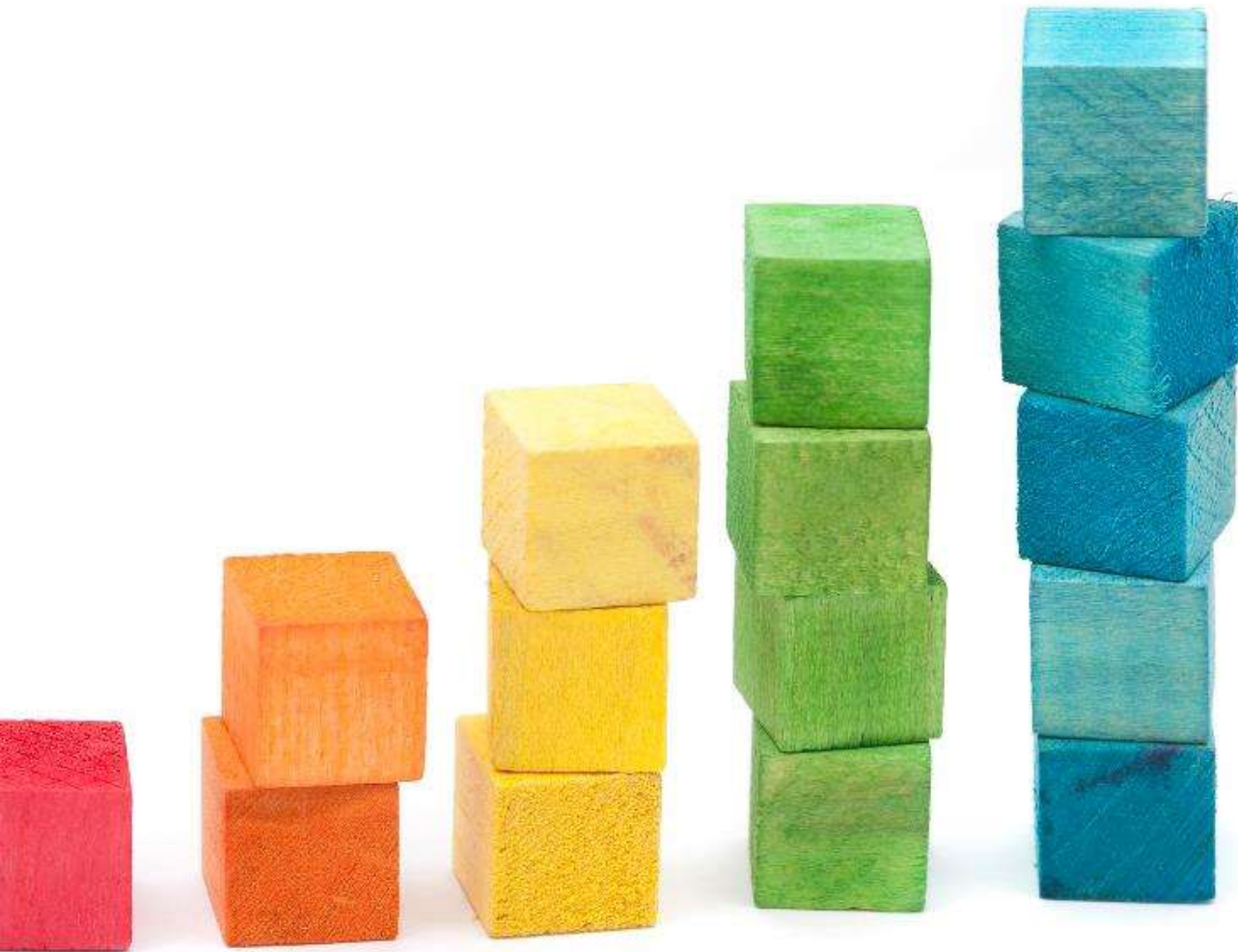
WORLD HEALTH SUMMIT 2023 – DEVELOPMENT OF A SUSTAINABLE MARKET FOR NEW,
RESISTANCE-BREAKING ANTIBIOTICS

OCTOBER 16, 2023



CANADA'S AMR TRAJECTORY





BUILDING THE POLICY CASE

Maximizing your angle

- Evidence is foundational
- Policy frame matters...
- ...but so does the personal perspective
- From theory to reality
- Comparative approach

BARRIERS TO YES

Why is AMR a crisis?

Why is the market broken?

Isn't venture capital filling the gap?

Why now?

Why is Canada behind on access?

Why are only two countries doing pull incentives?

What will be different if we move ahead?

How are global investments going to benefit Canadians?

What will pull incentives achieve?

What are the risks of not taking action?



GETTING TO YES AND STAYING THERE

- Getting funding is half the battle
- Implementation is hard, but forward momentum is key
- Delivery needs to fit domestic context
- Success of initiatives is key to keep momentum, commitment, and funding on AMR
- Governments change – AMR is here to stay

