European Antibiotic Awareness Day: Promoting prudent antibiotic use in Europe

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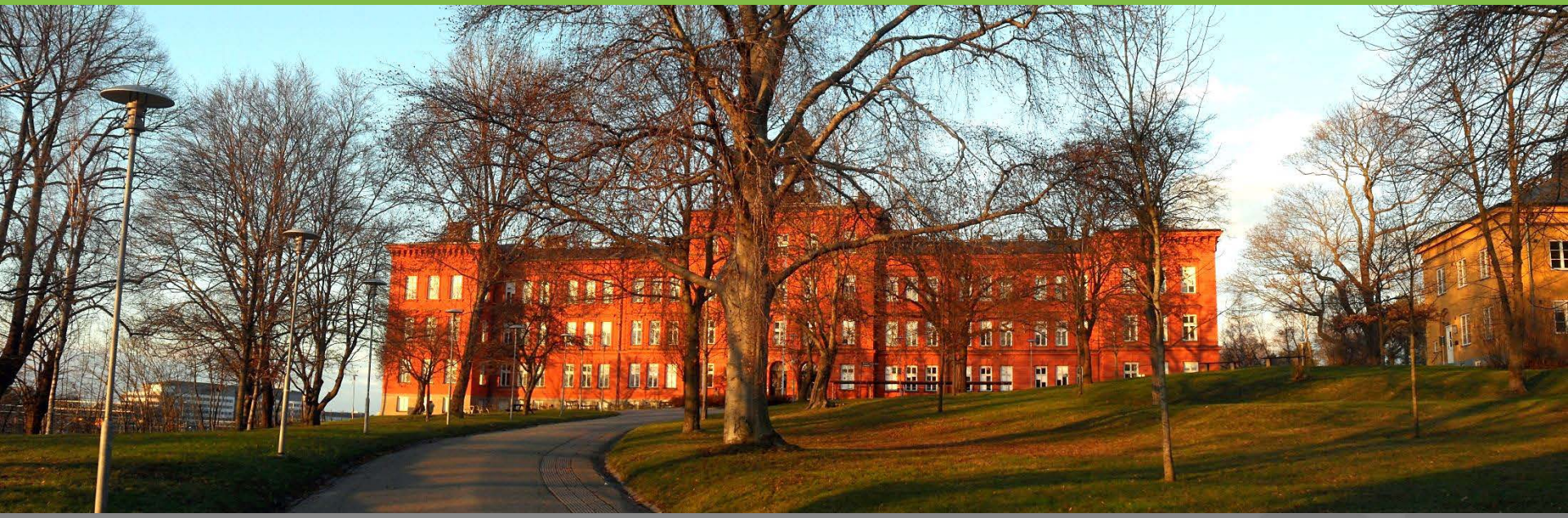
Joint PCWP-HCPWP Meeting, EMA, 15 March 2017

ECDC – European Centre for Disease Prevention and Control



- An agency of the European Union, located in Stockholm, Sweden
- Founded in 2005; nearly 300 employees in 2016
- Mandate to ‘identify, assess and communicate current and emerging threats to human health from communicable diseases’
- European Union (EU) (28) and European Economic Area (EEA) (3) = 31 countries with a total of more than 500 million people

This presentation

1. What is **European Antibiotic Awareness Day (EAAD)**?
2. Data on antibiotic use in Europe and the level of awareness of Europeans
3. Key targets, messages and material of the initiative
4. New toolkit for hospital settings
5. How to support the initiative and forward look

What is European Antibiotic Awareness Day?

- European Antibiotic Awareness Day (EAAD) is a European health initiative marked across Europe on 18 November each year
- To raise awareness and promote prudent use of antibiotics
- The campaign builds on successful national campaigns to raise awareness about the threat to human health of antibiotic resistance and communicate about prudent antibiotic use
- EAAD was launched in 2008 with support from the European Commission, European Parliament, EU Member States and non-governmental health stakeholders across the EU

European Antibiotic Awareness Day: objectives

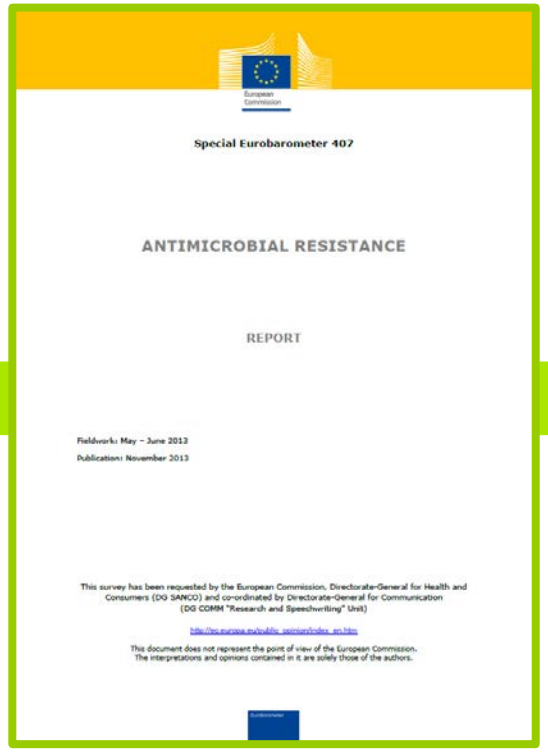
- Support national activities aimed at raising awareness of prudent antibiotic use among the general public as well as particular target audiences such as primary care prescribers and hospital prescribers

- Support national activities aiming at maintaining the efficacy of antibiotics and slowing down the emergence and spread of resistant bacteria.

European Antibiotic Awareness Day (EAAD) provides a platform and support to national campaigns about prudent antibiotic use in the community and in hospitals.

Special Eurobarometer ”Antimicrobial Resistance”, 2010, 2013 & 2016

Special Eurobarometer 338
“Antimicrobial resistance”
Nov-Dec 2009



Special Eurobarometer 407
“Antimicrobial resistance”
May-June 2013

Special Eurobarometer 445
“Antimicrobial resistance”
April 2016

http://ec.europa.eu/dgs/health_food-safety/amr/projects/index_en.htm
“Related information”, “Eurobarometers”

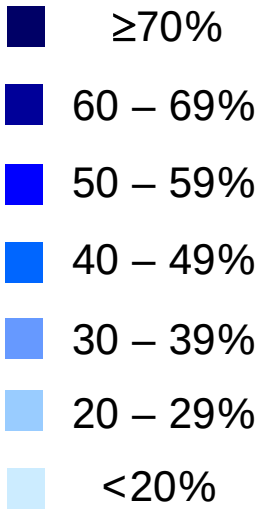
Source: Special Eurobarometer surveys 338, 407 & 445, European Commission, 2009, 2013 & 2016.

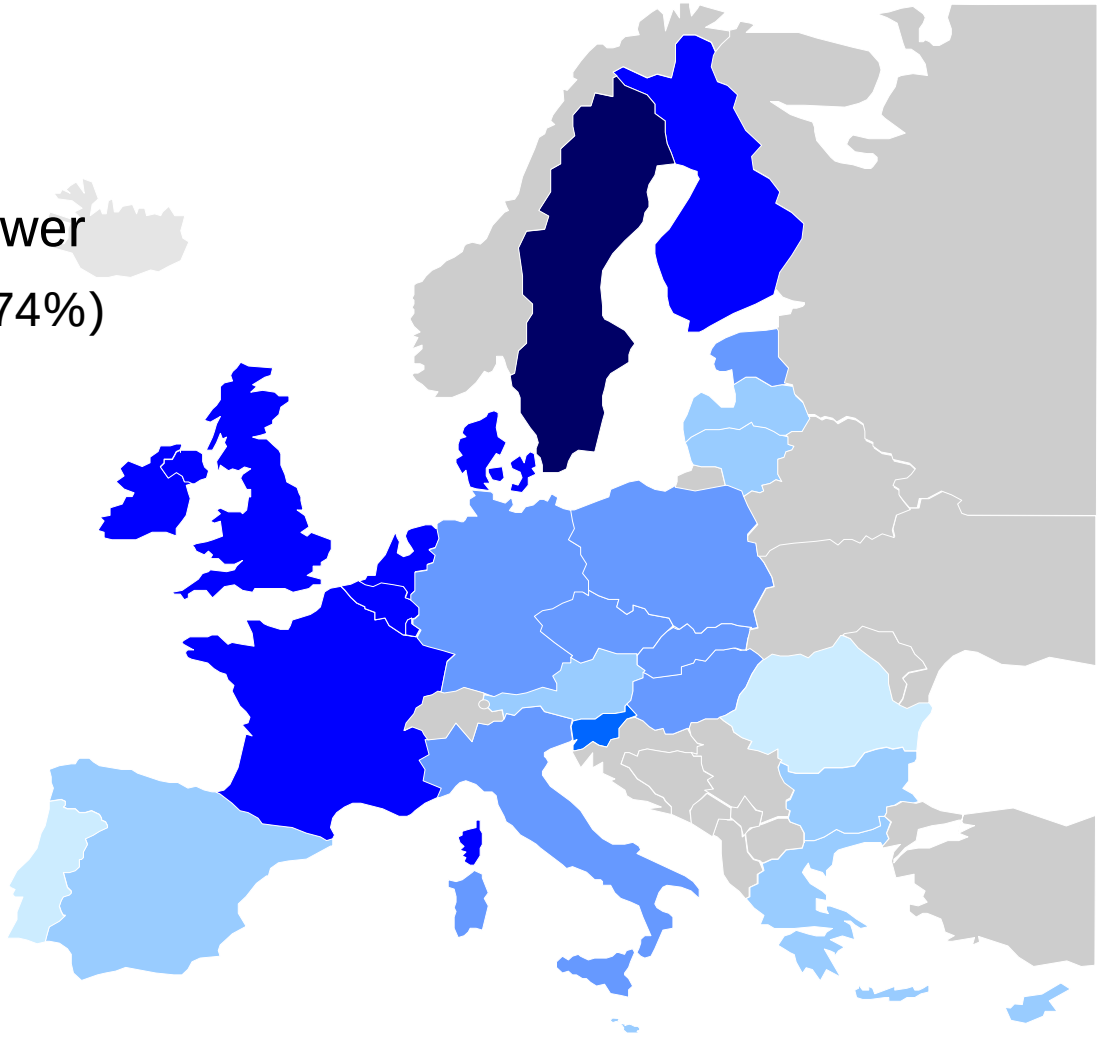
Special Eurobarometer opinion poll, May-June 2013

Antibiotics kill viruses.

True or false?

% respondents with correct answer (i.e., ”false”): 40% (range: 15 – 74%)





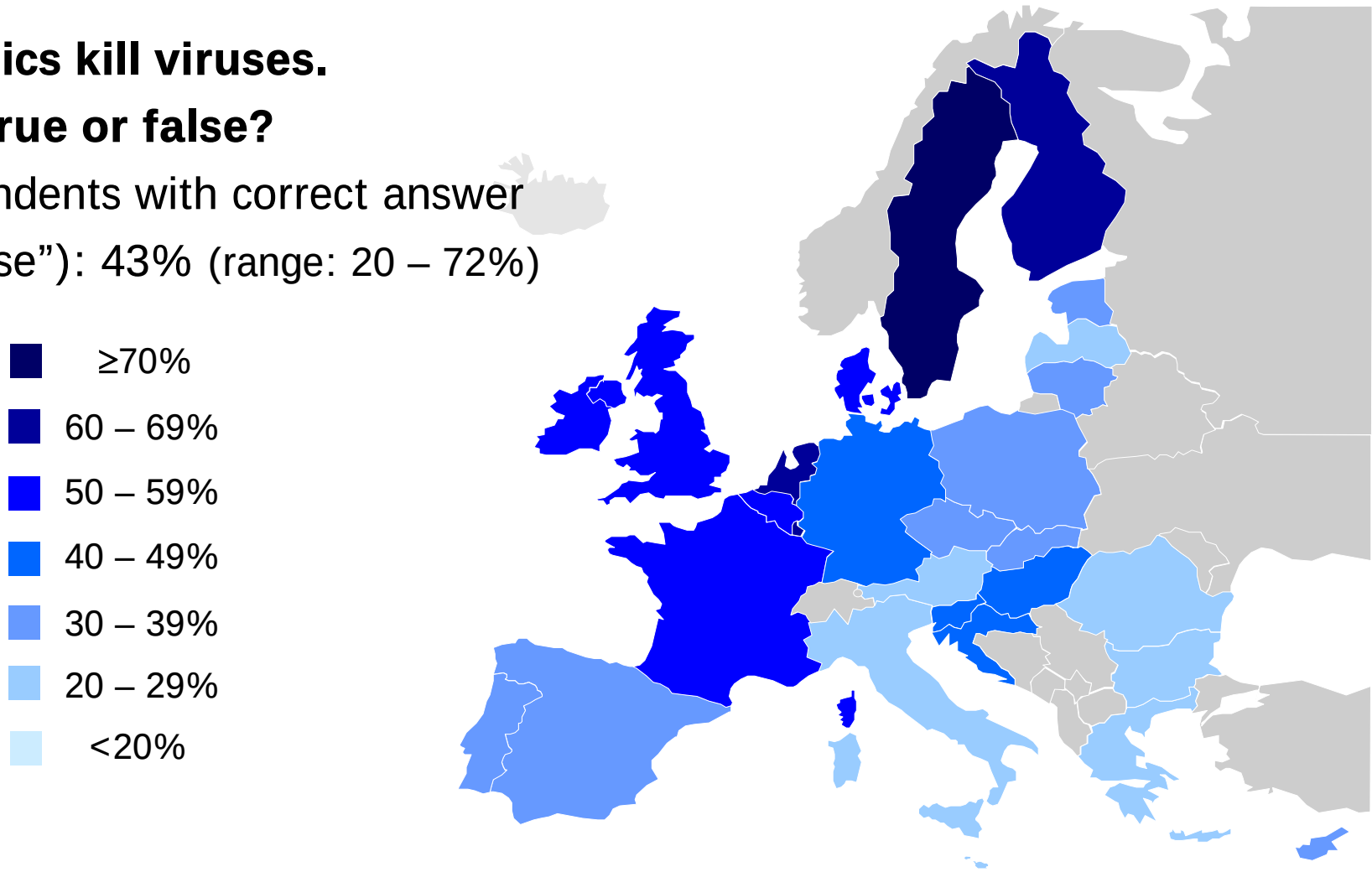
Source: Special Eurobarometer 407 / 79.4 ”Antimicrobial resistance”, May-June 2013.

Special Eurobarometer opinion poll, April 2016

Antibiotics kill viruses.

True or false?

% respondents with correct answer (i.e., ”false”): 43% (range: 20 – 72%)

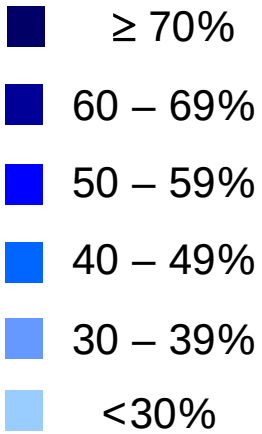


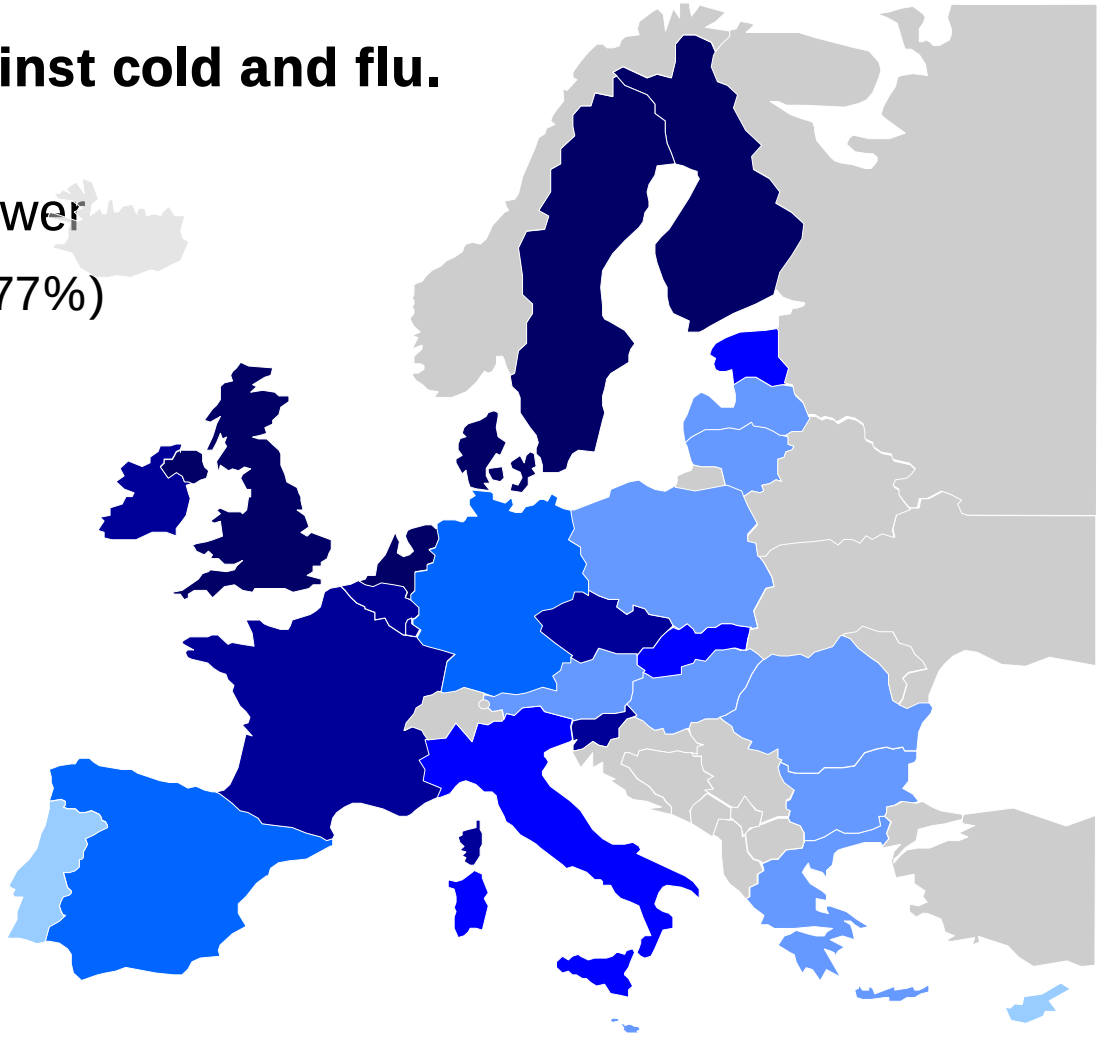
Source: Special Eurobarometer 445 ”Antimicrobial resistance”, April 2016.

Special Eurobarometer opinion poll, May-June 2013

Antibiotics are effective against cold and flu. True or false?

% respondents with correct answer (i.e., ”false”): 52% (range: 24 – 77%)



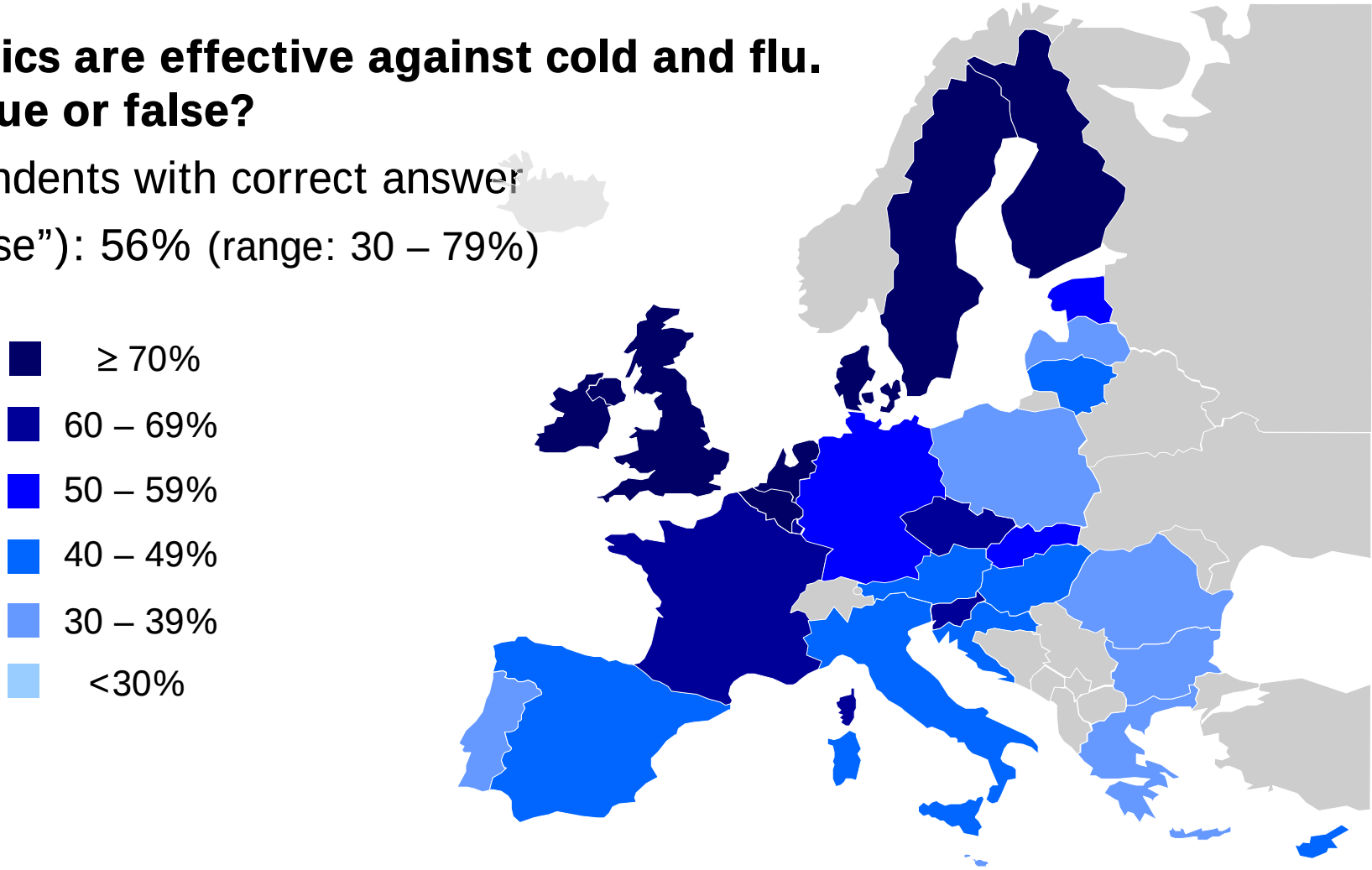


Source: Special Eurobarometer 407 / 79.4 ”Antimicrobial resistance”, May-June 2013.

Special Eurobarometer opinion poll, April 2016

Antibiotics are effective against cold and flu. True or false?

% respondents with correct answer (i.e., ”false”): 56% (range: 30 – 79%)

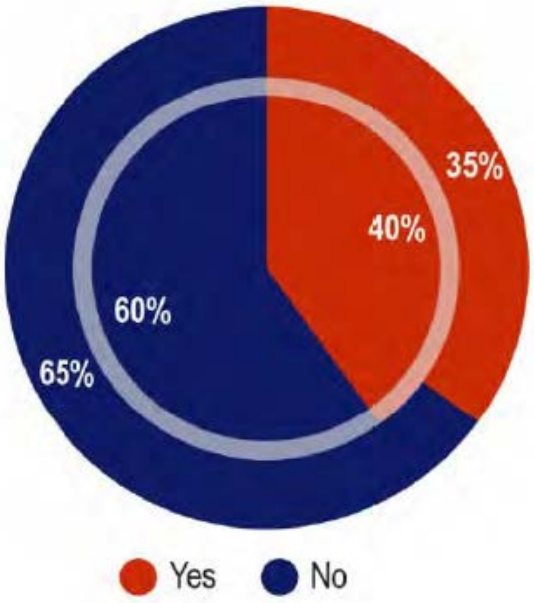


Source: Special Eurobarometer 445 ”Antimicrobial resistance”, April 2016.

Behaviour of European citizens, 2009-2013: oral antibiotics vs. smoking

Taking antibiotics

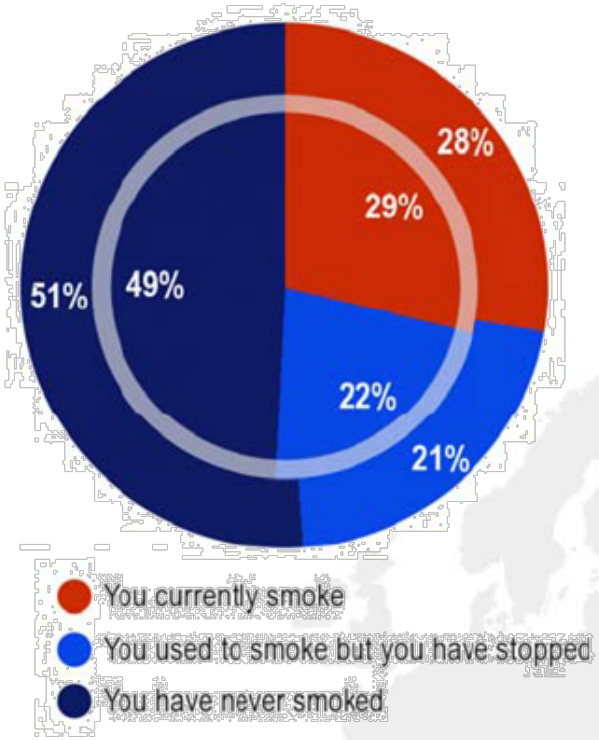
(orally, in the last 12 months)



Inner pie : 2009 (EB72.5 11-12)
Outer pie : 2013 (EB79.4 05-06)

Smoking

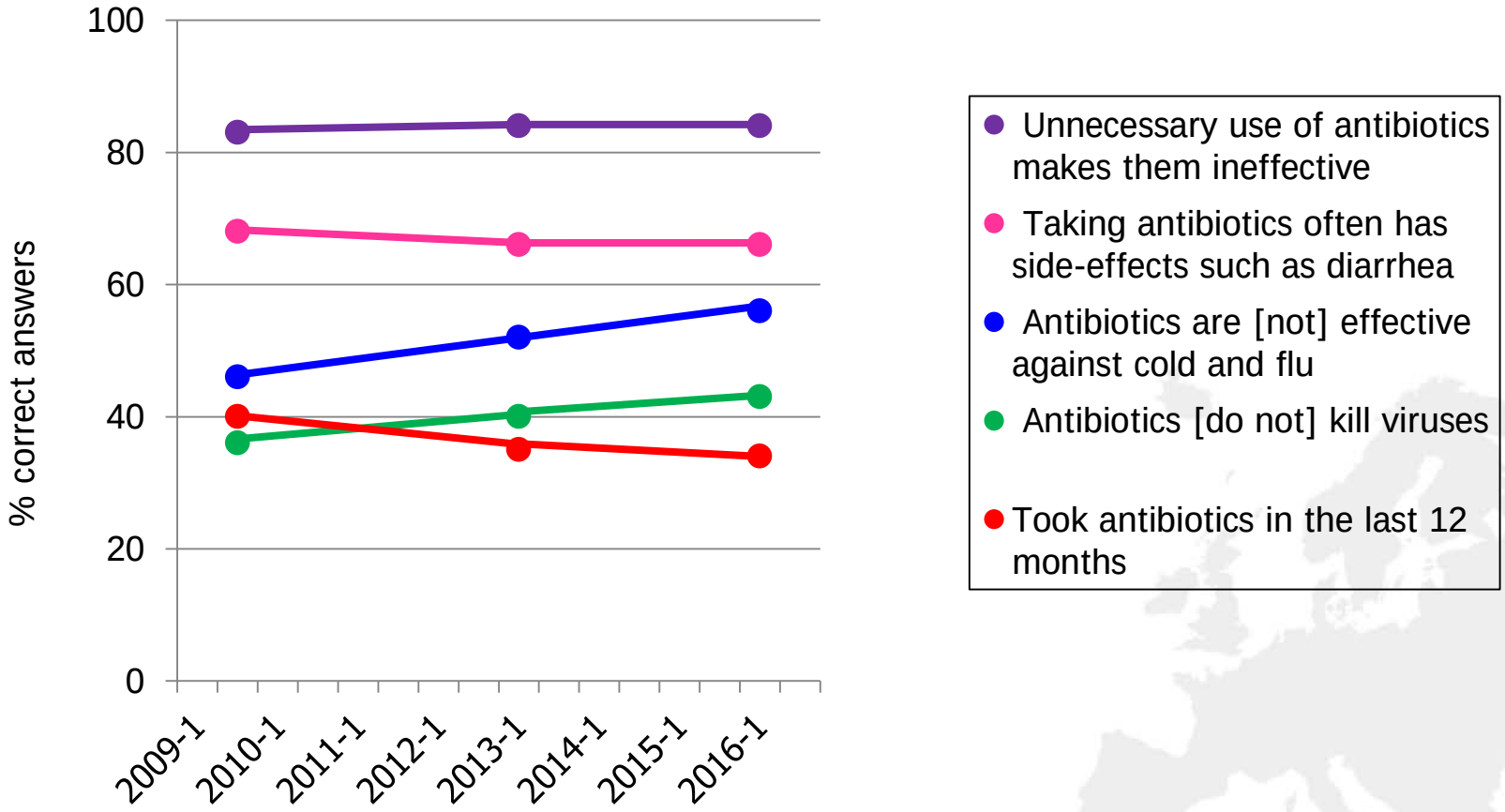
(cigarettes, cigars or a pipe)



Inner pie : EB72.3 Oct. 2009
Outer pie : EB77.1 Feb.-Mar. 2012

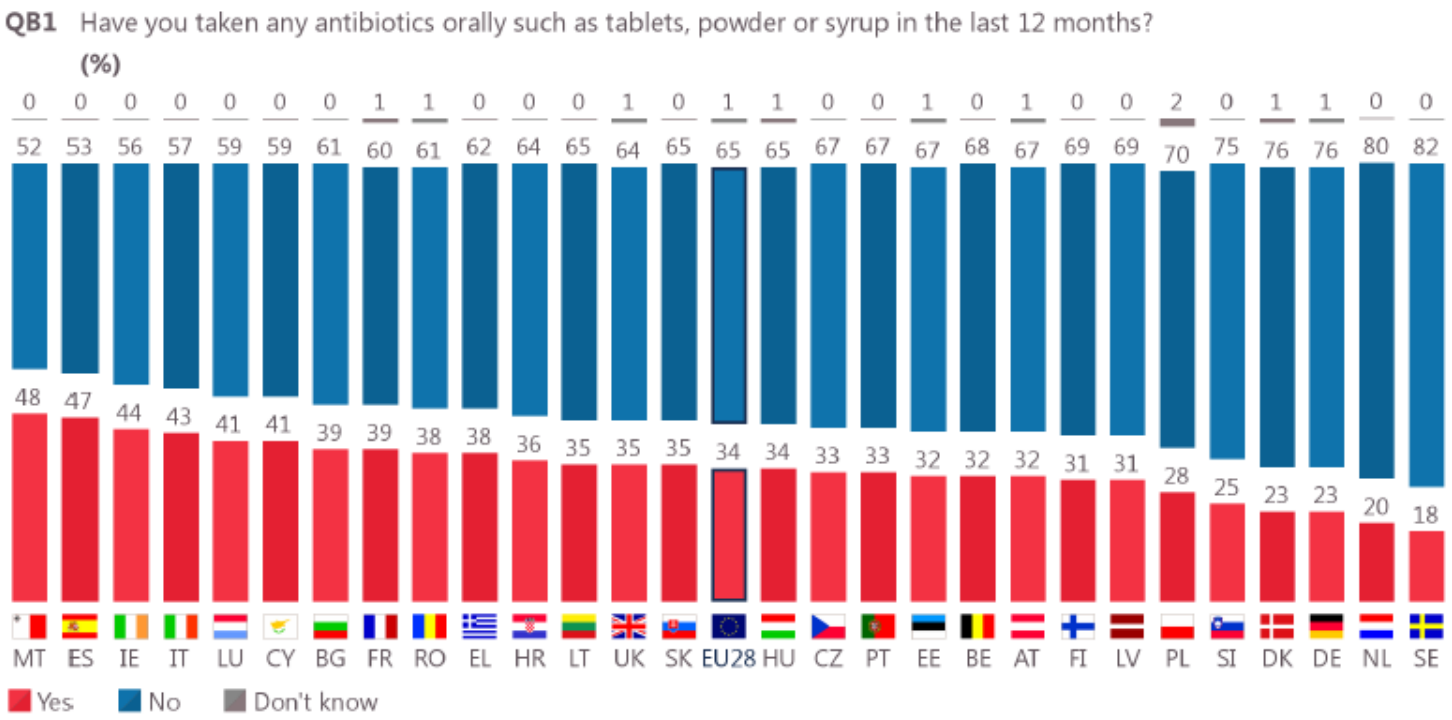
Source: Eurobarometer surveys, European Commission, 2009-2013.

Special Eurobarometer ”Antimicrobial Resistance”, 2010, 2013 & 2016



Source: Special Eurobarometer surveys 338, 407 & 445, European Commission, 2009-2016

Use of antibiotics during the last year, 2016



Total base (N=27,969)

ES	47	▲ 9
IT	43	▲ 7
HU	34	▲ 5
HR	36	▲ 4
BG	39	▲ 2
EL	38	▲ 2
PL	28	▲ 2
IE	44	▲ 1
MT	48	=
CZ	33	=
EU28	34	▼ 1
AT	32	▼ 1
LU	41	▼ 2
EE	32	▼ 3
SI	25	▼ 3
LT	35	▼ 4
DE	23	▼ 4
FR	39	▼ 5
PT	33	▼ 5
FI	31	▼ 5
CY	41	▼ 6
UK	35	▼ 6
SK	35	▼ 6
BE	32	▼ 6
SE	18	▼ 6
LV	31	▼ 8
DK	23	▼ 8
NL	20	▼ 8
RO	38	▼ 9

Source: Special Eurobarometer 445 ”Antimicrobial resistance”, April 2016.

Defined daily doses

(DDD) per 1000 inh. and per day

Country	2015	Trends in antimicrobial consumption, 2011–2015
Netherlands	10.7	↓
Estonia	11.6	
Sweden	12.3	↓
Latvia	13.3	
Austria	14.0	
Germany	14.3	
Slovenia	14.5	
Norway	15.8	
Denmark	16.1	
Lithuania	16.7	
Hungary	17.0	
Finland	17.2	↓
Czech Republic	19.6	
Iceland	19.9	
United Kingdom	20.1	
Portugal (a)	21.3†	
Bulgaria	21.4	
Croatia	21.8	
Malta	22.2	
Spain	22.2†	
EU/EEA	**22.4**	
Slovakia	24.5	
Ireland	25.6	
Poland (a)	26.2	
Luxembourg	26.3	
Italy	27.5	
Belgium	29.2	
France	29.9	
Cyprus	31.1*	
Romania	33.3*	
Greece	36.1	

Packages

per 1000 inh. and per day

Country	2015	Trends in consumption of antibiotics, 2011–2015
Sweden	0.99	↓
Denmark	1.58	↓
Estonia	1.68	↓
Latvia	1.71	
Austria	1.73	
Finland	1.79	↓
Slovenia	1.94	
Spain	1.95†	↓
Lithuania (a(b)	1.98	
Czech Republic	2.00	
Iceland (a(b)	2.09	
Portugal	2.14†	
Luxembourg	2.48	↓
Ireland	2.53	
Croatia	2.65	
Belgium	2.76	
Bulgaria	3.01	
Slovakia (a(b)	3.05	
EU/EEA	**3.13**	
Italy	3.65	
Greece	3.89	
France	4.74	

* Total care data, including the hospital sector.

† Reimbursement data (i.e. not including consumption without a prescription and other non-reimbursed courses).

(a) Countries that changed the type of reported data (reimbursement versus sales data) between 2011 and 2015.

(b) Countries that did not report data for all years during the period 2011–2015.

Consumption of antibiotics for systemic use (ATC group J01) in the community, EU/EEA, 2011-2015

Source: ESAC-Net, 2016. The symbols ↑ and ↓ indicate a significant increasing or decreasing trend for the period 2011-2015, respectively.

Consumption of last-line antibiotics in the hospital sector, EU/EEA, 2011-2015 (2)

Carbapenems
(DDD per 1000 inh. and per day)

Country	2015	Trends in consumption of carbapenems, 2011–2015	
Bulgaria	0.019		↑
Poland (a)	0.020		
Netherlands	0.021		↑
Latvia	0.033		
France	0.035		
Norway	0.039		
Hungary	0.046		↑
Lithuania (a)	0.046		
Slovakia (a)	0.048		
Romania	0.049*		
Estonia	0.050		
Sweden	0.050		
EU/EEA	**0.054**		
Italy	0.056		
Finland (b)	0.065		
Belgium	0.065		
United Kingdom (a)	0.071		
Slovenia	0.072		
Croatia	0.079		↑
Denmark	0.083		
Luxembourg	0.089		
Ireland	0.091		
Malta	0.107		
Cyprus	0.132*		↑
Portugal (c)	0.133		
Greece	0.137		↑

Polymyxins (mainly colistin)
(DDD per 1000 inh. and per day)

Country	2015	Trends in consumption of polymyxins, 2011–2015	
Finland (b)	0		
Lithuania (a)	0		
Latvia	<0.001		↑
Norway	0.0007		
Sweden	0.001		
Netherlands	0.003		
Estonia	0.003		↑
Bulgaria	0.004		
Luxembourg	0.005		↑
Denmark	0.005		
Slovenia	0.005		
United Kingdom (a)	0.006		
Belgium	0.007		
France	0.007		
Ireland	0.008		↑
Hungary	0.008		
EU/EEA	**0.015**		
Croatia	0.018		↑
Malta	0.020		
Poland (a)	0.020		
Portugal (c)	0.022		
Cyprus	0.023*		
Slovakia (a)	0.024		
Italy	0.027		↑
Romania	0.034*		↑
Greece	0.095		↑

* Cyprus and Romania: total care data, including consumption in the community. These data were not used to calculate the EU/EEA population-weighted average.

(a) These countries did not report data for all years during the period 2011–2015.

(b) Finland: data include consumption in remote primary healthcare centres and nursing homes.

(c) Portugal: data relate to public hospitals only.

Source: ESAC-Net, 2016. The symbols ↑ and ↓ indicate a significant increasing or decreasing trend for the period 2011-2015, respectively.

ECDC
POLICY BRIEFING

Last-line antibiotics are failing: options to address this urgent threat to patients and healthcare systems

Source: ECDC, 2016

European Antibiotic Awareness Day, 2008-2017

2008 Toolkit for the general public
32 countries participated

2009 Toolkit for primary care prescribers

2010 Toolkit for hospital prescribers and and hospitals
Matched Get Smart week in the U.S. and the campaign in Canada

2011 Patient stories and Euronews movie
Social media guidance
37 countries participated

2012 Collaboration with WHO/Europe:
43 countries participated
First EAAD Twitter chat
Australia becomes a partner

2013 Start work on self-medication with antibiotics, with PGEU and CPME
Training module and pilot course

2014 Revised toolkit for the general public on self-medication with antibiotics
New Zealand becomes a partner
European Twitter chat + Global Twitter conversation

2015 Participation in the first WAAW

2016 Start work on the update of the toolkit for hospital prescribers with professional organisations
Policy briefing on AMR, translated in all EU languages

2017 Updated toolkit for hospital prescribers
Event marking the 10th European Antibiotic Awareness Day

EUROPEAN ANTIBIOTIC AWARENESS DAY

A European Health Initiative

Images from national campaigns on prudent use of antibiotics

Toolkit on self-medication with antibiotics

- Key messages
- Template letters to pharmacists and primary care prescribers
- Posters
- Animation
- Visual for pharmacy bag

Campaign targets developed so far

General public

Primary care prescribers

Hospital prescribers

Self-medication with antibiotics

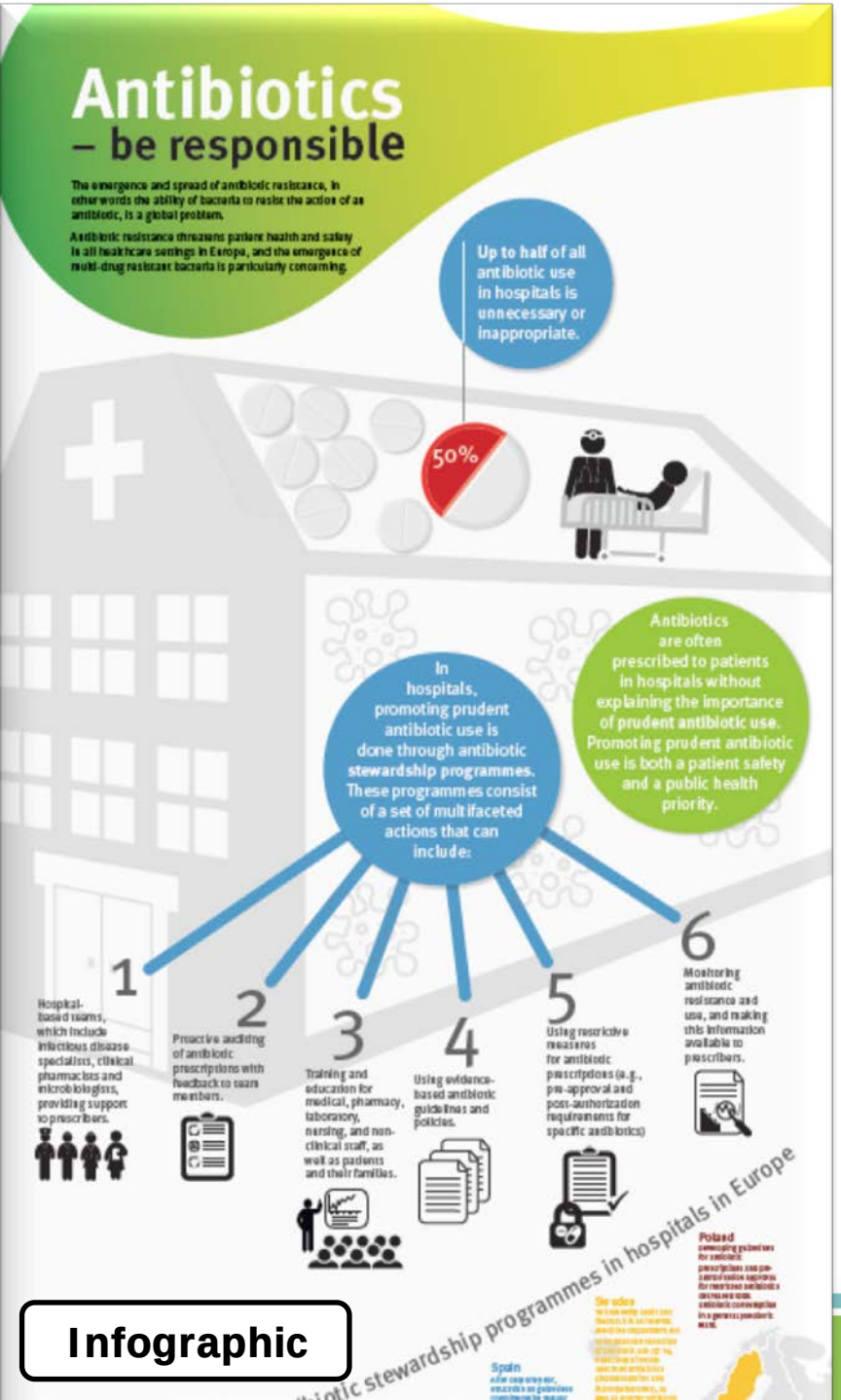
New! Toolkit for hospital settings: to be launched this year

- Update of the 2010 toolkit – **expansion** of the target audiences
- **Literature search** of published guidelines, systematic reviews and original articles for the object of interest.
- **Consultation** with Technical Advisory Committee (TAC) members, including national representatives designated by the ECDC National Focal Points (NFPs) for Antimicrobial Resistance and NFPs for Communication, European Commission and WHO/Europe representatives, and health stakeholders mainly representing health professionals organisations.
- **Focus groups** in 6 countries *(following social marketing approach)*
- **Timing of the launch**: *to the countries in April 2017 publicly on the website as from October 2017 and translated in all EU/EEA languages*

What is in the new toolkit?

- **Key messages**
- **Infographic** on antibiotic stewardship (all target audiences)
- **Letters** for hospital managers, hospital prescribers, nurses, hospital pharmacists, hospital pharmaceutical committees / hospital antibiotic stewardship committees, infectious disease specialists, clinical microbiologists
- **Presentation** (all target audiences)
- **Leaflets** for hospital prescribers, infection control teams, nurses, for long-term care facilities
- **Checklists** for hospital pharmacists, junior doctors, microbiologists
- **Posters** for intensivists, emergency departments
- **Factsheet** for hospital pharmaceutical committees / hospital antibiotic stewardship committees
- **Template social media info cards** / fact cards / support cards

Key messages are the cornerstone of any communication campaign. They provide a set of water-tight statements, each of which is accompanied by a reference, that will be used as basis for the content of the template materials.



Infographic

Check lists

Preview (1)

Fact sheets

Letters

ppt

Preview (2)

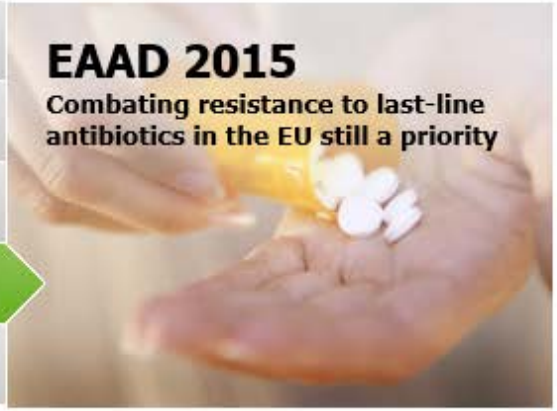
EUROPEAN ANTIBIOTIC AWARENESS DAY

A EUROPEAN HEALTH INITIATIVE

English (en)

ecdc

Do not self-medicate with antibiotics
New infographic
Patient stories
EAAD 2015
What is antibiotic resistance?



TWEET #EAAD

#EAAD Tweets

WHAT'S NEW

EAAD video on antibiotic resistance 07 Nov 2016

What is your contribution to fighting antibiotic resistance? – share your video pledges 04 Nov 2016

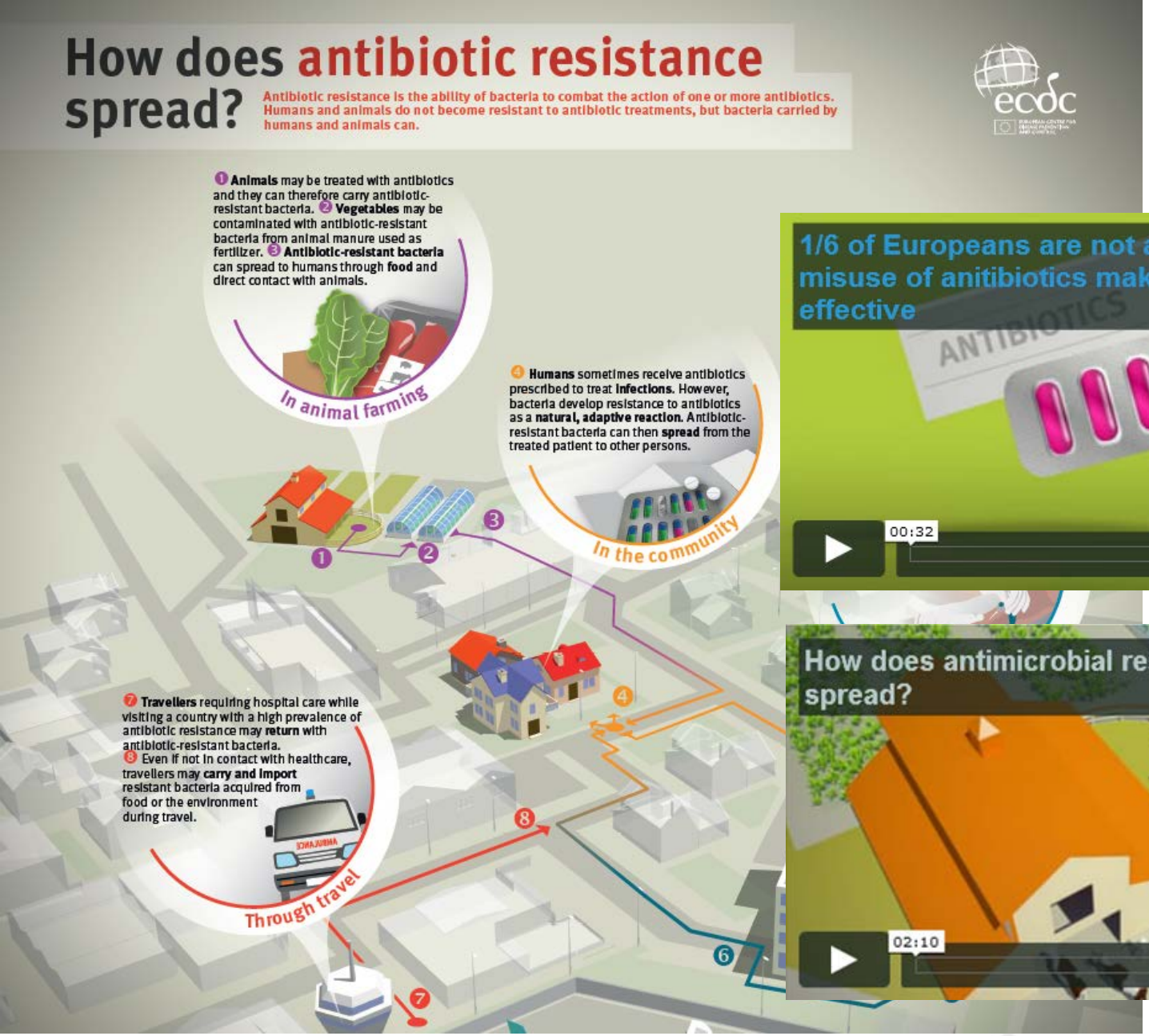
European Antibiotic Awareness Day receives the European Health Award 2016 29 Sep 2016

What is antibiotic resistance and prudent antibiotic use? How to use antibiotics responsibly?
See patient stories, infographics, videos

Planning a campaign to promote responsible use of antibiotics?
Toolkits with template communication materials

How does antibiotic resistance spread?

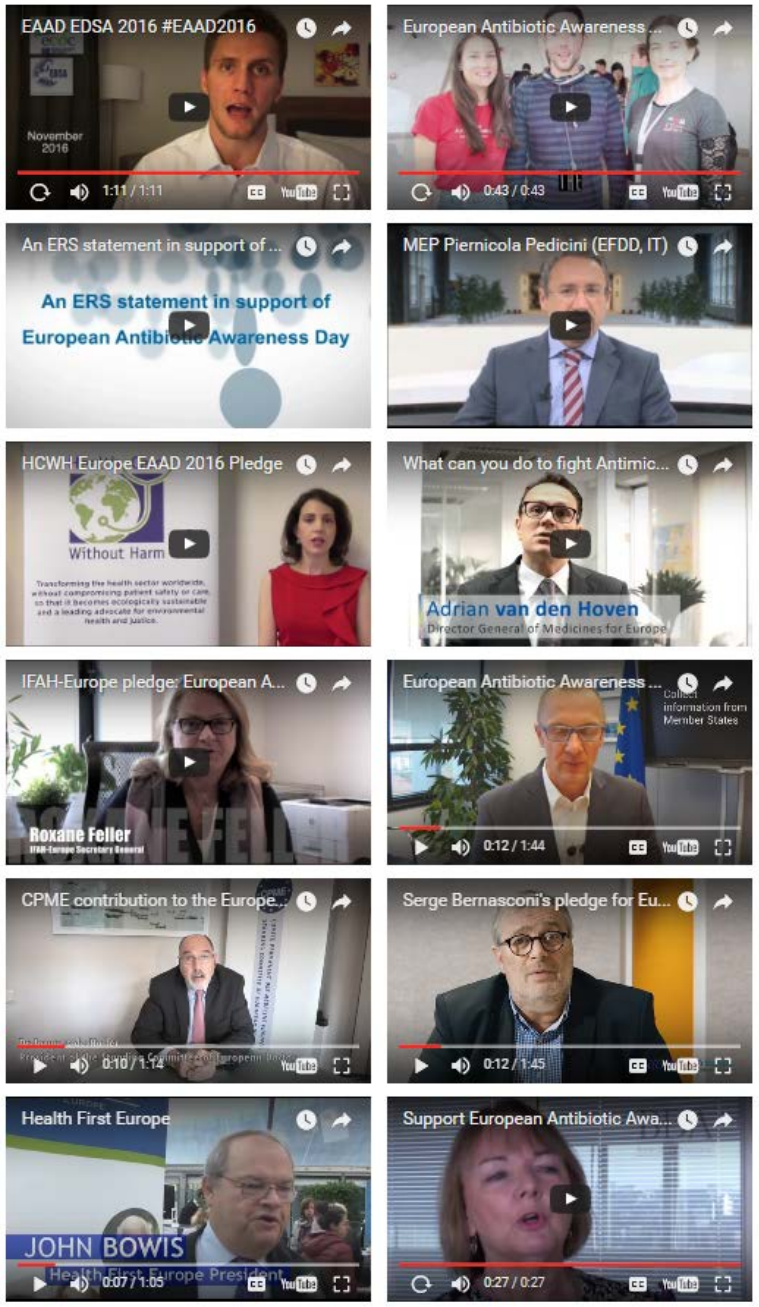
Antibiotic resistance is the ability of bacteria to combat the action of one or more antibiotics. Humans and animals do not become resistant to antibiotic treatments, but bacteria carried by humans and animals can.



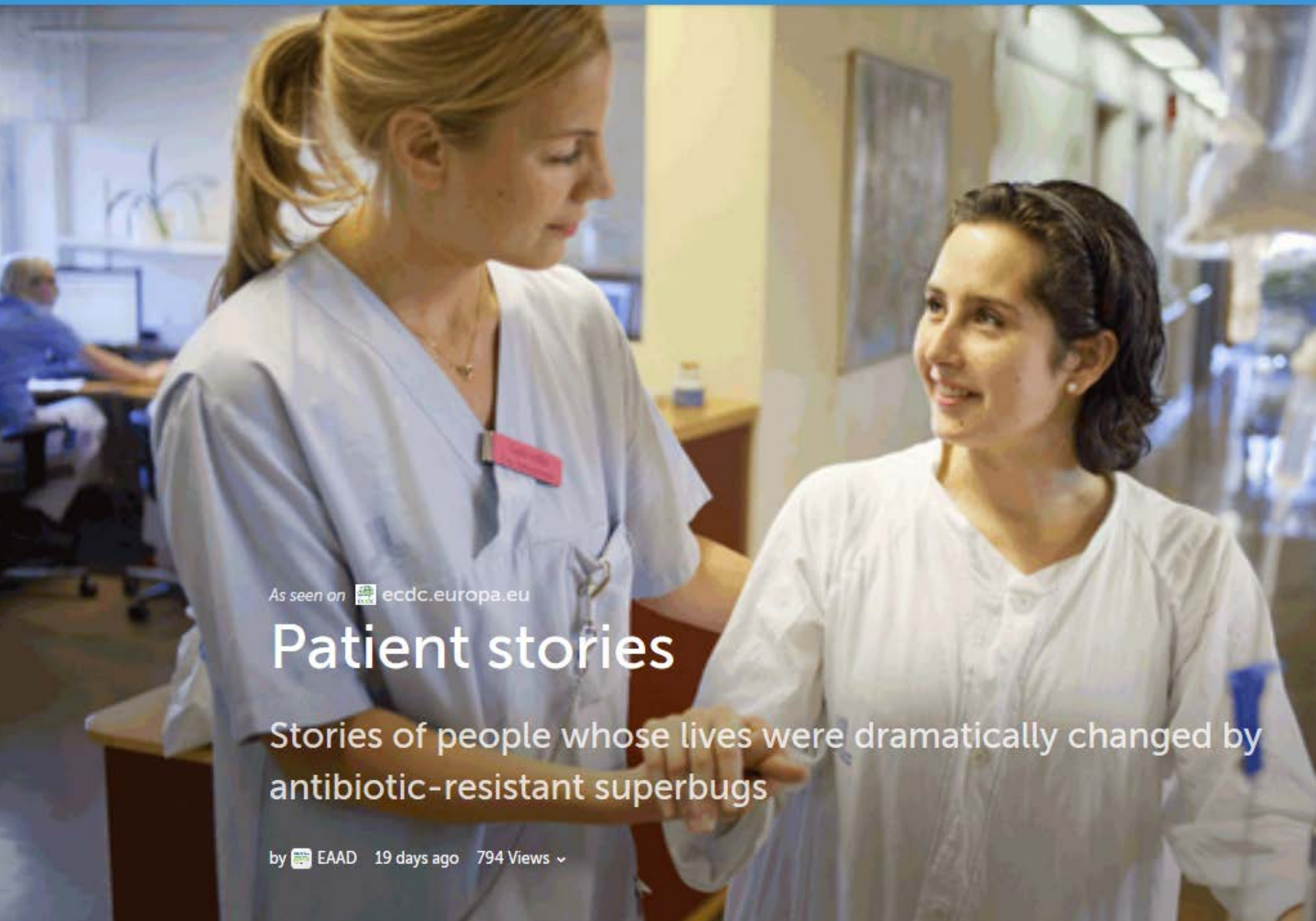
2016 Video pledges

From the following **organisations and individuals**:

- EDSA
- EPSA
- ERS
- MEP Piernicola Pedicini
- HCWH Europe
- Medicines for Europe
- IFAH-Europe
- CPME
- MedTech Europe
- Health First Europe
- CED
- UEMO



http://ecdc.europa.eu/en/eaad/antibiotics-get-involved/video-pledges/Pages/video-pledge.aspx


As seen on ecdc.europa.eu
Patient stories
Stories of people whose lives were dramatically changed by antibiotic-resistant superbugs
by EAAD 19 days ago 794 Views

Several ways for your organisation to contribute to EAAD in 2017

1. Use the new toolkit translated in all languages
2. Attending the press event in Brussels on 15 November (date tbc) and contributing the discussions on site and with social media
3. Shooting a video pledge
4. Promoting EAAD to your national member organisations
5. Promoting participation to the Global Twitter activities
6. Re-tweeting and sharing messages posted by ECDC on Facebook before EAAD that are relevant to you
7. Adding a banner on your website & communicating via your organisation's newsletter

Expectations and forward look: 2017 and onwards

- What should EAAD look like in the future?
- Would you like to be more involved?
- In which additional ways can we collaborate?

Thank you!

EUROPEAN ANTIBIOTIC AWARENESS DAY

A EUROPEAN HEALTH INITIATIVE

18 November 2017

ecdc
EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL

E-mail: EAAD@ecdc.europa.eu
Website: http://antibiotic.ecdc.europa.eu
Facebook: EAAD.EU
Twitter: @EAAD_EU (#EAAD)
Global Twitter: #AntibioticResistance