



Public Health
England

European Antibiotic Awareness Day: National perspective - UK and Antibiotic Guardian

EMA/ECDC joint AMR workshop
19 September 2017

Dr Diane Ashiru-Oredope
Lead Pharmacist; AMR Programme
Public Health England
@DrDianeAshiru
#AntibioticGuardian



Public Health
England

Public Health England

PHE is an executive agency, sponsored by the Department of Health.

Exists to protect and improve the nation's health and wellbeing, and reduce health inequalities.





UK 5-year AMR Strategy 2013-18: Seven key areas for action

DH – High Level Steering Group (cross government)

PHE

Human health

- Better access to and use of surveillance data
- Optimising prescribing practice
- Improving infection prevention and control
- **Improving professional education, training and public engagement**

Defra

Animal health

DH

- Improving the evidence base through research
- Developing new drugs, vaccines and other diagnostics and treatments
- Strengthening UK and **international collaboration**



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Timeline of English Antibiotic Awareness campaigns

1999: Andybiotic – “Don’t wear me out”



- Press and magazines
- GP surgeries – leaflets and postcards
- GP non-prescription pads
- 1999, 2000, 2003, 2006

2008: New campaign launched; Posters and Leaflets

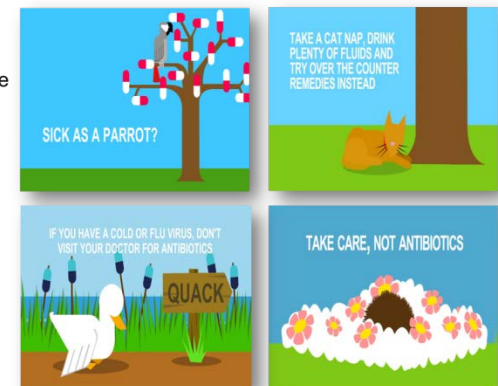


Sent to all GP surgeries and independent pharmacies

Videos:

Available for download

Also hosted via YouTube





Evaluations

'Bug investigators' school resource pack - Much more impact!

The English antibiotic awareness campaigns: did they change the public's knowledge of and attitudes to antibiotic use?

Clodna A. M. McNulty^{1*}, Tom Nichols², Paul J. Boyle³, Mark Woodhead⁴ and Peter Davey⁵

¹Health Protection Agency Primary Care Unit, Microbiology Department, Gloucestershire Royal Hospital, Great Western Road, Gloucester, GL1 3NN, UK; ²Health Protection Agency Centre for Infections, Statistics Unit, 61 Colindale Avenue, London NW9 5EQ, UK; ³School of Geography & Geosciences, University of St Andrews, North Street, St Andrews KY16 9AL, UK; ⁴Respiratory Medicine, Manchester Royal Infirmary, Oxford Road, Manchester M13 9WL, UK; ⁵University of Dundee, Health Informatics Centre, The Mackenzie Building, Kirky Semple Way, Dundee DD2 4BF, UK

*Corresponding author. Tel: +44-8454-225061; Fax: +44-1452-526197; E-mail: clidna.mcneulty@hpa.org.uk

Received 17 February 2010; returned 1 March 2010; revised 22 March 2010; accepted 24 March 2010

2008 Campaign

- Small increase in recollection of campaign posters (2009 23.7% versus 2008 19.2%; $P < 0.03$)
- NO improvement in the understanding of the lack of benefit of antibiotics for coughs and colds, and we found no improvement in antibiotic use
- Significant increase in respondents retaining leftover antibiotics



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2014 EAAD: Moving from awareness to engagement (HCP & public)

Focus on raising awareness over the years.
UK AMR Strategy focus: engagement and changing behaviour



Developing plans for EAAD 2014

- In previous years EAAD plans included creating educational materials which healthcare professionals could use as part of local awareness campaigns.
- Developed EAAD in 2014
 - campaign that would be available all year round
 - awareness raising → engagement
 - commitment from healthcare professionals and the public
- First year that the lead organisation aimed to directly engage the public
- Campaign developed by PHE in collaboration with all the UK devolved administrations and also professional organisations
- Planning group is a multi-disciplinary group with public and third-sector representation from human and animal health sector across the UK



Resources development

- To help **improve behaviours regarding antibiotic prescribing and use by healthcare professionals and members of the public**, a pledge-based behaviour change strategy using the **“if-then” model** was developed on www.antibioticguardian.com.
- The pledge messages and language used were made more impactful through consultation with behavioural scientists and marketing specialists.
- The website and pledges were tested with a pilot audience prior to the public launch.
- Campaign materials, including the name and logo, were designed, user tested (public & HCP). Final choice endorsed by the committee.

Goal: 10, 000 antibiotic guardians from launch date 13th September to 30th November

Social media, professional bodies and local campaigns were key to success



Antibiotic Guardian:

Moving from awareness to engagement:

Antibiotic Guardian calls on everyone in UK to become Antibiotic Guardians using the Behaviour change strategy: 'if-then' approach **pledge system**: <http://antibioticguardian.com/>

CHOOSE YOUR PLEDGE RESOURCES - PATIENT STORIES MEETINGS & EVENTS AWARDS NEWS LANGUAGES

CURRENT PLEDGES: 45753

Dutch
French
Russian

ANTIBIOTIC GUARDIAN

Antibiotic resistance is one of the biggest threats facing us today.

Why it is relevant to you: without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy and animal health all rely on access to antibiotics that work.

What we want you to do: To slow resistance we need to cut the unnecessary use of antibiotics. We invite the public, students and educators, farmers, the veterinary and medical communities and professional organisations, to become Antibiotic Guardians.

Call to action: Choose one simple pledge about how you'll make better use of antibiotics and help save these vital medicines from becoming obsolete.

BECOME AN ANTIBIOTIC GUARDIAN
CHOOSE YOUR PLEDGE NOW!

I AM A

HEALTHCARE PROFESSIONAL OR LEADER

Select from the list below

MEMBER OF THE PUBLIC

Select from the list below

STUDENT OR EDUCATOR

Select from the list below

Adults
Families
Farmers
Pet/Horse Owners

SELECT A PLEDGE MESSAGE

Messages will display below



Will you be an Antibiotic Guardian?

Dr Chris van Tulleken
Infectious Diseases Doctor

To enable subtitles for the video, click on cc (lower right section of the video screen)

Video created with TV doctor

Educates on antibiotic resistance; suggests three steps that public can take to help and a call to become an antibiotic guardian. **Available for download**



Different sectors of the population are targeted.

The image shows a web form interface with three main sections for selecting user roles, each with a dropdown menu and a list of options:

- HEALTHCARE PROFESSIONAL OR LEADER**
Select from the list below
Dropdown menu options:
 - Antimicrobial/Infection Prevention and Control
 - Dentists
 - Executives/Management/Government/Commissioners
 - UK & International organisations
 - Midwives
 - Nurses
 - Other HCPs (eg Podiatrists, chiropodists, etc)
 - Pharmacy Teams
 - Primary Care Prescribers
 - Secondary Care Prescribers
 - Veterinary & Nurses Teams
- MEMBER OF THE PUBLIC**
Select from the list below
Dropdown menu options:
 - Families
 - Adults
 - Families
 - Pet Owners
 - Farmers
- STUDENT OR EDUCATOR**
Select from the list below
Dropdown menu options: (List not visible)

One Health approach
Adults, families, pet owners, farmers

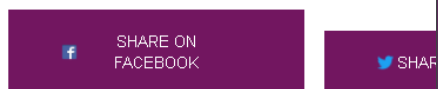
SELECT A PLEDGE MESSAGE
Messages will display below



THANK YOU FOR YOUR PLEDGE

NOW SHARE WITH YOUR FRIENDS & COLLEAGUES

“I have pledged to be an #AntibioticGuardian. You can make a pledge too via
<http://www.antibioticguardian.com>”



For each of the following statements, please state whether you think it is true or false

1. Antibiotics kill viruses
☒ True ☐ False
2. Antibiotics are effective against cold and flu
☒ True ☐ False
3. Unnecessary use of antibiotics makes them become ineffective
☒ True ☐ False
4. Taking antibiotics often has side-effects such as diarrhoea
☒ True ☐ False
5. You can share Antibiotics with others
☒ True ☐ False

Please enter your email address*

SUBMIT





Public Health England

Correspondence

WAAW and EAAD: letters to NHS, universities and professional organisations

From: Public Health England
Part of: Antibiotic awareness resources: 2016
Published: 6 August 2014
Last updated: 3 November 2016, [see all updates](#)

Letters to sign up for World Antibiotics Awareness Week (WAAW), European Antibiotic Awareness Day (EAAD) activities and Antibiotic Guardians.

Documents



[Letter for primary care: request to register WAAW and EAAD activities](#)

Ref: PHE Gateway Number: 2016-387
PDF, 314KB, 2 pages

This file may not be suitable for users of assistive technology. [Request an accessible format](#).

publichealthagency.org/antibiotic-awareness

Become an Antibiotic Guardian video:



European Antibiotic Awareness Day

European Antibiotic Awareness Day takes place each year on 18 November to raise awareness about antibiotic resistance and to highlight the correct use of antibiotics.

To mark Antibiotic Awareness Day, members of the public and healthcare professionals are encouraged to become an Antibiotic

Activities for EAAD/WAAW: clear call to action /letters

Meeting Registration | Newsletter Subscription | Contact Us | Glossary | Site Map | Links | Resize text: A A A

Scottish Medicines Consortium

Enter search keyword(s)

About SMC | **SMC Advice** | **Submission Process** | **Public Involvement** | **Scottish Antimicrobial Prescribing Group**

Home > Scottish Antimicrobial Prescribing Group (SAPG) > European Antibiotic Awareness Day > European Antibiotic Awareness Day (EAAD)

About the Scottish Antimicrobial Prescribing Group (SAPG)

News

Education

European Antibiotic Awareness Day

European Antibiotic Awareness Day (EAAD)

European Antibiotic Awareness Day (EAAD) is a Europe-wide campaign held each year on 18th November. EAAD began in 2008 and since 2015 has formed part of World Antibiotic Awareness Week. We lead activities in Scotland to support EAAD and work closely with colleagues in Public Health England to raise awareness amongst health and care staff, patients and the public about the need to use antibiotics more wisely to stop antimicrobial resistance.

Find out more about antimicrobial resistance in this film created by our colleagues at [Antimicrobial Action for EAAD 2016](#)

www.wales.nhs.uk/sitesplus/888/page/75792

Skip navigation | Feedback | Site map | Document map | A-Z list | Accessibility | NHS Jobs | Cymraeg

Font size A A A



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For a healthier, happier and fairer Wales

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European Antibiotic Awareness Day (EAAD)

- Antibiotic Awareness Campaign**
- European Antibiotic Awareness Day**
- Support Materials and Resources**
- What are Antibiotics?**

Every year, European Antibiotic Awareness Day is held on November 18.

It's a Europe-wide public health initiative that encourages responsible use of antibiotics.

This year's public health campaign calls on everyone in Wales and the UK, the public and medical community to become **Antibiotic Guardians** by choosing one simple pledge about how they will make better use of these vital medicines.



Antibiotic Resistance

What is the problem?

Antibiotic resistance is an everyday problem in all hospitals across England and Europe. The spread of resistant bacteria in hospitals is a major issue for patients' safety.

This page in Welsh/Y dudalen hon yn Gymraeg
Ddiwrnod Ewropeaidd Ymwybyddiaeth o Wrthfictigau



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EAAD: Video pledges to ECDC



You are here: [EAAD](#) > [Get involved](#) > Video Pledges

EAAD on social media

Join the campaign

Twitter chats

Video Pledges

Video pledges - 2015

Video Pledges

📄 📄 📄

What is your contribution to fighting antibiotic resistance?

Video pledges from organisations to be shared through social media on 18 November

For European Antibiotic Awareness Day (EAAD), organisations are encouraged to share video pledges on the work that they are doing to tackle antibiotic resistance. These short videos should be shared on social media channels using the hashtag #EAAD2016 on 18 November.

The video pledges should answer the question: "What is your organisation's contribution to fighting antibiotic resistance?", and last from 30



Public Health England
Department of Health

AG Secretariat
Public Health England
Floor 10
151-155 Victoria Road
London SE1 1UG

To: Directors of Public Health
Chairs, Health and Wellbeing Boards

cc: Communication Leads, Health and Wellbeing Board

PHE Gateway Number: 2015-287
NHS Gateway Number: 04018

14 September 2015

NHS
Public Health England
Department of Health

Head of Schools of Medicine, Nursing, Pharmacy, Dentistry and Veterinary Medicine
HEE Directors of Education and Quality, LETS Directors
Medical Schools Council
Pharmacy Schools Council
Dental Schools Council
Council of Deans of Health
Chairs of Student Associations

Please take five minutes to [register your institution's support online](#) by 9 November 2015. This will enable us to identify opportunities to support, promote and co-ordinate national activities. There is a central repository of educational resource materials [freely available online](#) that can be used locally.

We encourage you to use EAAD, WAAW and Antibiotic Guardian to help improve awareness and knowledge of antimicrobial resistance among animal and human healthcare students and encourage them to share this knowledge with their peers.

If you have any queries, please contact the WAAW and Antibiotic Guardian chair, Dr Diane Ashiru-Oredope, at diane.ashiru-oredope@phe.gov.uk.

Yours faithfully,

Professor Dame Sally C Davies
Chief Medical Officer
England

Nigel Gibbins
Chief Veterinary Officer
United Kingdom

Dr Keith Ridge
Chief Pharmaceutical Officer
England

Jane Cummings
Chief Nursing Officer
England

Sara Hurley
Chief Dental Officer
England

Ian Cumming
Chief Executive Officer
Health Education England

Duncan Selbie
Chief Executive Officer
Public Health England

Letters to the NHS,
local authority,
universities and
professional
organisations

EUROPEAN
ANTIBIOTIC
AWARENESS DAY

A European Health Initiative

WORLD ANTIBIOTIC
AWARENESS WEEK



ANTIBIOTIC
GUARDIAN

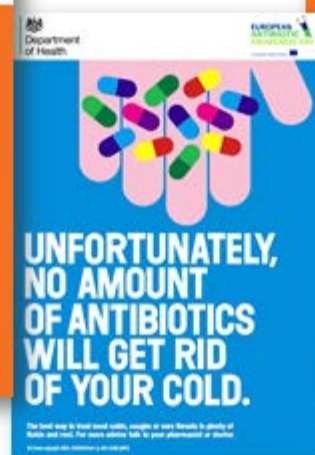
RESOURCES TOOLKIT FOR HEALTHCARE PROFESSIONALS IN ENGLAND

Resources and materials are available via
<http://bit.ly/eaad-resources> and
via [WAAW 2016 Appbox folder](#)
Gateway Publication Number: 2016408

Version 2: updated October 2016

SOCIAL MEDIA GRAPHICS

To obtain the images and other messages for use on social media please request for a **social media pack** by emailing: socialmedia@phe.gov.uk.
They can also be shared from PHE Social media platforms
Twitter: https://twitter.com/PHE_uk Facebook: www.facebook.com/PublicHealthEngland



ANTIMICROBIAL RESISTANCE REDUCTION
Developed by Public Health England

EUROPEAN
ANTIBIOTIC
AWARENESS DAY

ANTIBIOTIC
GUARDIAN



Public Health
England

Blogs posted during WAAW 2016

Antimicrobial resistance

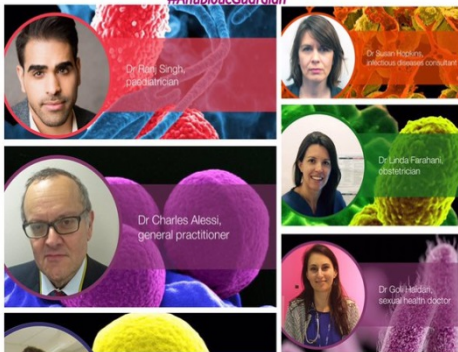
Why students are joining the fight against antibiotic resistance

Diane Ashiru-Oredope, 16 November 2016 — Antimicrobial resistance



Are you a healthcare student? If so, as a future professional or prescriber of medicine we need you to play your own vital role in slowing the rise of antibiotic resistance. Because just like current health professionals and leaders you ...

Why are these HCPs worried about #AntibioticResistance?
#AntibioticGuardian



Tackling antibiotic resistance - how can schools get involved?

Diane Ashiru-Oredope and Wendy Nicholson, 31 October 2016 — Antimicrobial resistance



If you're a teacher or school nurse, or you work in an educational setting, you have the opportunity to educate young people about one of the biggest health threats we face globally - antimicrobial resistance. Our antibiotics are under threat. ...

How pharmacists can help in tackling antimicrobial resistance

Diane Ashiru-Oredope, 9 November 2016 — Antimicrobial resistance



When it comes to fighting antimicrobial resistance (AMR), spreading the message is an important part of tackling the issue and community pharmacists are well placed to help get that message across. We need to make people aware that the over ...

EAAD & Antibiotic Guardian (UK)
Dr Diane Ashiru-Oredope





EAAD: examples for local participation

- engagement and **support from leaders** essential
- encourage **local campaigns/patient engagement/health promotional activities** using key messages
- Individuals can **choose a pledge** from AntibioticGuardian.com and encourage others to do so
- organisations to **register planned activities online**
- **highlight the day** and the pledge on organisation's website and premises
- monitor the local implementation of relevant antimicrobial stewardship guidance and toolkits
- **use social media** (Facebook, Twitter) to engage with both local and national online activity on the week building to and including 18 November
- provide **examples of good practice** within organisations that can be shared



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Yearly evaluation of our EAAD activities and Antibiotic Guardian campaign



EAAD Process Outcomes

Measurable Key Process Outcomes from 2011-2016 (EAAD and WAAW)

	2011	2012	2013	2014	2015	2016
Registered Organisations (local campaigns)	30	36	43	193	306	367
Publications	11	11	37	47	47	42+
Bulletins	3	7	36	34	65	-



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England

EAAD & Antibiotic Guardian: children centres; hospitals; community pharmacies

Awareness and engagement in Hospitals, community pharmacies,
universities, organisations in all UK Countries



Sharon Lafferty @shazlaf · Nov 14

Pharmacy staff supporting #antibioticawarenessweek @LancsHospitals @pharmacylthtr come and pledge to be an #antibioticguardian



KCL Pharmacy Society @KCLPharmSoc · Nov 16

The antibiotic awareness stall is going strong! Don't forget to pledge! #agcstudents #AntibioticGuardians

Long Yip, Osenadia JosephEbare, Nina Curtis and 5 others



LTHPharmacyServices @LTHPharmacy · 1h

@AntibioticLeeds @MellorLiz SJUH are now up to 23 antibioticguardians and counting #antibioticguardian



ABPI @ABPI_UK · 11m

Tash has signed up as an #antibioticguardian with a cuddly e.coli! Make your pledge to fight #antibioticresistance > antibioticguardian.com



Croydon Health @croydonhealth · 4m

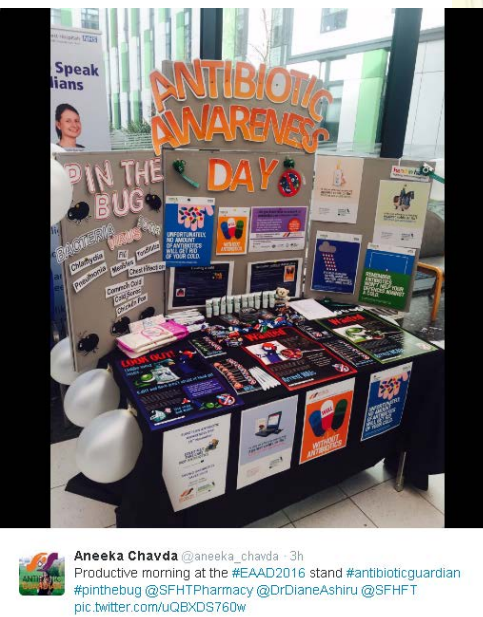
It's #Antibioticawarenessweek & #EAAD2016. Our pharmacists answered questions today. Read more tinyurl.com/gmfqaoa #antibioticguardian



KCL Pharmacy Society @KCLPharmSoc · 2h

The KCL #AntibioticResistance stalls are getting busy, look at all of our amazing volunteers helping out! #AntibioticGuardian #AMR #EAAD2016





Engagement via social media – e.g pictures tweeted with #AntibioticGuardian





Process, Outcome/impact and Qualitative Evaluations (2015 – 2016)

Antibiotic Guardian' (AG) campaign from awareness to engagement and changes in public and professional behaviour around antibiotic use.

Process and outcome evaluations **(2015)**:

- showed the wide reach of the campaign success in increasing commitment to tackling AMR in both healthcare professionals and members of the public
- increased knowledge and changed behaviour (self-reported)



A process evaluation of the UK-wide Antibiotic Guardian campaign: developing engagement on antimicrobial resistance

Alex Bhattacharya¹, Susan Hopkins¹, Anna Sallis², Emma L. Budd¹, Diane Ashiru-Oredope¹

¹Public Health England, AMR Programme, SE1 8UG, London, UK

²Public Health England, Behavioural Insights, SE1 8UG, London, UK

Address correspondence to Diane Ashiru-Oredope, E-mail: Diane.Ashiru-Oredope@phe.gov.uk

Chaintarli et al. *BMC Public Health* (2016) 16:393
DOI 10.1186/s12889-016-3057-2

BMC Public Health

RESEARCH ARTICLE

Open Access



Impact of a United Kingdom-wide campaign to tackle antimicrobial resistance on self-reported knowledge and behaviour change

Katerina Chaintarli^{1,2*}, Suzanne M. Ingle², Alex Bhattacharya³, Diane Ashiru-Oredope³, Isabel Oliver^{1,2} and Maya Gobin^{1,2}

RESEARCH ARTICLE

Open Access



The Antibiotic Guardian campaign: a qualitative evaluation of an online pledge-based system focused on making better use of antibiotics

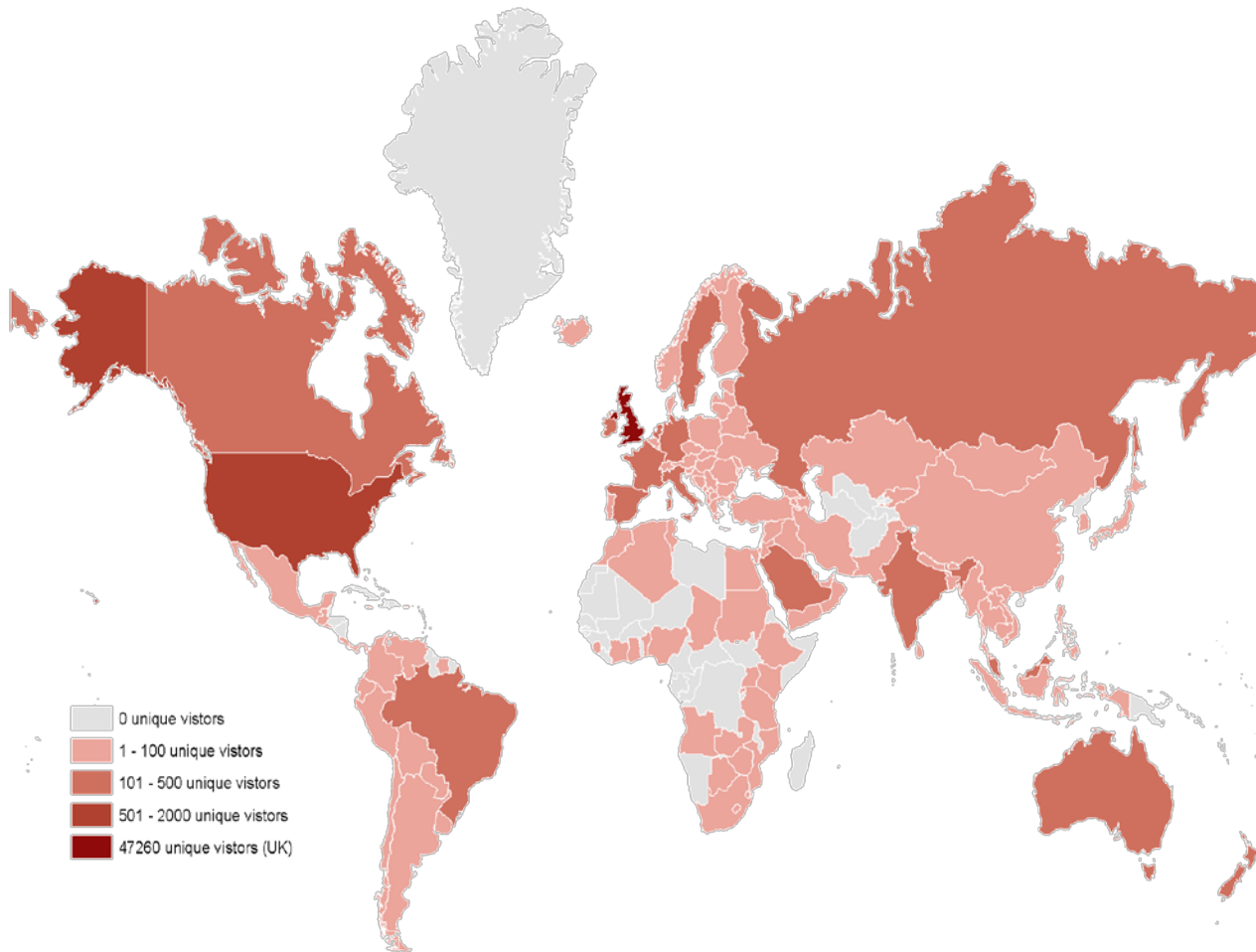
Joanna May Kesten^{1,2*}, Alex Bhattacharya³, Diane Ashiru-Oredope³, Maya Gobin^{1,4} and Suzanne Audrey⁵

Abstract

Background: The Antibiotic Guardian Campaign was developed to increase commitment to reducing Antimicrobial Resistance (AMR), change behaviour and increase knowledge through an online pledge system for healthcare



AG pledges from across the world



As of 31 December 2016, there were **42,457** Antibiotic Guardian pledges; with at least one pledge from **129 countries** across the world. **(48,510 by 14 September 2017)** There were **ten or more pledges** from **33 countries** including South Africa, USA, India, Nigeria, Malaysia, Australia, several countries in Europe

Open sharing of data: proportion of Antibiotic Guardians/100,000

Public Health England

Home > Introduction > Data

Contact Us

Indicator keywords

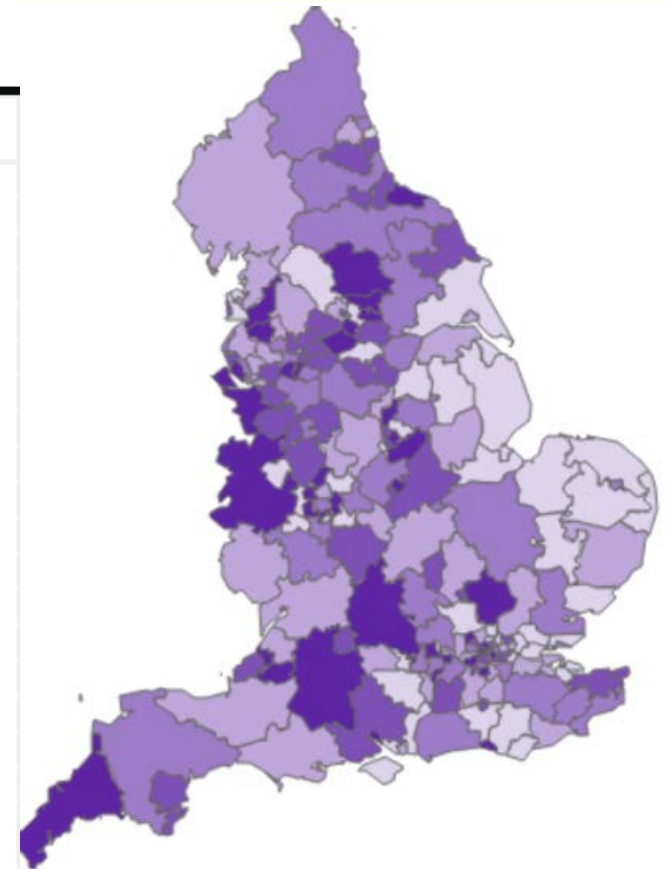
Antimicrobial Resistance Antibiotic Prescribing Health Care Associated Infection Infection Prevention and Control **Antimicrobial Stewardship** All Trust All Clinical Commissioning Group

Areas **All in Central Midlands NHS region** **All in England**  Export table as image

Antibiotic Guardians per 100,000 population per calendar year by CCGs 2016

Area	Count	Value
England	12,755	23.3
NHS Bath And North East S...	248	134.1
NHS Chorley And South Rib...	227	131.6
NHS South Reading CCG	130	117.1
NHS Southwark CCG	295	95.5
NHS Wolverhampton CCG	233	91.6
NHS Dudley CCG	252	79.6
NHS Greater Huddersfield...	192	78.7
NHS Southampton CCG	193	77.3
NHS Birmingham Crosscity...	522	70.5
NHS Hammersmith And Fulha...	121	67.4
NHS Sutton CCG	130	65.0
NHS Central Manchester CC...	115	60.9
NHS Wiltshire CCG	282	58.0
NHS Leicester City CCG	179	52.2
NHS Harrogate And Rural D...	82	52.2
NHS South Tees CCG	137	49.9
NHS Liverpool CCG	237	49.5
NHS West London (K&C & QP...	107	47.4
NHS Surrey Heath CCG	44	45.9

Map of CCGs in England for Antibiotic Guardians per 100,000 population per calendar year by CCGs (Crude rate - per 100,000, 2016)





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The 10,000 pledge target was achieved on 19 November 2014.

As of 10 July 2016, there were 32,039 pledges made.

Social media, professional bodies and local campaigns were key to success.

Antibiotic awareness/engagement throughout the year

2014

#AntibioticGuardian

CURRENT PLEDGES: 9423

18th Nov 17:15

CURRENT PLEDGES: 8000

18th Nov 12:24pm

CURRENT PLEDGES: 7020

18th Nov 09:06

2016 & 2017

Day 1: WAAW
14 November 2016

CURRENT PLEDGES: 35411

www.antibioticguardian.com

< Yesterday 23:37 Details

Day 7: WAAW

CURRENT PLEDGES: 40638

antibioticguardian.com

14 September 2017

CURRENT PLEDGES: 48510

EAAD & Antibiotic Guardian (UK)
Dr Diane Ashiru-Oredope

~8,000 individual pledges since the end of
#WorldAntibioticAwarenessWeek #EAAD 2016.
#AntibioticGuardian provides ongoing engagement
to contribute to tackling #AntimicrobialResistance

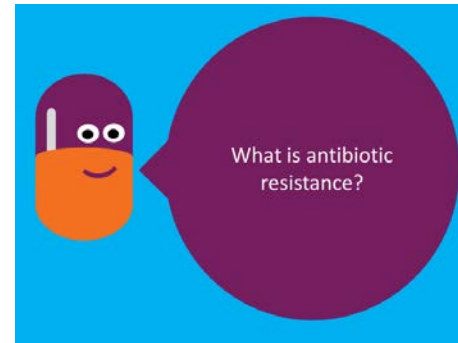


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Other EAAD/WAAW/AG outcomes



'Will you be an AG?'
viewed 35,827 times



Playbuzz' quiz
accessed 3,900
times with 628
completions
since Nov 2016



#AntibioticGuardian
tweeted 46,152 times
by 15,307 people



367 UK
organisations
registered
planned
activities for
WAAW & EAAD
2016



Social media (Twitter)

#AntibioticGuardian Aug 2014 – Sept 2016

The #AntibioticGuardian Influencers

Top 10 by Mentions

	@phe_uk 9,645
	@drdianeashiru 3,135
	@rpharms 678
	@nhschoices 587
	@nhsengland 555
	@antibioticleeds 444
	@wenurses 315
	@sepsisuk 312
	@cppeengland 306
	@eaad_eu 300

Top 10 by Tweets

	@drdianeashiru 2,066
	@4allofusclub 302
	@antibioticleeds 272
	@smhopkins 225
	@hyperhygiene 223
	@phe_uk 206
	@gavalda_j 205
	@elizbeech 203
	@sepsisuk 182
	@paulacppe 146

Top 10 by Impressions

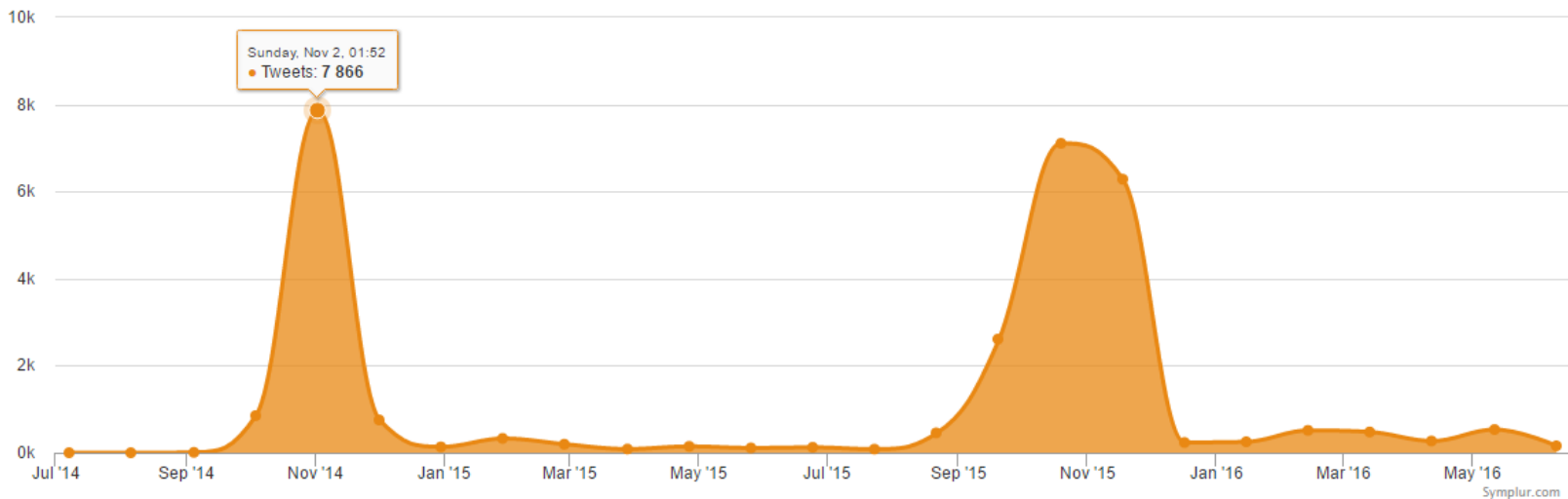
	@phe_uk 12,493,766
	@nhsengland 3,329,507
	@nhschoices 3,287,101
	@drdianeashiru 2,204,532
	@dhgovuk 1,886,755
	@sepsisuk 1,793,299
	@imascientist 1,681,919
	@kazaston 1,446,802
	@devoncc 811,295
	@wenurses 810,610

The Numbers

63,163,252	Impressions
29,590	Tweets
10,074	Participants
2	Avg Tweets/Hour
3	Avg Tweets/Participant



Tweet Activity on #Antibiotic Guardian



Efforts were concentrated around **World Antibiotic Awareness Week** and **European Antibiotic Awareness Day**, both of which are held in November each year. There was a lower peak of Twitter activity in 2015, but it was maintained for a greater period of time.



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Educating children – e-bug led by PHE Primary Care Unit (Prof Clodna McNulty)

e-Bug
Spread e-Bug not infection

e-Bug is a free educational resource for classroom and home use that makes learning about microbes, the spread, treatment and prevention of infection and antibiotics fun and accessible for all.

Teaching Resources
In the teachers section of the e-Bug website you will find a variety of free resources that have been designed to complement the National Curriculum.

Student Resources
The student pages complement the teacher resources by providing online games, revision pages and lots more for students to continue learning at home.

Community resources
e-Bug have developed a community hygiene course called **Beat the Bugs** which aims to increase awareness and change behaviour around antibiotic use.
The course is suitable for a range of community groups and can be downloaded from the Beat the Bugs webpage: www.e-bug.eu/beat-the-bugs

www.e-bug.eu/beat-the-bugs

Follow us on
twitter!
@eBug_UK

ANT & IOT IC AWARENESS TOOLKIT: ENGLAND

EUROPEAN ANTIBIOTIC AWARENESS DAY

ANTIBIOTIC GUARDIAN

11/02/2016

e-Bug has been translated into 22 different languages, including most European languages, Turkish and Arabic

Europe wide resource, led by Public Health England

Free educational resource for classroom and home use and makes learning about micro-organisms, the spread, prevention and treatment of infection fun and accessible for children and young adults/students

Junior and Family AG badges have been developed by Public Health England in collaboration with Makewaves as part of the commitment to school nursing and improving outcomes for CYP.

The badges have been designed to coincide with WAAW and EAAD but are available to be earned all year round.



Antibiotic Guardian Champion

As part of the UK's activities for World Antibiotic Awareness Week (14 - 20 November 2016) and European Antibiotic Awareness Day (18 November) healthcare students and pre-registration professionals are invited to become Antibiotic Guardian Champions. Earn your badge by completing the following tasks and sharing your evidence.

Issuer: Know Your Health

Start badge

Good engagement from Schools and the Scouts using Junior Antibiotic Guardian scheme and e-Bug



ANTIBIOTIC GUARDIAN SCHEME

IN PARTNERSHIP WITH PHE NORTH WEST WITH MATERIALS PROVIDED BY THE WORLD HEALTH ORGANISATION.



Figure 4. Examples of posters designed by 8 year olds as part of Junior Antibiotic Guardian challenges in Bath & North East Somerset & Wolverhampton regions of England





Dentists



ANTIBIOTIC GUARDIAN **NHS**

antibiotics **DON'T** cure toothache!

- Toothache is **usually** caused by decay, which may lead to dental infection
- The best way to treat a toothache is to remove the cause of infection
- Contact your dentist for the most appropriate advice and treatment
- If you don't have a dentist and require urgent care call **NHS 111**

Find out more and become an Antibiotic Guardian at www.antibioticguardian.com

Supported by:

FGDP ADVANCING DENTAL CARE

ACOM

BDA British Dental Association

Public Health England



NHS

DID YOU KNOW:

All colds and most coughs, sinusitis, earache and sore throats often get better without antibiotics.

ANTIBIOTIC RESISTANCE IN NUMBERS:

10 LIVES MILLION
A failure to address the problem of antibiotic resistance could result in:
- an estimated 10 million deaths globally by 2050

£66 TRILLION
Cost by 2050 in lost productivity to the global economy due to antibiotic resistance

WHAT IF I'M WORRIED OR FEEL WORSE AFTER SEEING THE DENTIST?

Contact your dentist or phone **NHS 111** if any of the following occur:

- You develop a fever over 102°F (39°C)
- You develop redness and swelling of your face, jaw or neck
- You are unable to open your mouth
- You have severe pain uncontrolled by pain medicine
- You have difficulty swallowing

Your dentist will advise you on the most appropriate treatment for you.

Find out more and choose a pledge to become an Antibiotic Guardian www.antibioticguardian.com

antibiotics **DON'T cure toothache!**

Contact information for out of hours dental advice: **NHS 111**



ANTIBIOTICS: THERE ARE BETTER WAYS TO MANAGE TOOTHACHE & INFECTION

TOOTHACHE CAN BE CAUSED BY MANY THINGS SUCH AS:

- Tooth decay
- Broken teeth
- Gum disease
- Abscesses or infections
- Jaw problems

CAN I HAVE AN ANTIBIOTIC FOR TOOTHACHE?

- Your dentist will decide whether antibiotics are appropriate for your dental problem
- Antibiotics on their own do not remove the infection or stop pain. Dental treatment is usually needed as well.
- Antibiotics, like other medicines, can also have side-effects so won't be prescribed unless absolutely necessary.

ANTIBIOTIC RESISTANCE is one of the biggest threats facing the world today.

- Unlike many things in medicine antibiotics work less effectively the more often they are taken.
- Be aware that antibiotics are not always the best way to manage

HOW IS TOOTHACHE TREATED?

- A dentist needs to examine your mouth and decide the cause of the pain.
- Dental treatment may then be needed, such as filling, root treatment or sometimes extraction of the tooth.
- Painkillers can help - paracetamol and, if you can safely take it, ibuprofen. Both can be bought from pharmacies.



Public Health
England

Farmers, Vets, pet owners



The guidance for responsibly taking antibiotics is the same for both humans and animals

Are you antibiotic aware?



Antibiotics are not always the answer

Not every illness needs antibiotics – those caused by viruses cannot be treated in this way. Do not expect antibiotics if your doctor or vet says they are not needed as every inappropriate use may accelerate bacterial resistance to the drug.



Increasing the recommended dose does not mean it works quicker

Antibiotics should always be taken as prescribed by your doctor or vet. This gives the body the best chance of working with the drugs to fight an infection and helps to keep bacteria from evolving new ways of being resistant to the antibiotic.



You always need to finish the course

Not completing the course as prescribed by your doctor or vet is potentially very risky and may allow resistant bacteria to survive. This means infection can become harder to treat.



Antibiotics work in different ways

There are many reasons why a particular antibiotic that works for one person or animal will not be appropriate for another. Speak to your doctor or vet before any course of action is taken.



It's about using the right antibiotic for the right illness

If the problem persists, it's not about finding something stronger, it's about finding the right antibiotic for each case and taking it for the right amount of time. Sensitivity tests can help identify the right drug.

Some bacteria have become resistant to the drugs we use to treat them and have started to fight back. Help keep our antibiotics effective by using them responsibly.

SUPPORTED BY



Responsible use of antimicrobials in veterinary practice:

THE 7-POINT PLAN

1

Work with clients to avoid need for antimicrobials

- Inform owners about the benefits of regular pet health checks
- Use symptomatic relief or topical preparations where appropriate
- Integrated disease control programmes
- Animal Health and

2

Avoid inappropriate use

- For example, for uncomplicated viral infections
- Restrict use to ill or at-risk animals
- Advise clients on correct administration and storage of products and resolution of course

3

Choose the right drug for the right bug

- Identify likely target organisms and predict their susceptibility
- Create practice-based protocols for common infections based on clinical judgement and up to date knowledge
- Know how antimicrobials work and

4

Monitor antimicrobial sensitivity

- While clinical diagnosis is often the initial basis for treatment, bacterial culture and sensitivity must be determined whenever possible so that a change of treatment can be implemented if necessary

5

Minimise use

- Use only when necessary and evidence that usage reduces morbidity and/or mortality
- Regularly assess antimicrobial use and develop written protocols for appropriate use

6

Record and justify deviations from protocols

- Be able to justify your choice of antimicrobial and dose
- Keep accurate records of treatment and outcome to help evaluate therapeutic regimens

7

Report suspected treatment failure to the VMD

- This may be the first indication of resistance
- Report through the Suspected Adverse Reaction Surveillance Scheme (SARSS)

The One Health Conference is supported by:

BVA British Veterinary Association
BSAVA British Small Animal Veterinary Association
FECVA Federation of European College of Veterinary Acupuncture
WSAVA World Small Animal Veterinary Association
Department of Health
Public Health England
NOAH Network of Open Access Health
FUMA Food and Veterinary Medicine
VMD Veterinary Medicines Directorate
NOVUS KNOWLEDGE

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 "making a powerful concept work for infectious disease"
 www.onehealthbmf.com

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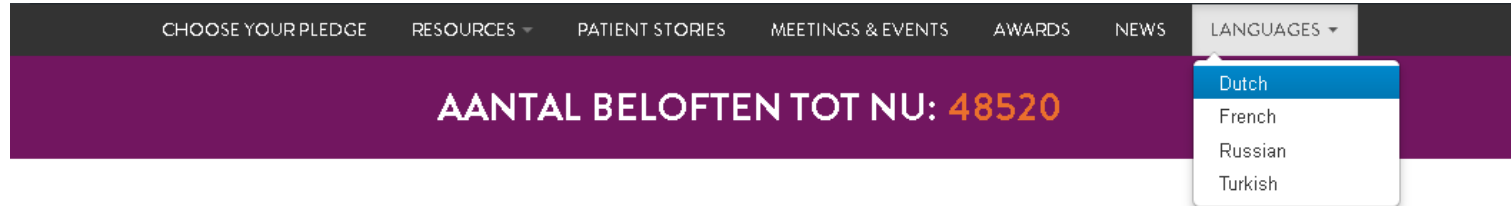
13.10.14
 at Royal Society of Medicine 11 Bedford Square, London, W1G 0AE
 Back to Back Foundation Registered Charity no. 1011044. Royal Society of Medicine Registered Charity no. 309604

BACKGROUND
OBJECTIVES
CONFERENCE
PROGRAMME



Public Health
England

2016: Antibiotic Guardian in Russian, Dutch, French & Turkish



Antibioticaresistentie is één van de grootste bedreigingen waarmee we vandaag geconfronteerd worden.

Waarom is dit belangrijk voor jou: zonder doeltreffende antibiotica worden veel routinebehandelingen steeds gevaarlijker: het zetten van gebroken botten, gewone operaties, zelfs chemotherapie en gezondheid van dieren zijn allemaal afhankelijk van de toegang tot antibiotica die werken.



World Health
Organization

BAPCOC
Belgian Antibiotic Policy Coordination Committee



TACKLING DRUG-RESISTANT INFECTIONS GLOBALLY: FINAL REPORT AND RECOMMENDATIONS

THE REVIEW ON
ANTIMICROBIAL RESISTANCE

CHAired BY JIM O'NEILL

MAY 2016



Government response to
the Review on
Antimicrobial Resistance

September 2016

- We will reduce inappropriate antibiotic prescribing by 50%, with the aim of being a world leader in reducing prescribing by 2020
We will reduce healthcare associated Gram-negative bloodstream infections in England by 50% by 2020
- We will run a regional, highly targeted pilot campaign to determine the most effective way to raise awareness of antimicrobial resistance, and drive behaviour change amongst key audiences



Public Health
England

Keep Antibiotics working - Media campaign pilot & national roll out





Public Health
England

New look for Antibiotic Guardian

Antibiotic Guardian

antibioticguardian.com

CHOOSE YOUR PLEDGE RESOURCES PATIENT STORIES MEETINGS & EVENTS AWARDS NEWS LANGUAGES

CURRENT PLEDGES: 48232



BECOME AN ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

Will you be an Antibiotic Guardian?



Dr Chris van Tulleker
Infectious Diseases Doctor

To enable subtitles for the video, click on cc (lower right section of the video screen)

Share

Antibiotic resistance is one of the biggest threats facing us today.

Why it is relevant to you: without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy and animal health all rely on access to antibiotics that work.

What we want you to do: To slow resistance we need to cut the unnecessary use of antibiotics. We invite the public, students and educators, farmers, the veterinary and medical communities and professional organisations, to become Antibiotic Guardians.

Call to action: Choose one simple pledge about how you'll make better use of antibiotics and help save these vital medicines from becoming obsolete.

Antibiotic Guardian supports the UK Antimicrobial Resistance strategy, European Antibiotic Awareness Day (18 November) and World Antibiotic Awareness Week (14-20 November 2016)



My actions protect antibiotics

BECOME AN ANTIBIOTIC GUARDIAN

Join me at antibioticguardian.com

Keep Antibiotics Working



Public Health
England

Championing local activities for EAAD/WAAW (Antibiotic Guardian awards): Shared Learning

<https://youtu.be/GRUdzDPIBqE>

ANTIBIOTIC GUARDIAN AWARDS 2017 – WINNERS



AWARDS

Shared Learning: Innovation

Projects that demonstrated innovative approaches to tackling antimicrobial resistance and Heart of England NHS Foundation Trust (Winner – Antibiotic ... [Continued](#))

Shared Learning: Prescribing and Stewardship

Prescribing and Stewardship projects The Nottinghamshire Antimicrobial Stewardship Committee (Winner – Antibiotic Guardian Awards 2017) Name: Amelia Joseph, Nottingham ... [Continued](#)

Shared Learning: Staff Engagement

Projects focused on staff engagement NHS Tayside (Antibiotic Guardian 2017 Awards – Winner) Name: Jo McEwen, Advanced Nurse Practitioner, Antimicrobial ... [Continued](#)

Shared Learning: Community – Communications

Projects focused on communications within the community The University of Manchester (Winner – Antibiotic Guardian Awards 2017) Name: Roger Harrison ... [Continued](#)

Shared Learning: Community – Engagement

Projects focused on community engagement NHS Bath and North East Somerset (Winner – Antibiotic Guardian Awards 2017) Name: Sarah Pritchard ... [Continued](#)

Shared Learning: Children and Family