



PGEU GPUE

*Pharmaceutical Group of European Union
Groupement Pharmaceutique de l'Union Européenne*

ENCOURAGING PRUDENT USE OF ANTIBIOTICS



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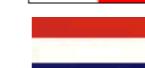
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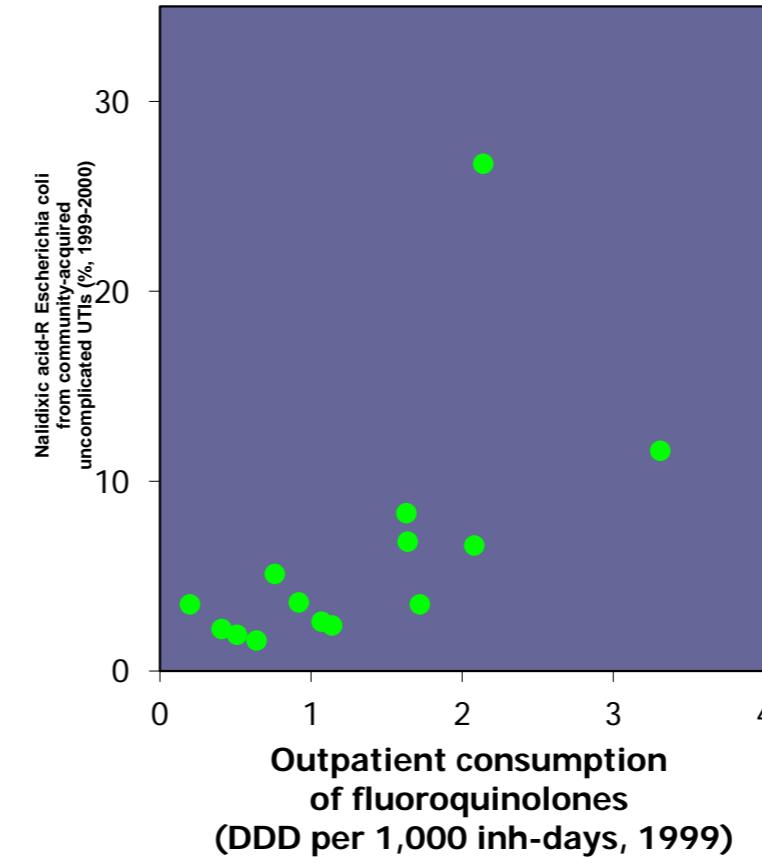
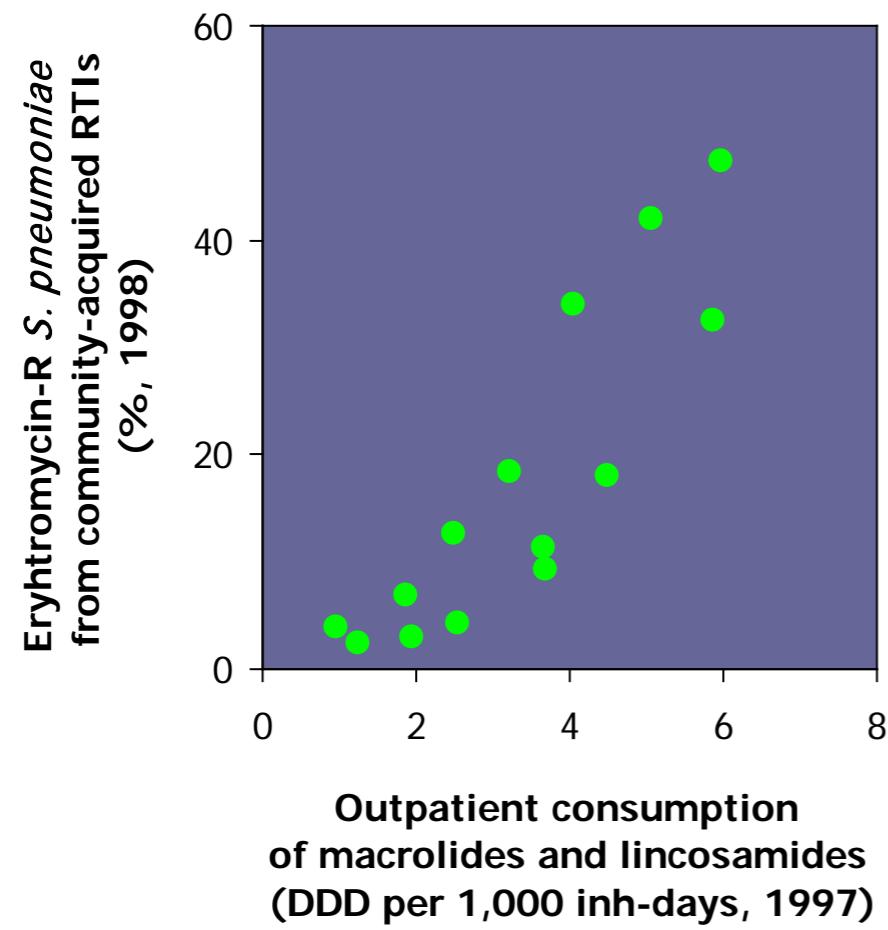
Members: Professional Bodies & Pharmacists' Associations



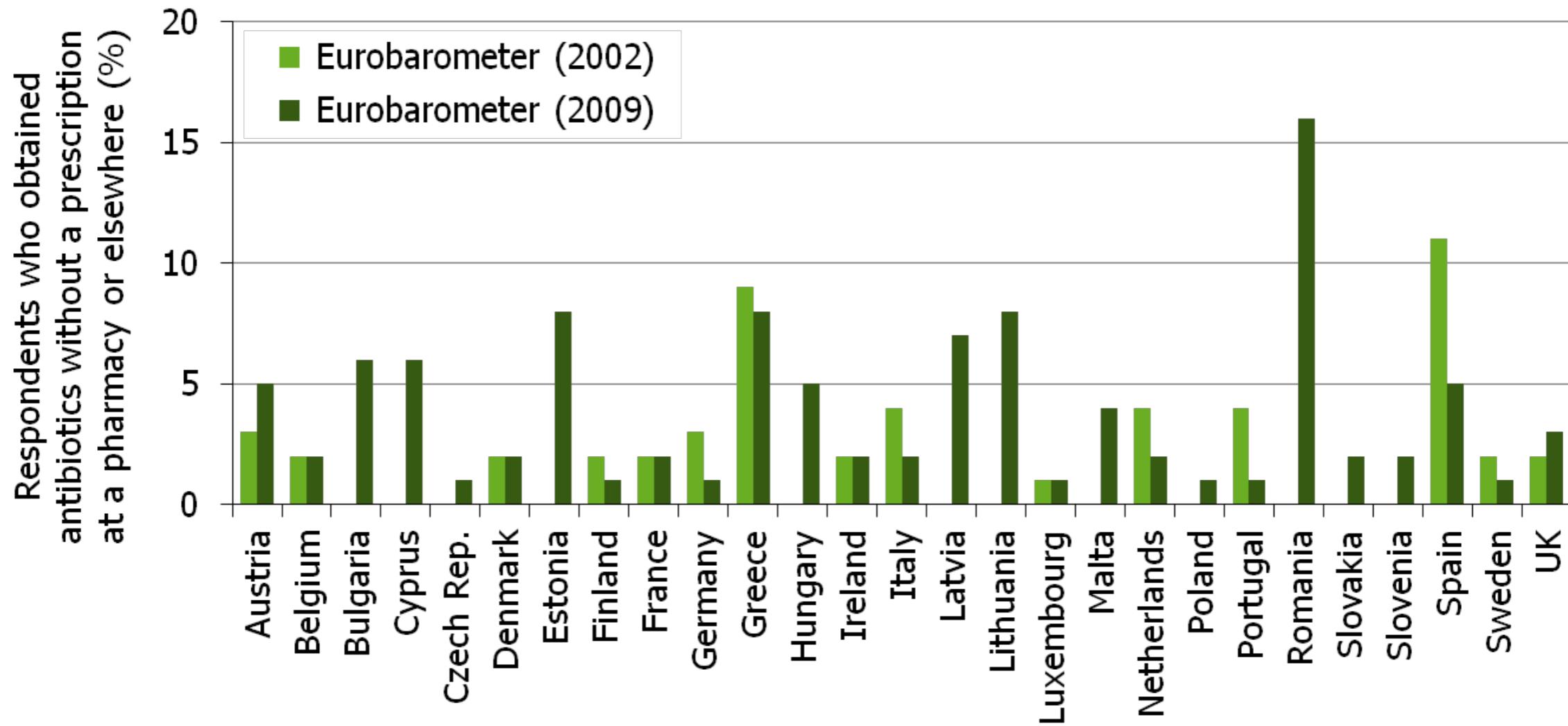
2013: 32 Countries

	Austria		Malta
	Belgium		Netherlands
	Bulgaria		Poland
	Bosnia Herzegovina		Portugal
	Cyprus		Romania
	Czech Rep		Slovakia
	Denmark		Slovenia
	Estonia		Spain
	Finland		Sweden
	France		United Kingdom
	Germany		Croatia
	Greece		FYR Macedonia
	Hungary		Norway
	Ireland		Serbia
	Italy		Switzerland
	Luxembourg		Turkey

The Problem



Illegal Dispensing



Illegal Dispensing

- Little scope for EU action in the dispensing and prescribing arena;
- Some evidence that illegal dispensing is financially motivated, although more research needed on behavioural and cultural issues;
- This is more a problem of enforcement than of new regulation;
- Some national experiences (e.g. Spain) suggest sustained awareness raising campaigns can impact illegal dispensing.

Irish Independent

IRELAND'S BEST-SELLING DAILY NEWSPAPER

METRO EDITION



www.independent.ie Tuesday 29 October 2013 €1.00 (25p in Northern Ireland)

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TOKEN P2, DETAILS P20



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DUBLIN CITY
MARATHON

ALL THE FINISHERS, ALL THE TIMES
PLUS: MORE RACE COVERAGE, PAGES 4&5

Doctors blamed for rise of superbugs

Half of GPs prescribe antibiotics needlessly

Executive Dashboard

EUROPE's first ever report looking at the antibiotic resistance problem in Europe has been released.

A startling new study has found that nearly half of GPs are giving unnecessary prescriptions to their patients - often preventable antibiotic treatments that were not needed.

EUROPE'S first ever report looking at the antibiotic resistance problem in Europe has been released.

The study was led by Dr. Alan Morgan, of WHO's European Centre of Excellence, who said that 45%

doctors still prescribe unnecessary antibiotics to patients, while 40% of GPs prescribe antibiotics to healthy patients.

This World Health Organisation-led study found that antibiotics were prescribed inappropriately in 40% of cases, while 45% of GPs prescribe antibiotics to healthy patients.

The EU's latest European Antibiotic Awareness Day has revealed that the number of antibiotic prescriptions has increased by 10% over the last five years.

The study was led by Dr. Alan Morgan, of WHO's European Centre of Excellence, who said that 45%

Irish dad of three dies as 40ft tree crushes his car

Mark O'Hagan

AN IRISHMAN who was crushed to death after a 40ft tree fell on him has died in hospital in Wexford, east Cork, had returned to Ireland from Canada where he had been working for nearly two decades.

David Devlin, a father of three who was originally from Dublin's Northside, died yesterday after a massive oak tree fell on him.

FULL REPORTS: PAGES 2&3



€89 for a 2 Night Stay for Two People at Casey's of Baltimore, Cork

Teachers working for €50 a week on JobBridge

Michael O'Brien

TEACHERS in schools are using the JobBridge platform to find work and recruit to work for up to €50 a week in a range of social welfare agencies.

One in eight teachers in the country's largest educational system are working elsewhere and to take note in the current economic climate several thousand teachers have been recruited.

Teachers are engaged with government, educational and other organisations throughout the country and if they want to know more about what is available, visit [jobbridge.ie](http://www.jobbridge.ie).

Some figures show 500 teaching posts have been taken up so far, but 10,000 more of the posts remain for voluntary teachers, who would receive 25% off.

Inside

PHOTOGRAPHY

A double-edged sword



JOHN CONNOLLY: There is currently an overemphasis for the primary industries on Connacht as the sole focus.

The Government has predominantly focused the rural areas of the west, including major parts of the DCCD's region, which may have been overlooked for improved areas of rural development work.

JOHN CONNOLLY: It is now time to look at the rural areas of the country as well as the urban areas of the country.

JOHN CONNOLLY: The rural areas of the country should not receive funding unless under the national guidelines, which is described as "targeted".

However, many officials are sceptical

about the concept of the rural areas receiving funding based on the number of people in attendance.

Continued on Page 18



Success runs in the family for Maria

THE day - indeed the night - ended on the back of a runner who made it over the finish line at yesterday's Dublin City Marathon to win glory. The first woman across the line, Dubliner Maria McCann, became a celebratory hug from her husband Paul and daughter Grace, who followed only a minute behind her.

FULL REPORTS: PAGES 4&5, PLUS: MARATHON SURVIVAL FREE 2IN1

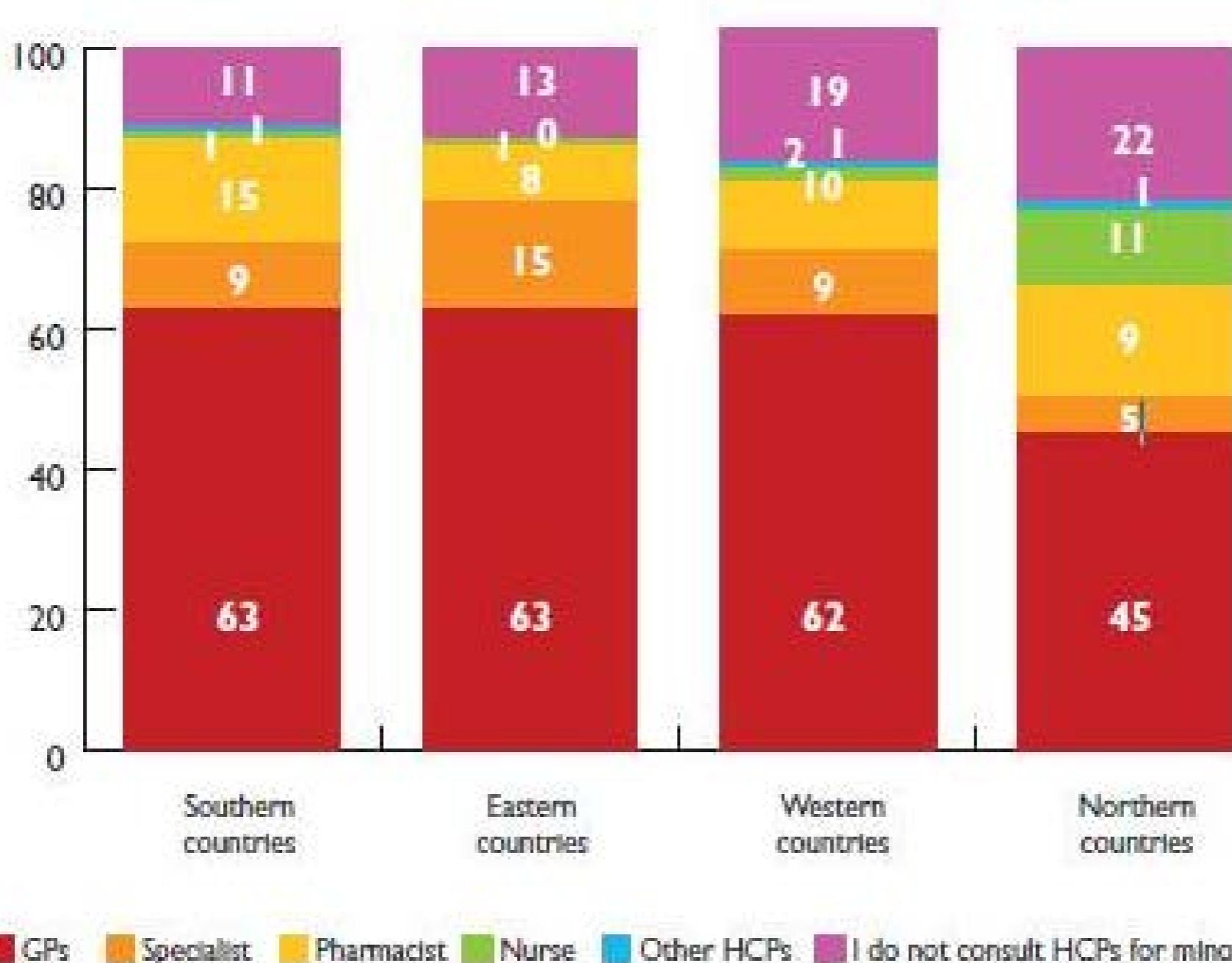


Imprudent Prescribing

- Possibly an under researched aspect of the problem (e.g. recent EU tender);
- Causes are likely to be multi -factorial including unrealistic patient expectations and delayed prescriptions;
- Irish study found poor enforcement and relatively high cost of GP visits to be factors.
- More general problem of physician use for self limiting conditions doesn't help.....



Healthcare professionals consulted for minor ailments per region (in %)



Source: Epsos Self Care Barometer 2013

Ways Forward

**Taking antibiotics
for colds and flu?
There's no point.**



**Colds and flu are caused by
a virus and antibiotics do
not work on viruses.**



talk to your GP or pharmacist or visit www.hse.ie

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Ways Forward

- Some evidence that public awareness campaigns alone are much less effective than multifaceted approaches which include health professionals;
- We need to explore how aspects of the Stewardship concept can be translated into Primary Care settings;
- Some excellent examples of campaigns at national level (e.g Belgium, Czech Republic, Ireland), but so far participation in e.g. ECDC initiatives has been inadequate;
- Enforcement is the bigger issue than regulation.
- PGEU will be vigorously promoting EAAD 2014!



THANK YOU

www.pgeu.eu

