



# Session 3: ECDC – focus on consumption data and campaign support

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Andrea Nilsson, Communication specialist, EAAD project manager

London, 19 September 2017

# This presentation

## I. ECDC work on AMR

- Brief introduction about ECDC
- ARHAI programme and its networks
- Latest data on consumption/resistance, policy briefing and other ECDC resources
- Collaboration with EMA, EFSA, TATFAR, WAAW and international partners

## II. European Antibiotic Awareness Day (EAAD)

## III. National perspective: UK and Antibiotic Guardian

# ECDC – European Centre for Disease Prevention and Control

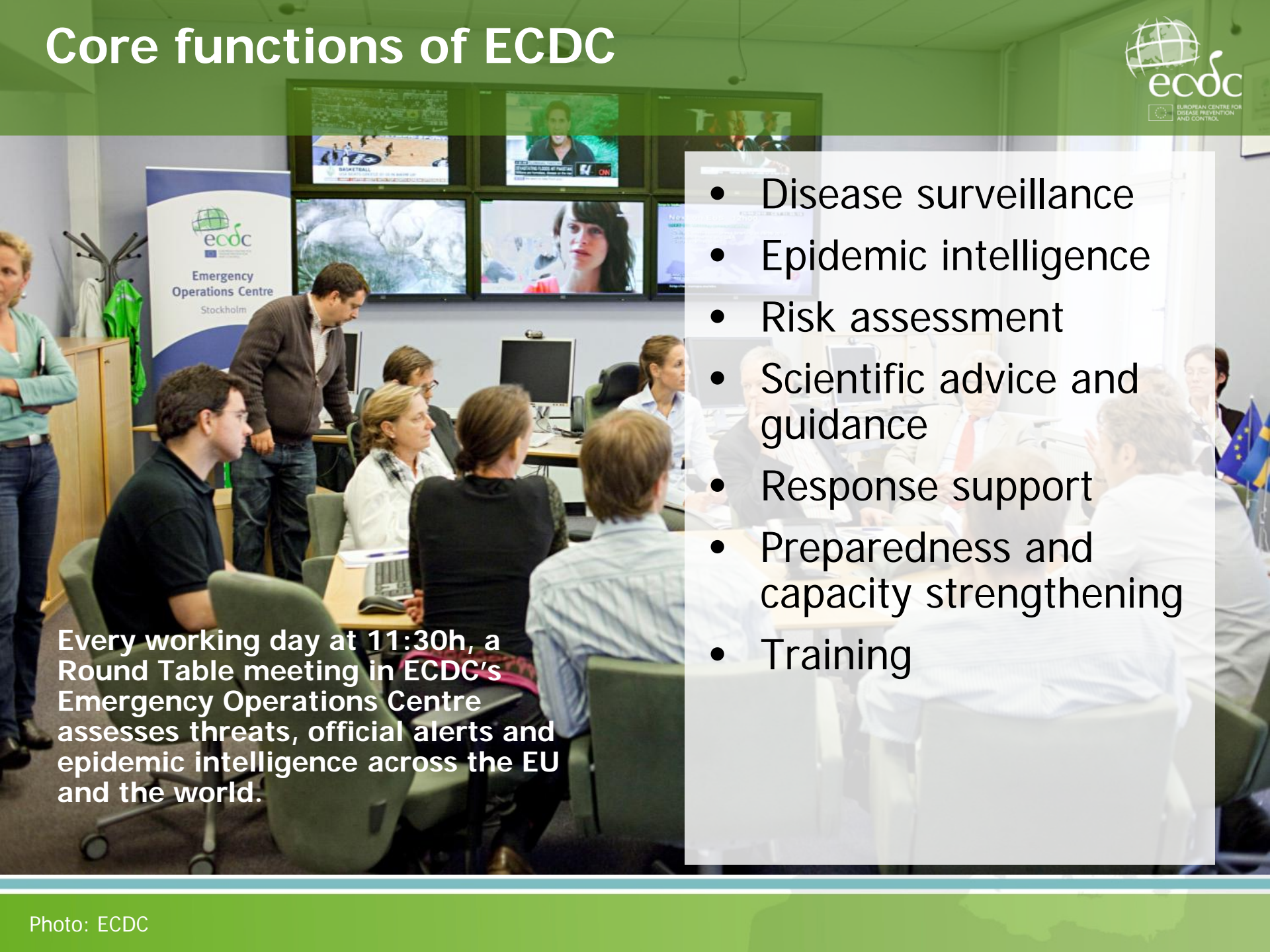


- An agency of the European Union, located in Stockholm, Sweden
- Founded in 2005; nearly 300 employees in 2017
- European Union (EU) (28) and European Economic Area (EEA) (3) = 31 countries with a total of more than 500 mio. people

# Our mission and disease programmes

- **Identify, assess and communicate** current and emerging threats to human health from communicable diseases.
  - In the case of other outbreaks of illness of **unknown origin**, which may spread within or to the Community, the Centre shall act on its **own initiative** until the source of the outbreak is known.
  - In the case of an outbreak **not caused by a communicable disease**, ECDC shall act only in co-operation with the competent authority upon its request.
- Antimicrobial resistance and healthcare-associated infections
  - Emerging and vector-borne diseases
  - Food- and waterborne diseases and zoonoses
  - Influenza and other respiratory viruses
  - Tuberculosis
  - HIV/AIDS, sexually transmitted and blood-borne infections
  - Vaccine preventable diseases

# Core functions of ECDC

- 
- The background image shows the interior of the ECDC Emergency Operations Centre in Stockholm. Several people are seated at long tables, working on computers. In the background, a wall of large monitors displays various news and health-related images. A man in a brown jacket is standing and looking at a monitor. A woman in a light blue shirt is standing on the left. The room has a professional, busy atmosphere.
- Disease surveillance
  - Epidemic intelligence
  - Risk assessment
  - Scientific advice and guidance
  - Response support
  - Preparedness and capacity strengthening
  - Training

Every working day at 11:30h, a Round Table meeting in ECDC's Emergency Operations Centre assesses threats, official alerts and epidemic intelligence across the EU and the world.

# Organisational structure

**Director  
and  
Director's Office**

**Office of the  
Chief Scientist**

**Surveillance  
and Response  
Support**

**Public Health  
Capacity and  
Communication**

**Resource  
Management  
and  
Coordination**

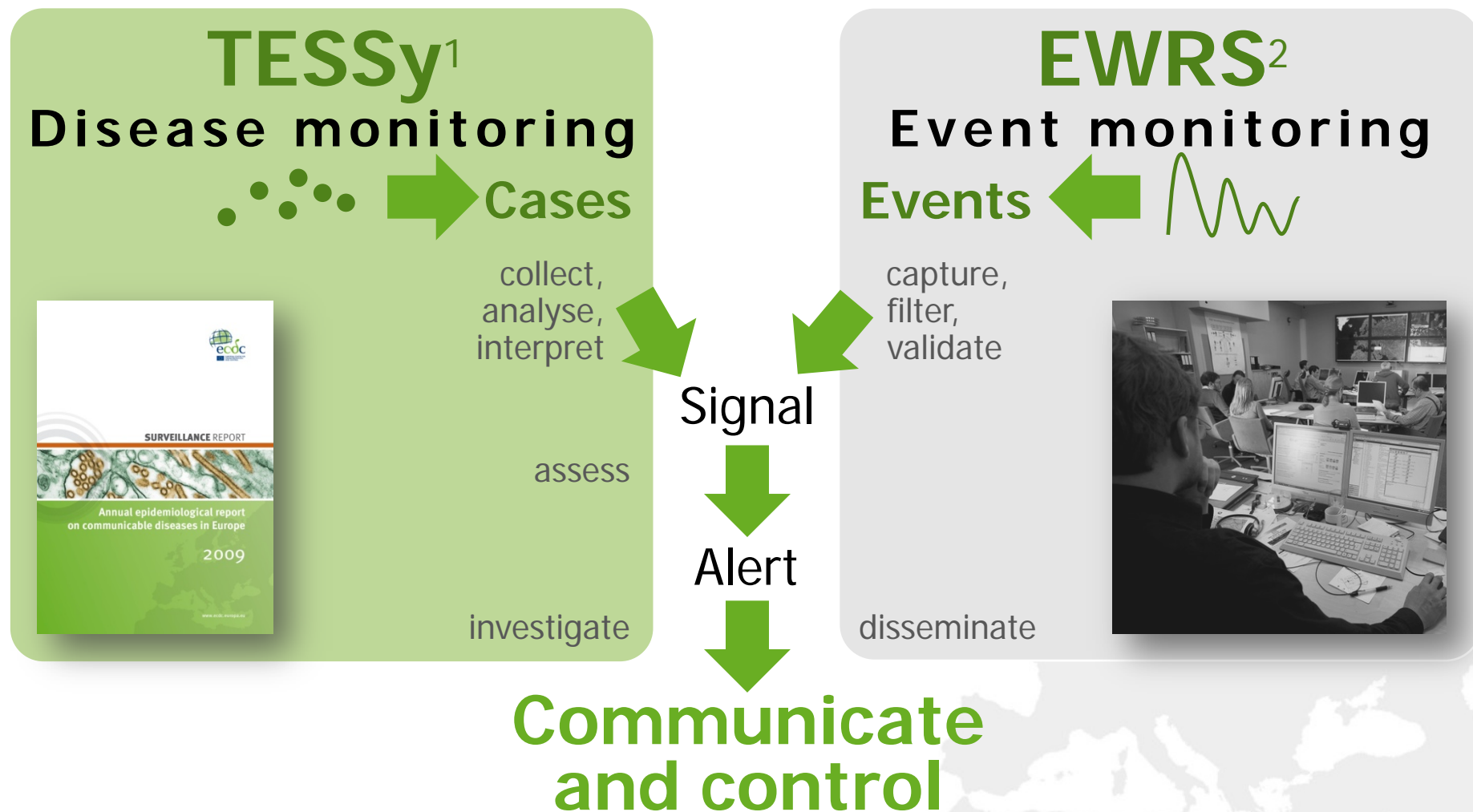
Chief Scientist

Support  
and Response

Communication  
Capacity and

Coordination  
and Resource

# Disease and event monitoring: our health radar



<sup>1</sup> The European Surveillance System – a database system

<sup>2</sup> Early Warning Response System

# Antimicrobial resistance

## A threat to patient safety



Limited options for  
treatment

Increased length of  
hospital stays

Increased patient  
morbidity and mortality

**Each year, in EU/EEA:**

(underestimate: only  
5 multidrug-resistant bacteria  
and  
4 types of infection)

≈2.5 million attributable  
extra hospital days

≈**25,000**  
**attributable deaths**

Update: **2018**

# Antimicrobial Resistance and Healthcare-Associated Infections (ARHAI) Networks

- **European Antimicrobial Resistance Surveillance Network (EARS-Net)**

(formerly EARSS, integrated in January 2010)

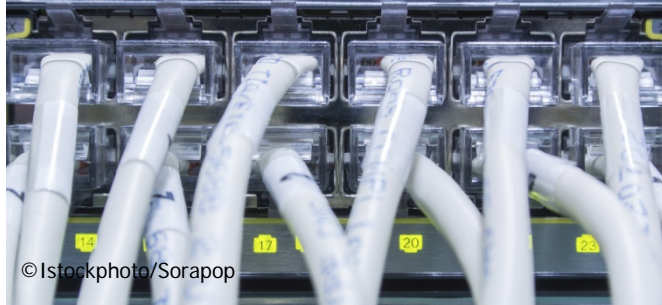
- **European Surveillance of Antimicrobial Consumption Network (ESAC-Net)**

(formerly ESAC, integrated in July 2011)

- **Healthcare-Associated Infections surveillance Network (HAI-Net)**

(formerly HELICS / IPSE, integrated in July 2008)

# How are surveillance data collected?



## **EARS-Net** (antimicrobial resistance)

Electronically, from laboratory information system (LIS) – isolate level



## **ESAC-Net** (antimicrobial consumption)

Electronically, from medicines agencies / pharmacies / national insurance system – aggregated data



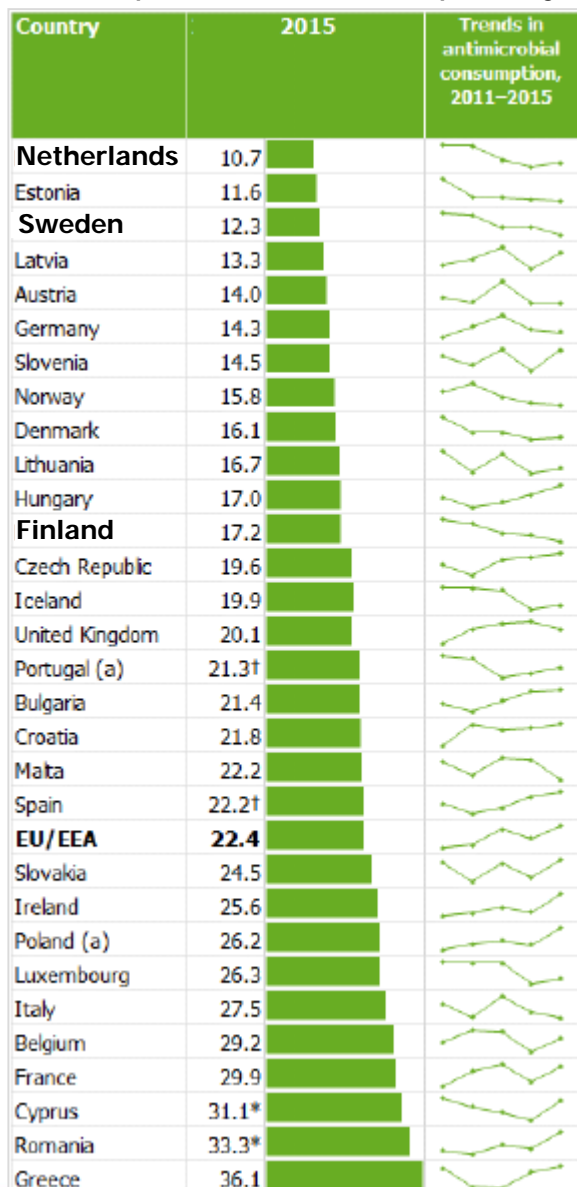
## **HAI-Net** (healthcare-associated infections)

In the wards, at patient bed – patient level

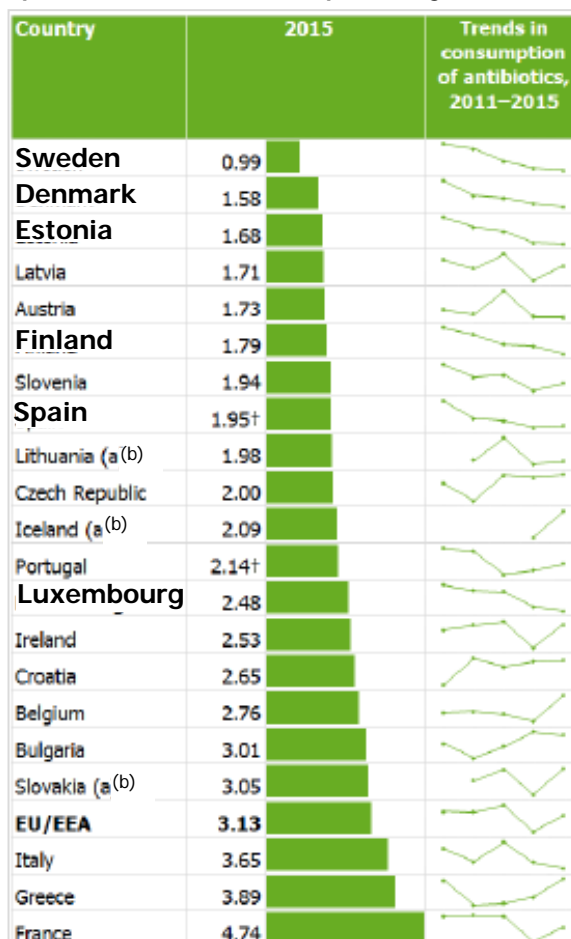
# Community



## Defined daily doses (DDD) per 1000 inh. and per day



## Packages per 1000 inh. and per day



Update with 2016 data:  
**15 Nov. 2017**

- \* 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.

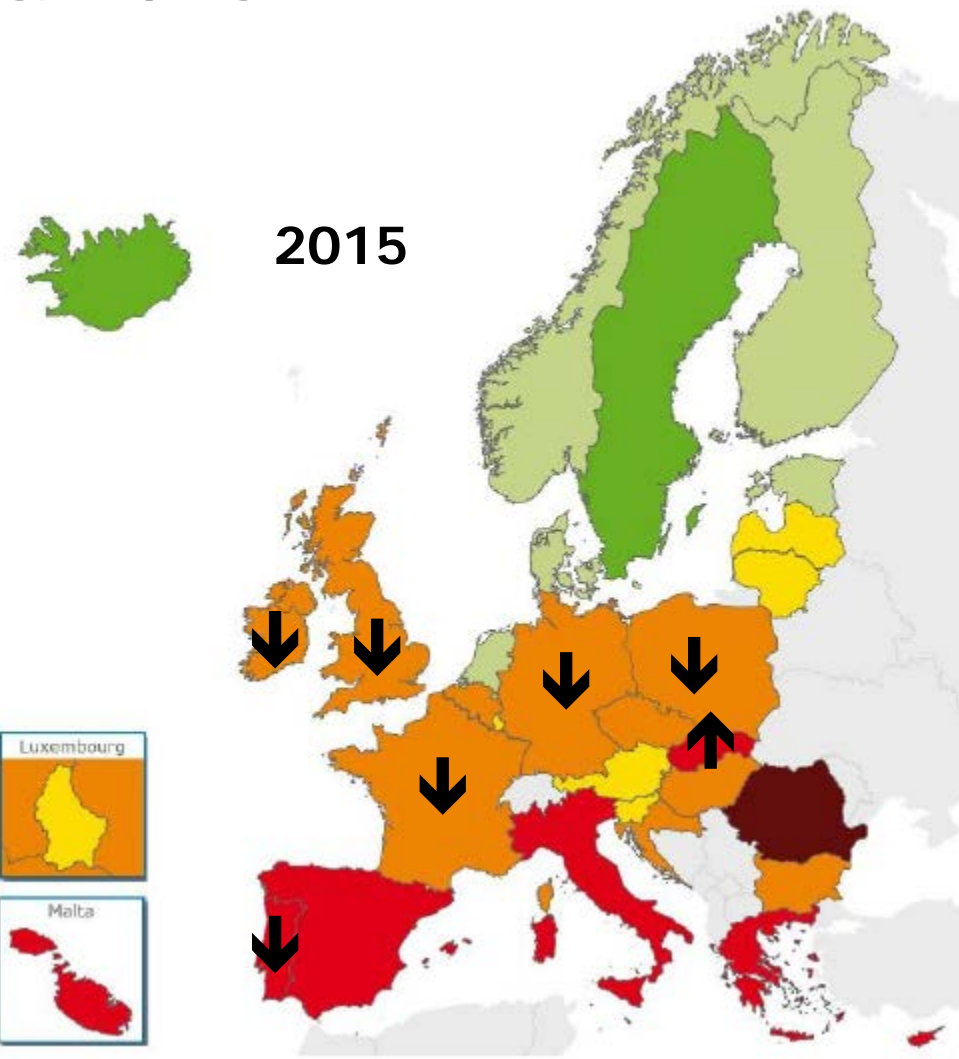
## Consumption of antibiotics for systemic use (ATC group J01) in the community, EU/EEA, 2011-2015

# Hospitals



Photo: Luis García

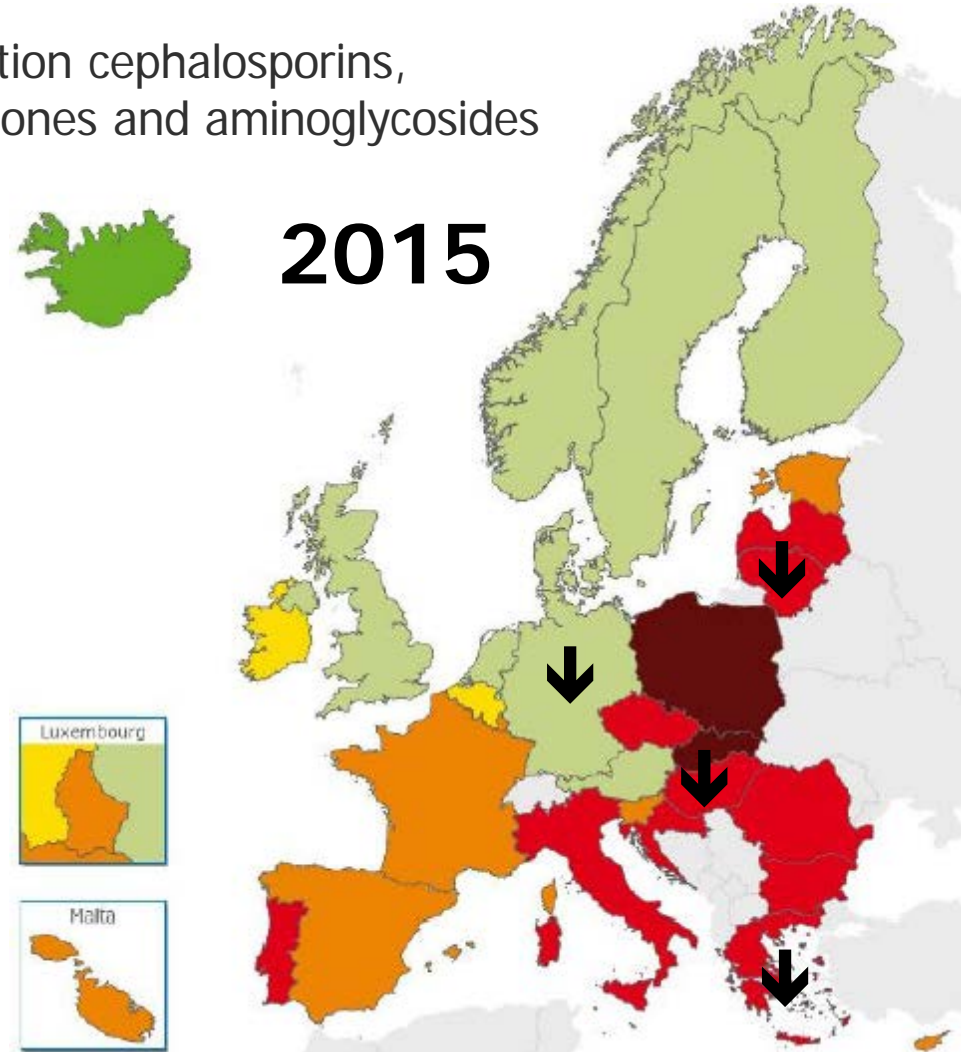
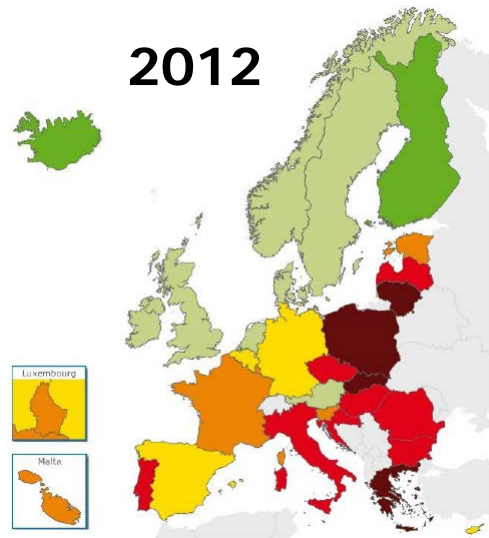
# *Staphylococcus aureus*: % of invasive isolates with resistance to meticillin (MRSA), EU/EEA, 2012 & 2015



Update with 2016 data:  
15 Nov. 2017

# *Klebsiella pneumoniae*: % of invasive isolates with combined resistance\* EU/EEA, 2012 & 2015

\*Third-generation cephalosporins,  
fluoroquinolones and aminoglycosides

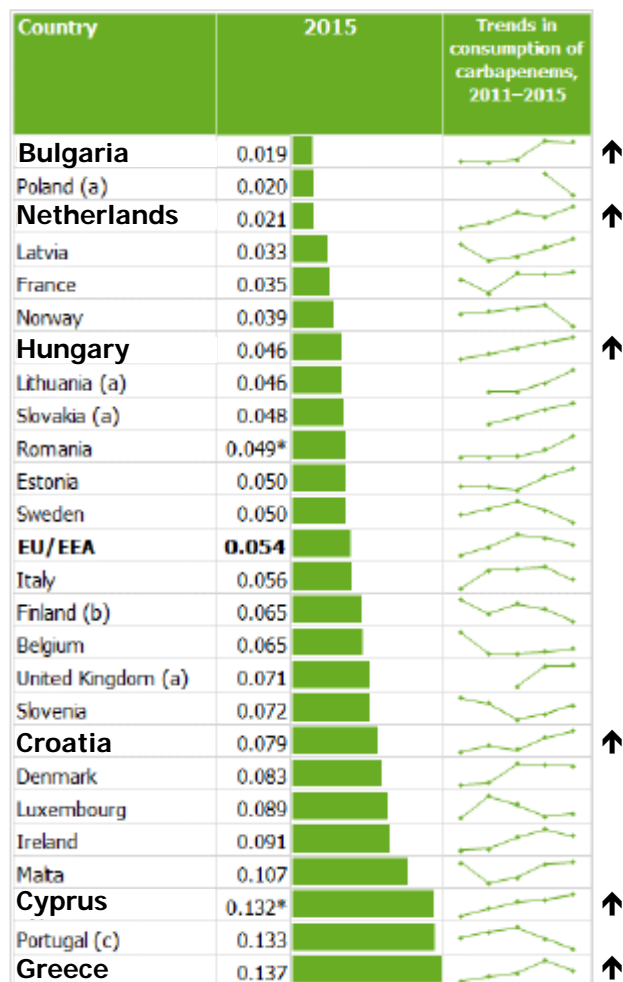


Update with 2016 data:  
15 Nov. 2017

# Consumption of last-line antibiotics in the hospital sector, EU/EEA, 2011-2015 (1)

## Carbapenems

(DDD per 1000 inh. and per day)

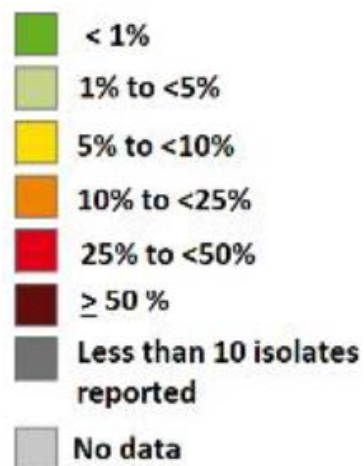


Update with 2016 data:  
15 Nov. 2017

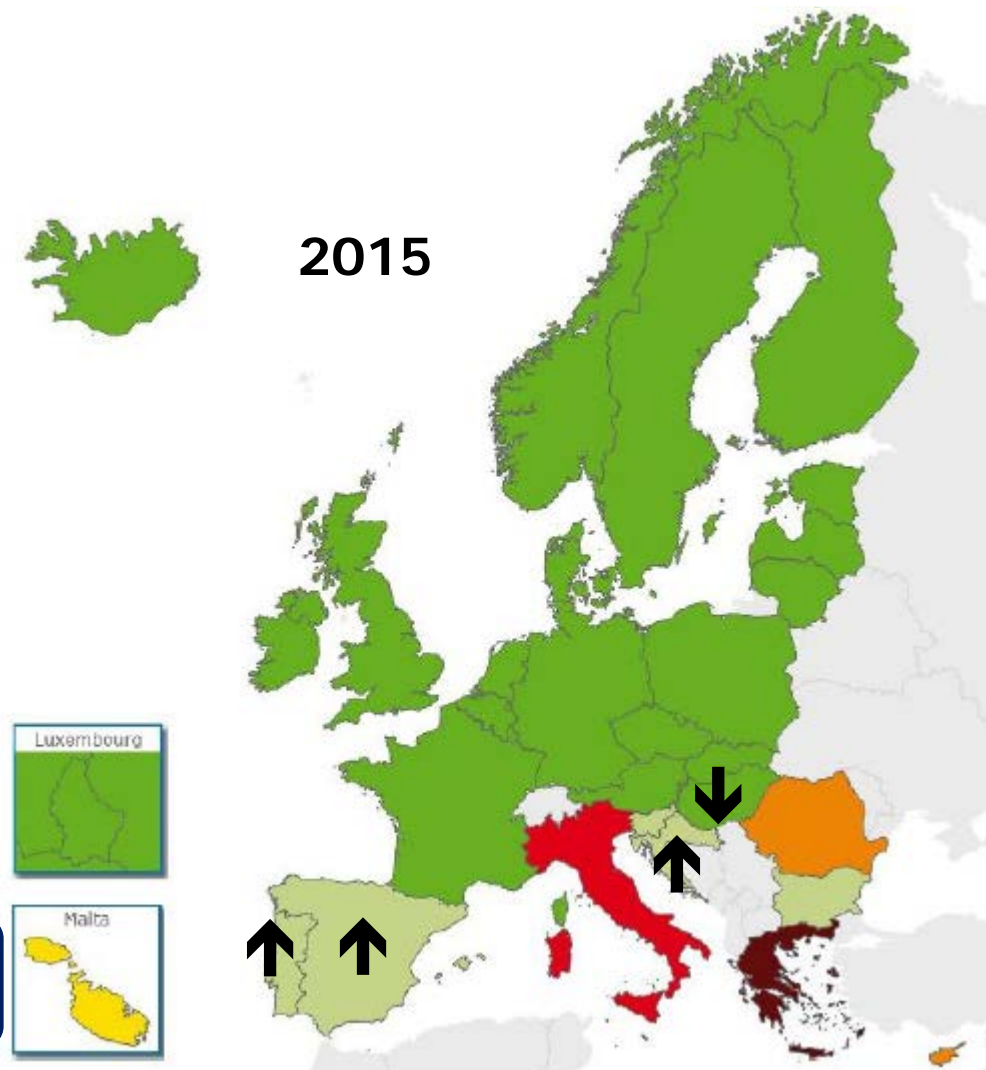
\* Cyprus and Romania: total care data, including consumption in the community. These data were not used to calculate the EU/EEA population-weighted average.

- (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.

# *Klebsiella pneumoniae*: % of invasive isolates with resistance to carbapenems, EU/EEA, 2012 & 2015



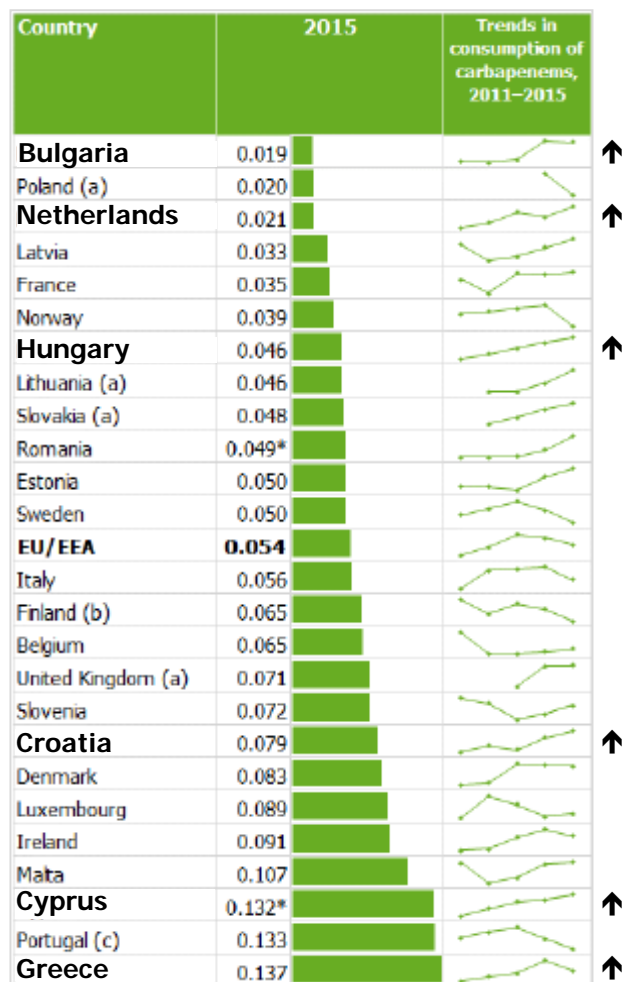
Update with 2016 data:  
15 Nov. 2017



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

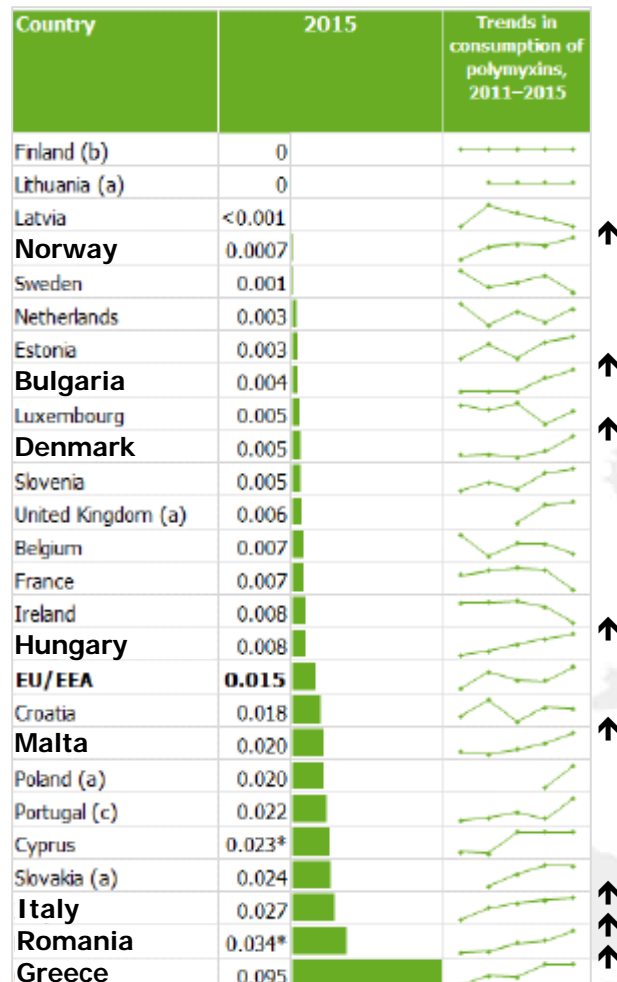
## Carbapenems

(DDD per 1000 inh. and per day)



## Polymyxins (mainly colistin)

(DDD per 1000 inh. and per day)



Update with 2016 data:  
15 Nov. 2017

\* 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.

# ECDC POLICY BRIEFING



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

# Options to address the threat of bacteria resistant to last-line antibiotics




**National multidisciplinary task force**  
(experts, with political support)



Adequate ratio of appropriately trained  
**infection control practitioners**



**Active screening** of 'at risk' patients  
upon admission to a hospital



**Isolation of patients** who are carriers of  
highly resistant bacteria (single rooms, 'cohort wards')



**Hand hygiene** – the 'single most important measure'  
to prevent transmission of bacteria in hospitals

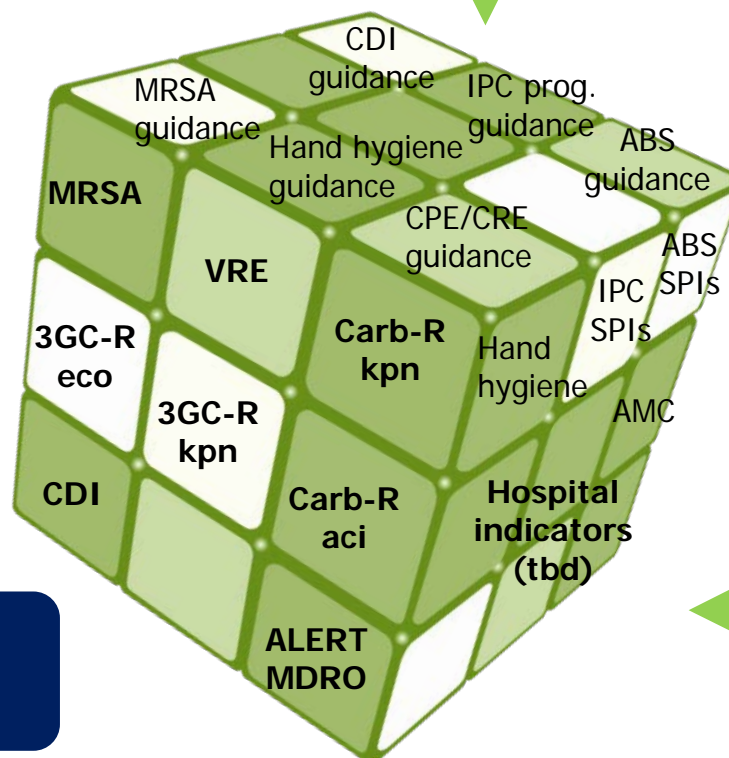
# 2<sup>nd</sup> ECDC point prevalence survey (PPS) of healthcare-associated infections and antimicrobial use in European acute care hospitals, 2016-2017

**Outcome  
indicators  
(Infections,  
resistance)**

**Guidance**



**Structure and  
process indicators  
(antimicrobial  
consumption,  
infection control)**



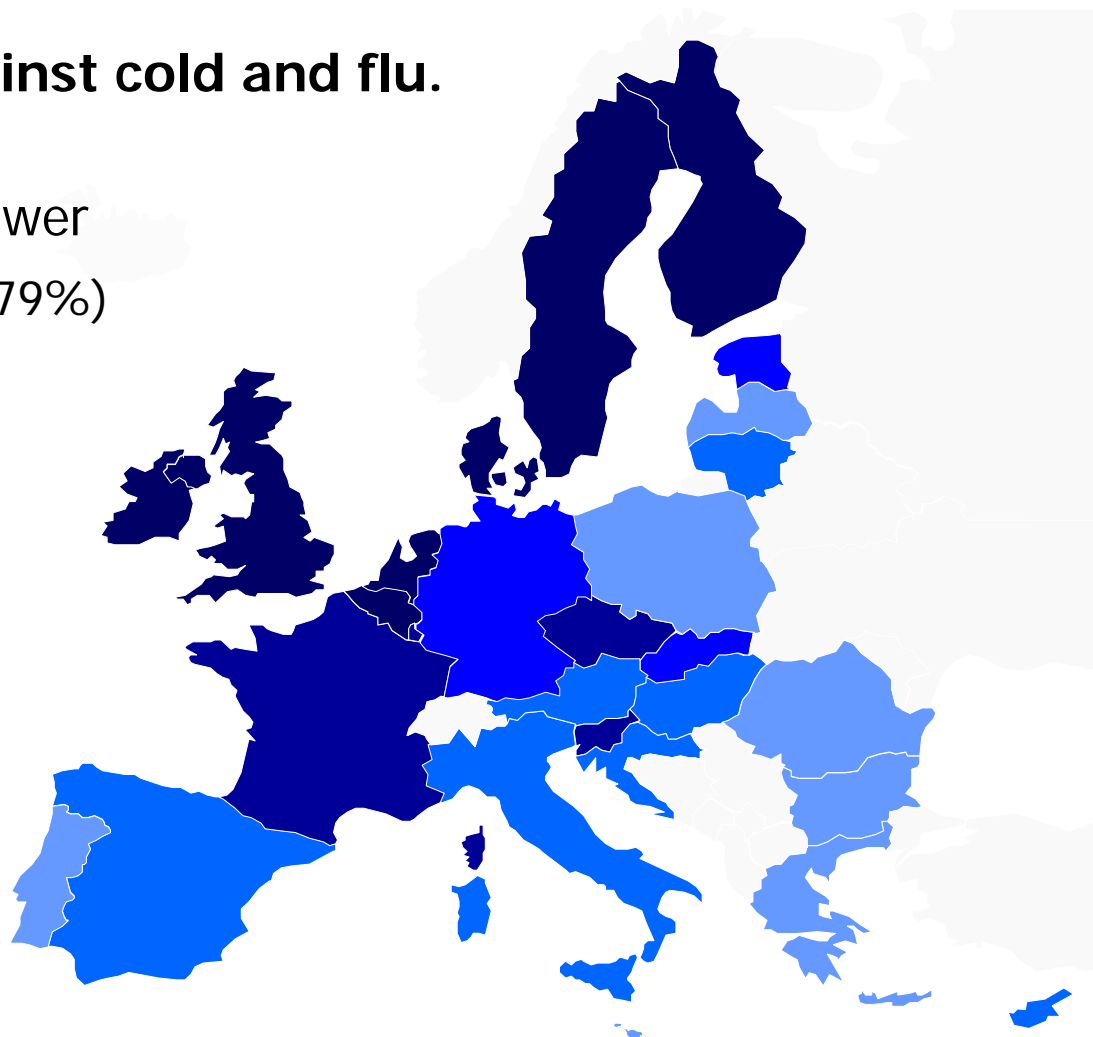
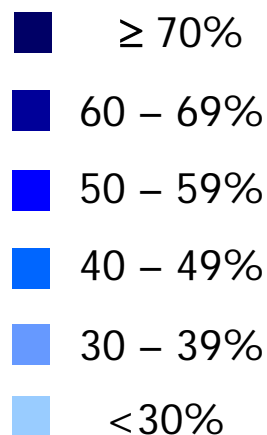
**ECDC report:  
November 2018**

# Special Eurobarometer opinion poll, April 2016

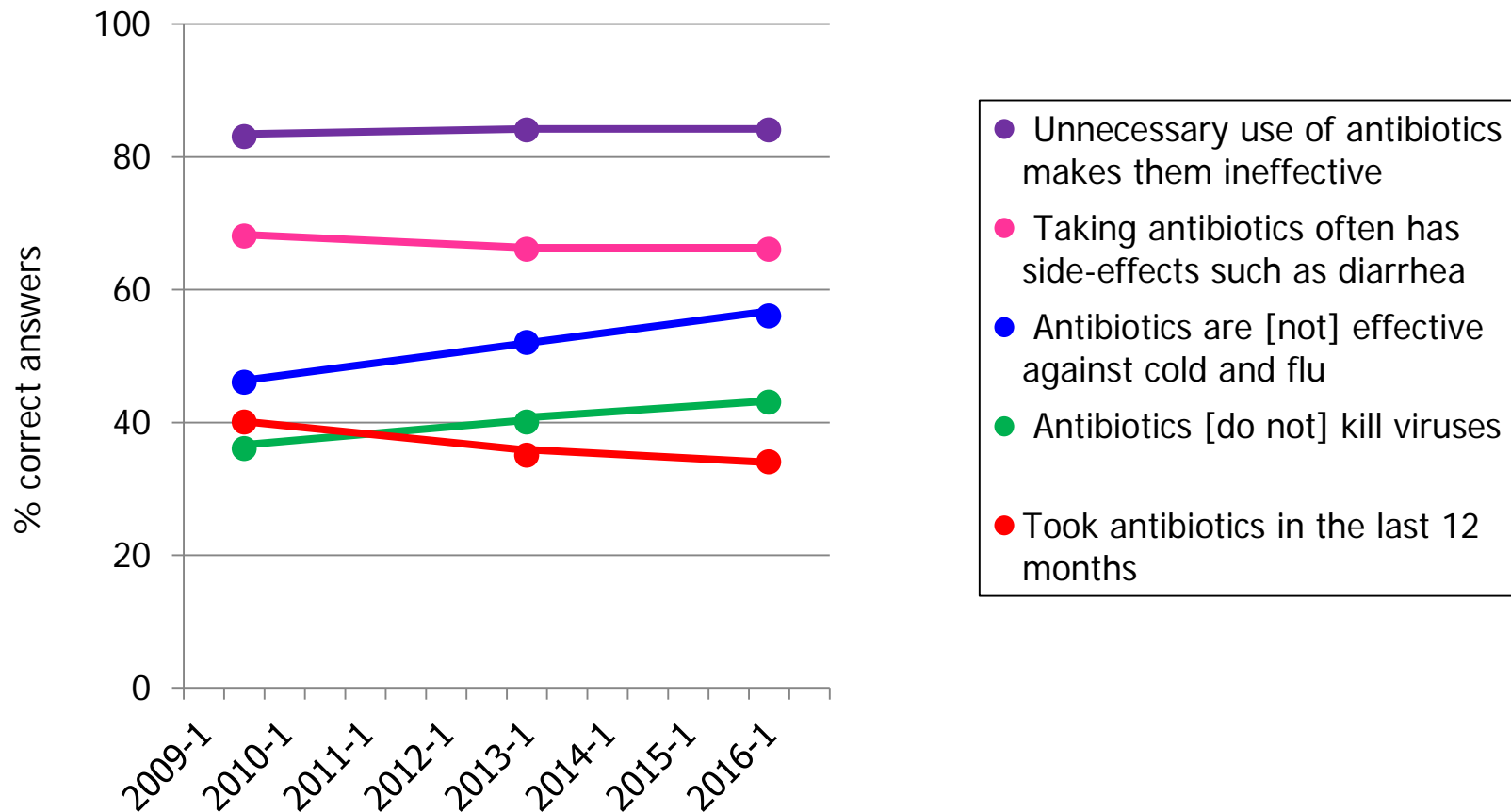


## Antibiotics are effective against cold and flu. True or false?

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



# Special Eurobarometer "Antimicrobial Resistance", 2010, 2013 & 2016





## Directory of online resources for prevention and control of antimicrobial resistance (AMR) and healthcare-associated infections (HAI)

tool



The directory lists strategies, guidance documents and training courses on the prevention and control of antimicrobial resistance and healthcare-associated infections available online. These documents were published by ECDC, EU/EEA Member States, international and national agencies and professional societies to support healthcare professionals, hospital administrators and public health professionals. In addition, the directory lists ongoing research projects and their corresponding websites.

ECDC welcomes suggestions and further information on existing guidance. Comments can be provided to: [arhal@ecdc.europa.eu](mailto:arhal@ecdc.europa.eu).

### Guidelines for specific infections and organisms

Healthcare-associated infections

Multidrug-resistant organisms



Carbapenem-resistant Enterobacteriaceae (CRE) &gt;



Methicillin-resistant Staphylococcus aureus (MRSA) &gt;

### Prevention and control measures in healthcare settings

Strategies, action plans, projects

Prudent use of antibiotics

Infection and control measures

Training



Organisation of infection prevention and control in healthcare settings &gt;



Hand hygiene &gt;

#### Useful links

- [European Commission - Antimicrobial resistance - Policy](#) #
- [European Commission - Patient safety \(including Healthcare-associated Infections\) - Policy](#) #
- [Responses to the Antimicrobial Resistance Threat: A comparative study of selected national strategies and policies](#) #
- [World Health Organization - Worldwide country situation analysis: Response to antimicrobial resistance](#) #

Antibiotic/Antimicrobial resistance (AMR) | Europe | healthcare-associated infections



< Directory: Guidance on prevention and control
Antimicrobial resistance strategies and action plans
Antimicrobial stewardship
<b>Carbapenem-resistant Enterobacteriaceae (CRE)</b>
Clostridium difficile
Hand hygiene
Infections during endoscopic procedures
Methicillin-resistant Staphylococcus aureus (MRSA)
Organisation of infection prevention and control
Peri-operative antimicrobial prophylaxis
Projects: Antimicrobial resistance and healthcare-associated infections
Surgical site infections
Training courses on antimicrobial resistance
Training courses on antimicrobial stewardship
Training courses on infection prevention and control (IPC)
Ventilator-associated pneumonia and HAI

## Carbapenem-resistant Enterobacteriaceae (CRE)



### AGENCIES

#### EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL (ECDC)

- Systematic review of the effectiveness of infection control measures to prevent the transmission of carbapenemase-producing Enterobacteriaceae through cross-border transfer of patients (2014)
- Risk assessment on the spread of carbapenemase-producing Enterobacteriaceae (CPE) through patient transfer between healthcare facilities, with special emphasis on cross-border transfer (2011) [»](#)

#### US CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

- CDC 2012 CRE Toolkit - Guidance for Control of Carbapenem-resistant Enterobacteriaceae (CRE) [»](#)

#### US Agency for Healthcare Research and Quality (AHRQ)

- Carbapenem-resistant Enterobacteriaceae (CRE) Control and Prevention Toolkit [»](#)

### PROFESSIONAL SOCIETIES

#### EUROPEAN SOCIETY OF CLINICAL MICROBIOLOGY AND INFECTIOUS DISEASES (ESCMID)

- Suggestions for infection and control of carbapenemase-producing Enterobacteriaceae are part of the guidelines on multidrug-resistant Gram-negative bacteria (ESCMID, 2013)
- ESCMID guidelines for the management of the infection control measures to reduce transmission of multidrug-resistant Gram-negative bacteria in hospitalized patients [»](#)

### EU/EEA MEMBER STATES

#### AUSTRIA

- Control of carbapenemase-producing Enterobacteriaceae in Austria (Ministry of Health, 2011)
- CPE – Carbapenemase produzierende Enterobakterien in Österreich - Carbapenemase Kontrollieren [»](#)

#### BELGIUM

- Measures to apply following the emergence of carbapenemase-producing Enterobacteriaceae in Belgium (Hoge Gezondheidsraad/ Conseil Supérieur de la Santé, 2011)
- Measures à prendre suite à l'émergence des entérobactéries productrices de carbapénémases (CPE) en Belgique [»](#)
- Maatregelen te nemen naar aanleiding van de toename van carbapenemase producerende enterobacteriën (CPE) in België [»](#)

#### CZECH REPUBLIC

- Control of imported cases of colonisation and/or infection by carbapenemase-producing Enterobacteriaceae (Ministry of Health, 2012)
- Kontrola výskytu importovaných případů kolonizace a/nebo infekce enterobakteriemi produkujícími karbapenemázu (CPE – Carbapenemase Producing Enterobacteriaceae) [»](#)

#### FINLAND

- Guidance for the handling of infections by multiresistant bacteria. This document includes guidance for infection prevention and control of carbapenem resistant Enterobacteriaceae (Terveyden ja hyvinvoinnin laitos – THL, 2014)
- Ohje moniresistenttien mikrobien tartunnantorjunnasta. [»](#)

#### FRANCE

- Prevention of cross-transmission of emerging highly resistant bacteria. This document includes guidance targeting carbapenemase-producing Enterobacteriaceae (Haut Conseil de la Santé Publique, 2013)
- Prévention de la transmission croisée des 'Bactéries Hautement Résistantes aux antibiotiques émergentes' (BHRé) [»](#)

#### GERMANY

- Infection control measures for infections or colonisation by multidrug-resistant Gram-negative bacteria. This document applies to carbapenem-resistant Enterobacteriaceae (Robert Koch Institute, Commission for Hospital Hygiene and Infection Prevention, 2012)
- Hygienemaßnahmen bei Infektionen oder Besiedlung mit multiresistenten gramnegativen Stäbchen [»](#)

#### GREECE

- Action plan for the management of infections by multidrug-resistant Gram-negative pathogens in healthcare settings 'Prokroustis' Guidance on infection prevention and control of carbapenem-resistant Enterobacteriaceae is a part of the national action plan. (Hellenic Centre for Disease Control and Prevention, 2010)
- Σχέδιο δράσης για την αντιμετώπιση λοιμώξεων από πολυανθεκτικά Gram-αρνητικά παθογόνα σε χώρους παροχής υπηρεσιών υγείας 'Προκρούστης' [»](#)

#### HUNGARY

- Guidance of National Center for Epidemiology on identification and prevention of spread of carbapenemase-producing Enterobacteriaceae in healthcare facilities (National Center for Epidemiology, 2011)
- Az Országos Epidemiológiai Központ ajánlása a karbapenemáz-termelő enterobacteriaceae törzsek azonosítására és terjedésük megelőzésére az egészségügyi intézményekben [»](#)

#### IRELAND

- Guidance for detection and infection prevention and control of carbapenem-resistant Enterobacteriaceae is part of the guidelines on multidrug-resistant organisms (Royal College of Physicians / HSE Quality and Safety, 2012)
- Guidelines for the Prevention and Control of Multi-drug resistant organisms (MDRO) excluding MRSA in the healthcare setting [»](#)

#### ITALY

- Surveillance and control of infections caused by carbapenemase producing bacteria (CPE) (Ministry of Health, 2013)
- Sorveglianza, e controllo delle infezioni da batteri produttori di carbapenemasi (CPE) [»](#)

#### LUXEMBOURG

- Control of the spread of multidrug-resistant bacteria: carbapenemase-producing Enterobacteriaceae (CPE) (Groupe National de Guidance en matière de Prévention de l'infection Nosocomiale - GNPIN, 2013)
- Maîtrise de la diffusion de bactéries multirésistantes aux antibiotiques : Entérobactéries productrices de carbapénémases (EPC) [»](#)

#### NETHERLANDS

- Guidelines for multidrug-resistant microorganisms (MDRO). This document includes guidance for infection prevention and control of carbapenem resistant Enterobacteriaceae. (Working Party on Infection Prevention, National Institute for Public Health and the Environment, 2011; updated 2013)
- WIP-richtlijn BRMO (Bijzonder Resistente Micro-Organismen) [»](#)

#### NORWAY

- Prevention and control of transmission of multidrug-resistant Gram-negative and ESBL-producing bacteria in healthcare facilities. This document applies to carbapenemase-producing Enterobacteriaceae. (Norwegian Institute of Public Health, 2009)
- Forebygging og kontroll av spredning av multiresistente gramnegative stavbakterier og ESBL-holdige bakterier i helseinstitusjoner [»](#)

#### POLAND

- Recommendations for the control of sporadic cases and outbreaks caused by Gram negative bacteria of the family Enterobacteriaceae. This document focuses on carbapenemase-producing Enterobacteriaceae. (Ministry of Health, 2012)
- Zalecenia dotyczące postępowania w przypadku zachorowań sporadycznych i ognisk epidemicznych wywołanych przez Gram ujemne pałeczki z rodziny Enterobacteriaceae [»](#)

#### SLOVAKIA

- Guidance for the diagnosis, prevention and control of infections by bacteria with clinically and epidemiologically important resistance mechanisms. This document includes guidance targeting MRSA (Ministry of Health, 2014)
- OU MZ SR pre diagnostiku a protiepidemické opatrenia pri výskyte bakteriálnych pôvodcov infekčných ochorení s klinicky a epidemiologicky významnými mechanizmami rezistencie [»](#)

#### SLOVENIA

- Recommendations for the control of ESBL-positive bacteria and carbapenemase-positive bacteria (Ministry of Health - National Commission for the prevention and control of healthcare associated infections, 2012)
- Priporočila za preprečevanje širjenja ESBL pozitivnih bakterij in karbapenemaza pozitivnih bakterij [»](#)

#### SPAIN

- Prevention and control against infection with carbapenemase-producing Enterobacteriaceae (Autonomous Community of Madrid, 2013)
- Plan de Prevención y control frente a la infección por enterobacterias productoras de carbapenemasas (EPC) en la Comunidad de Madrid [»](#)

#### SWEDEN

- ESBL-producing enterobacteria -- Knowledge base with draft notices to limit the spread of Enterobacteriaceae with ESBL. This document applies to carbapenemase-producing Enterobacteriaceae (Public Health Agency of Sweden, 2013)
- ESBL-producerande tarmbakterier – Kunskapsunderlag med förslag till handgagning för att begränsa spridningen av Enterobacteriaceae med ESBL [»](#)

#### UNITED KINGDOM

- Expert advice on the management of colonisation or infection due to carbapenemase-producing Enterobacteriaceae in England, to prevent or reduce their spread into (and within) health and residential care settings (Public Health England, 2013)
- Acute trust toolkit for the early detection, management and control of carbapenemase-producing Enterobacteriaceae [»](#)
- Set of recommendations based on scientific evidence (where available) and consensus of expert opinion to prevent cross-transmission of carbapenemase-producing Enterobacteriaceae within acute healthcare settings in Scotland. Supporting materials include, e.g. a prevention and management toolkit for inpatient areas (Health Protection Scotland, 2013)
- Interim guidance: Non-prescribing control measures to prevent cross transmission of Carbapenemase-Producing Enterobacteriaceae in acute settings [»](#)

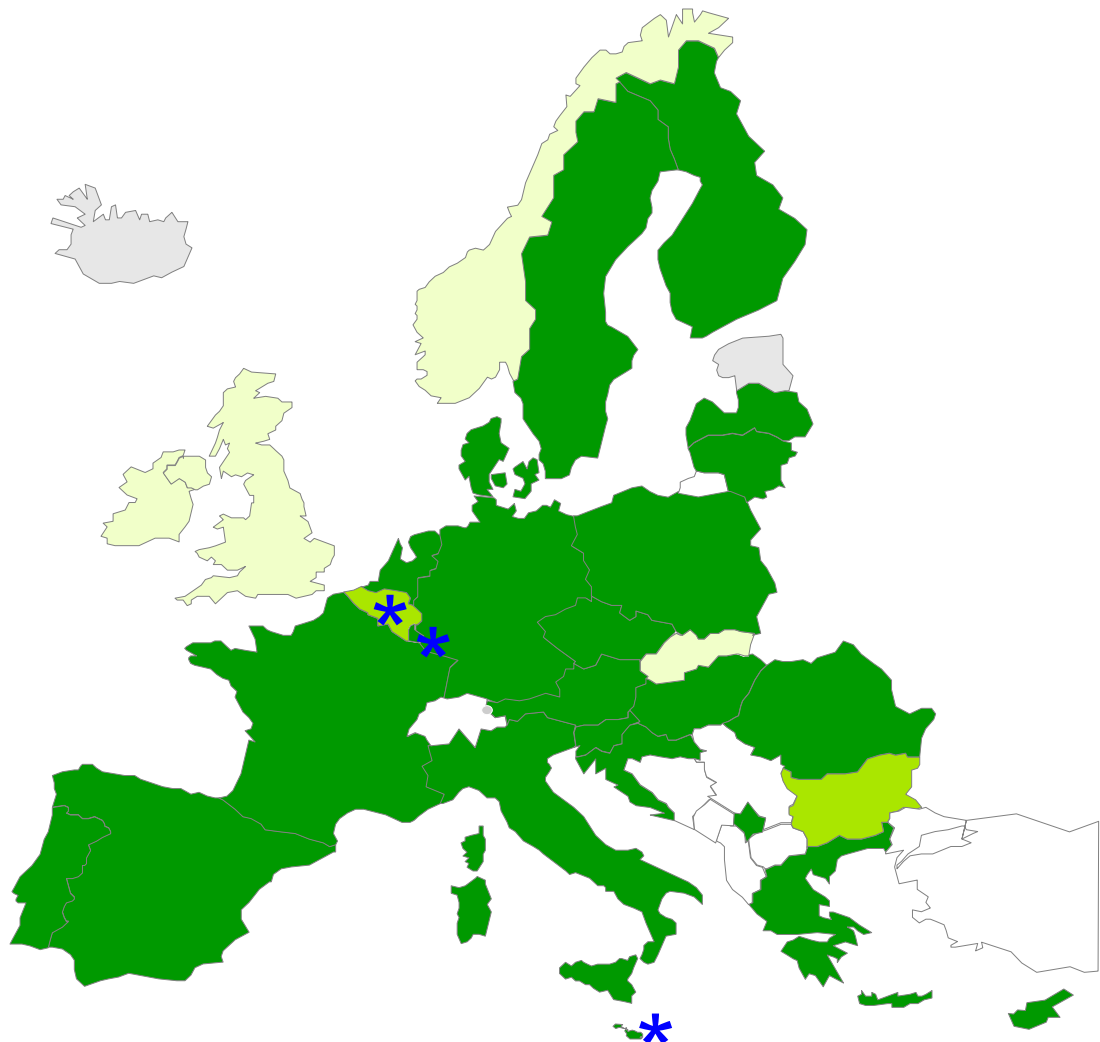
# Country visits to discuss antimicrobial resistance (AMR) issues, 2006-2017

As of 8 September 2017

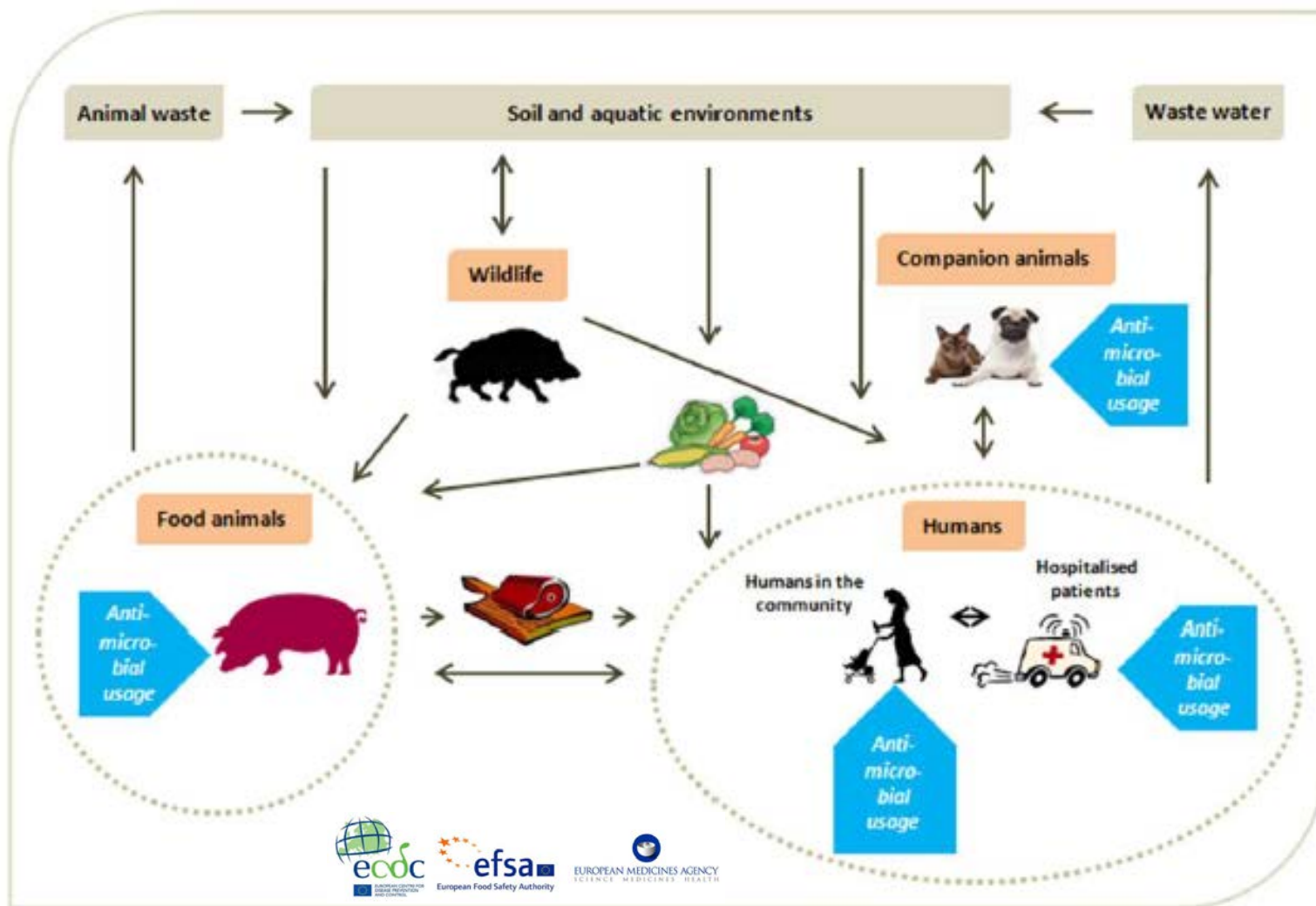
- Done
- Planned (invitation received)
- Discussed

\* Jointly with DG SANTE/F

- Based on Council Recommendation of 15 November 2001 on the prudent use of antimicrobial agents in human medicine (2002/77/EC)
- Reports (observations, conclusions, suggestions, examples of best practice)
- 22 EU Member States** and 1 EU enlargement country (see map)
- 5 follow-up visits (Greece x 2 and Hungary x 2, Malta)
- 2017: 1 additional visit** (Belgium)
- 2018: 6 visits\*** jointly with DG SANTE/F, in a One Health perspective



# Resistance spreads among humans, animals and the environment



# Collaboration between ECDC, EMA and EFSA



- I. Together we paint the big picture of antibiotic resistance in the EU
- II. We turn data into evidence for rational policy-making
- III. We help make the EU a best practice region in the fight against AMR
- IV. We help fight antibiotic resistance through research, development and innovation

# 2<sup>nd</sup> Joint Interagency Antimicrobial Consumption and Resistance Analysis (JIACRA) Report, 2017



APPROVED: 28 June 2017  
doi: 10.2903/j.efsa.2017.4872

## ECDC/EFSA/EMA second joint report on the integrated analysis of the consumption of antimicrobial agents and occurrence of antimicrobial resistance in bacteria from humans and food-producing animals

### Joint Interagency Antimicrobial Consumption and Resistance Analysis (JIACRA) Report

European Centre for Disease Prevention and Control (ECDC),  
European Food Safety Authority (EFSA) and  
European Medicines Agency (EMA)

#### Abstract

The second ECDC/EFSA/EMA joint report on the integrated analysis of antimicrobial consumption (AMC) and antimicrobial resistance (AMR) in bacteria from humans and food-producing animals addressed data obtained by the Agencies' EU-wide surveillance networks for 2013–2015. AMC in both sectors, expressed in mg/kg of estimated biomass, were compared at country and European level. Substantial variations between countries were observed in both sectors. Estimated data on AMC for pigs and poultry were used for the first time. Univariate and multivariate analyses were applied to study associations between AMC and AMR. In 2014, the average AMC was higher in animals (152 mg/kg) than in humans (124 mg/kg), but the opposite applied to the median AMC (67 and 118 mg/kg, respectively). In 18 of 28 countries, AMC was lower in animals than in humans. Univariate analysis showed statistically-significant ( $p < 0.05$ ) associations between AMC and AMR for fluoroquinolones and *Escherichia coli* in both sectors, for 3rd- and 4th-generation cephalosporins and *E. coli* in humans, and tetracyclines and polymyxins and *E. coli* in animals. In humans, there was a statistically-significant association between AMC and AMR for carbapenems and polymyxins in *Klebsiella pneumoniae*. Consumption of macrolides in animals was significantly associated with macrolide resistance in *Campylobacter coli* in animals and humans. Multivariate analyses provided a unique approach to assess the contributions of AMC in humans and animals and AMR in bacteria from animals to AMR in bacteria from humans. Multivariate analyses demonstrated that 3rd- and 4th-generation cephalosporin and fluoroquinolone resistance in *E. coli* from humans was associated with corresponding AMC in humans, whereas resistance to fluoroquinolones in *Salmonella* spp. and *Campylobacter* spp. from humans was related to consumption of fluoroquinolones in animals. These results suggest that from a 'One-health' perspective, there is potential in both sectors to further develop prudent use of antimicrobials and thereby reduce AMR.

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**Keywords:** antimicrobial consumption, antimicrobial resistance, public health, food-producing animals, ecological analysis, logistic regression, partial least square path modeling

**Requestor:** European Commission

**Question number:** EFSA-Q-2016-00029

[www.efsa.europa.eu/efsaajournal](http://www.efsa.europa.eu/efsaajournal)

EFSA Journal 2017;15(7):4872

Published 29 July 2017.

# International partners



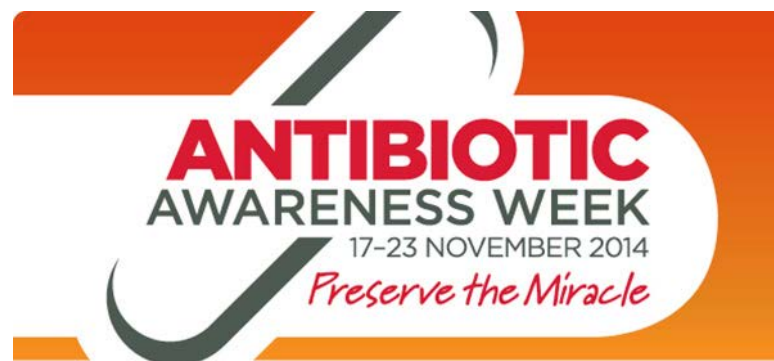
Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

AUSTRALIAN  
COMMISSION  
ON SAFETY AND  
QUALITY IN  
HEALTH CARE



NPS  
MEDICINEWISE



HEALTH QUALITY & SAFETY  
COMMISSION NEW ZEALAND

Kupu Taurangi Hauora o Aotearoa



## Transatlantic Task Force on Antimicrobial Resistance (TATFAR)

Recommend Tweet Share

### TATFAR Purpose



The Transatlantic Taskforce on Antimicrobial Resistance (TATFAR) was created in 2009 with the goal of improving cooperation between the U.S. and the EU in three key areas: (1) appropriate therapeutic use of antimicrobial drugs in medical and veterinary communities, (2) prevention of healthcare and community-associated drug-resistant infections, and (3) strategies for improving the pipeline of new antimicrobial drugs.



ABOUT TATFAR



TATFAR PROGRESS REPORT 2014



TATFAR MEMBERS



TATFAR LINKS AND RESOURCES



LATEST NEWS



CONTACT



Transatlantic Taskforce on  
Antimicrobial Resistance:  
Progress report  
May 2014

Recommendations for future collaboration  
between the US and EU

## 2016-2020

## EU, U.S., Canada, Norway

Page last reviewed: July 14, 2014

Page last updated: July 14, 2014

Content source: Centers for Disease Control and Prevention

**Thank you!**

# EUROPEAN ANTIBIOTIC AWARENESS DAY



A EUROPEAN  
HEALTH INITIATIVE

**18 November 2017**

**EU event, Brussels, 15 November 2017**

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Twitter: [@EAAD\\_EU \(#EAAD\)](https://twitter.com/EAAD_EU)  
Global Twitter: [#AntibioticResistance](https://twitter.com/AntibioticResistance)



## WORLD ANTIBIOTIC AWARENESS WEEK

13-19 NOVEMBER 2017

**ANTIBIOTICS  
HANDLE WITH CARE**



# This presentation

## I. ECDC work on AMR

## **II. European Antibiotic Awareness Day (EAAD)**

- European Antibiotic Awareness Day
- Available campaign materials
- New toolkit for professionals in hospitals and other healthcare settings
- Ways for your organisation to contribute to EAAD in 2017

## III. National perspective: UK and Antibiotic Guardian

# European Antibiotic Awareness Day



- A **European health initiative** coordinated by ECDC.
- **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 is marked across Europe on **18 November**.
- The campaign builds on **successful national campaigns** to raise awareness about the threat to human health of antibiotic resistance and communicate about prudent use of antibiotics.

# EAAD 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 prescribers in hospitals and other healthcare settings.
- Support national activities aiming at **maintaining the efficacy** of antibiotics and **slowing down the emergence and spread** of resistant bacteria.

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

# Target audiences/topics so far



# 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 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 **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 **Toolkit for professionals in hospitals**  
  
Event marking the 10th European Antibiotic Awareness Day



**COLD? FLU?**



**GET WELL  
WITHOUT  
ANTIBIOTICS**



For more information, visit  
[antibiotic.ecdc.europa.eu](http://antibiotic.ecdc.europa.eu)

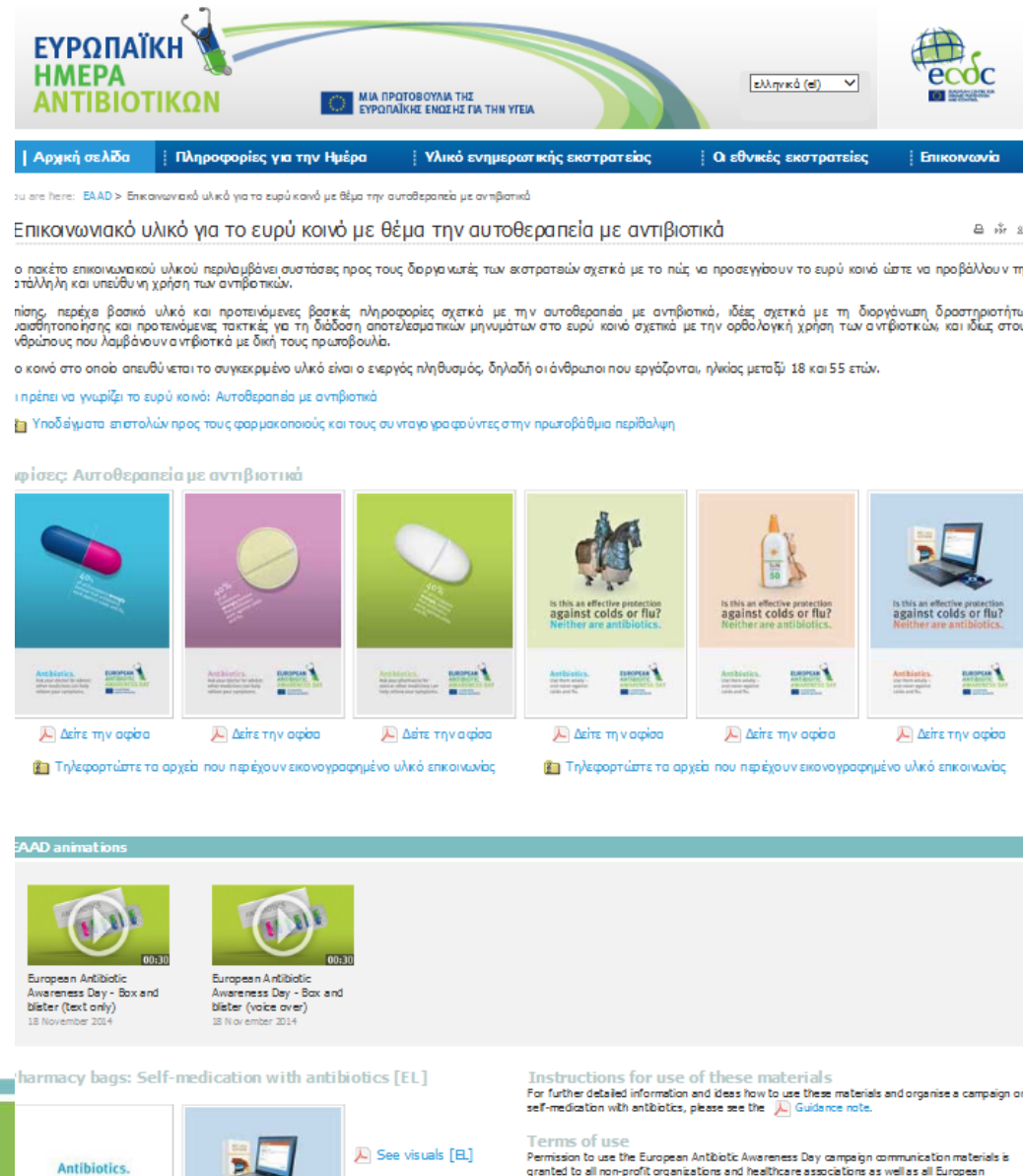
## 45 European countries join WAAW / EAAD (15 non-EU countries)



Albania, Armenia, Bosnia and Herzegovina, Georgia, Kazakhstan, Kyrgyzstan, Kosovo\*, Republic of Moldova, Russian Federation, Serbia, Tajikistan, The former Yugoslav Republic of Macedonia, Turkmenistan, Turkey, Ukraine, Uzbekistan

# Toolkit on self-medication with antibiotics

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



**ΕΥΡΩΠΑΪΚΗ ΗΜΕΡΑ ΑΝΤΙΒΙΟΤΙΚΩΝ**

ΜΙΑ ΠΡΟΤΟΝΟΥΜΕΝΗ ΤΗΣ ΕΥΡΩΠΑΪΚΗΣ ΕΝΩΣΗΣ ΓΙΑ ΤΗΝ ΥΓΕΙΑ

Ελληνικά (ε)

Αρχική σελίδα | Πληροφορίες για την Ημέρα | Υλικό ενημερωτικής εκστρατείας | Οι εθνικές εκστρατείες | Επικοινωνία

you are here: [EAAD](#) > Επικοινωνιακό υλικό για το ευρύ κοινό με θέμα την αυτοθεραπεία με αντιβιοτικά

Επικοινωνιακό υλικό για το ευρύ κοινό με θέμα την αυτοθεραπεία με αντιβιοτικά

ο πακέτο επικοινωνιακού υλικού περιλαμβάνει συστάσεις προς τους διοργανωτές των εκστρατειών σχετικά με το πώς να προσεγγίσουν το ευρύ κοινό ώστε να προβάλλουν τη γνώση και την υπεύθυνη χρήση των αντιβιοτικών.

πίσης, παρέχει βασικό υλικό και προτεινόμενες βασικές πληροφορίες σχετικά με την αυτοθεραπεία με αντιβιοτικά, ιδέες σχετικά με τη διοργάνωση δραστηριοτήτων, καθώς και προτεινόμενες τακτικές για τη διάδοση αποτελεσματικών μηνυμάτων στο ευρύ κοινό σχετικά με την ορθολογική χρήση των αντιβιοτικών, και ιδίως στους νηπίους που λαμβάνουν αντιβιοτικά με δική τους πρωτοβουλία.

ο κοινό στο οποίο απευθύνεται το συγκεκριμένο υλικό είναι ο ενεργός πληθυσμός, δηλαδή οι άνθρωποι που εργάζονται, ηλικίας μεταξύ 18 και 55 ετών.

πρέπει να γνωρίζει το ευρύ κοινό: Αυτοθεραπεία με αντιβιοτικά

Υποδείγματα επιστολών προς τους φαρμακοποιούς και τους συνηγορούς στην πρωτοβουλία περιποίησης

**Φίσιες: Αυτοθεραπεία με αντιβιοτικά**

Is this an effective protection against colds or flu? Neither are antibiotics.

Is this an effective protection against colds or flu? Neither are antibiotics.

Is this an effective protection against colds or flu? Neither are antibiotics.

Is this an effective protection against colds or flu? Neither are antibiotics.

Is this an effective protection against colds or flu? Neither are antibiotics.

Is this an effective protection against colds or flu? Neither are antibiotics.

Δείτε την αφίσσα | Δείτε την αφίσσα | Δείτε την αφίσσα | Δείτε την αφίσσα | Δείτε την αφίσσα | Δείτε την αφίσσα

Τηλεφορτώστε τα αρχεία που παρέχουν εικονογραφημένο υλικό επικοινωνίας | Τηλεφορτώστε τα αρχεία που παρέχουν εικονογραφημένο υλικό επικοινωνίας

**EAAD animations**

European Antibiotic Awareness Day - Box and blister (text only)  
18 November 2014

European Antibiotic Awareness Day - Box and blister (voice over)  
18 November 2014

**Pharmacy bags: Self-medication with antibiotics [EL]**

Instructions for use of these materials  
For further detailed information and ideas how to use these materials and organise a campaign on self-medication with antibiotics, please see the [Guidance note](#).

**Terms of use**  
Permission to use the European Antibiotic Awareness Day campaign communication materials is granted to all non-profit organizations and healthcare associations as well as all European

# Visuals



Is this an effective protection  
against colds or flu?  
**Neither are antibiotics.**

**Antibiotics.**  
Use them wisely –  
and never against  
colds and flu.



40%  
of all Europeans **wrongly**  
believe that antibiotics  
work against colds and flu.

**Antibiotics.**  
Ask your doctor for advice:  
other medicines can help  
relieve your symptoms.



Is this an effective protection  
against colds or flu?  
**Neither are antibiotics.**

**Antibiotics.**  
Use them wisely –  
and never against  
colds and flu.



# New EAAD toolkit for professionals in hospitals and other healthcare settings

- **Expansion** of the target audiences
- **Literature review** of published guidelines, systematic reviews and original articles for the object of interest to update key messages.
- **Consultation** with experts, ECDC networks, the European Commission, WHO Europe and professional organisations.
- **Focus groups** in 6 countries.
- **Timing of the launch:** to the countries in April/May, publicly available on the EAAD website as from October, with the key messages translated in all EU/EEA languages.

# The template materials in this toolkit

- Aim at creating a sense of individual responsibility in tackling antibiotic resistance and at empowering professionals to take action.
- Include one slogan, linking all materials: “Antibiotics: handle with care”.
- Are based on scientific evidence, in the form of key messages.
- Are available in Adobe InDesign, Microsoft Word and Microsoft PowerPoint, which makes it easy to adapt them by anyone with experience in any of these three softwares.
- Need to be adapted to national contexts to better respond to specific communication needs.

# What is in the new toolkit?

- **Key messages + guidance document**
- **Infographic** on antibiotic stewardship (all target audiences)
- **Letters** for hospital managers, hospital prescribers, nurses, hospital pharmacists, infectious disease specialists, clinical microbiologists
- **Presentation** (all target audiences)
- **Leaflets** for hospital prescribers, infection control teams, nurses, physicians in long-term care facilities
- **Checklists** general to be used by hospital pharmacists, junior doctors, microbiologists.
- **Posters** for hospital prescribers – adaptable for e.g. intensivists, emergency departments.
- **Factsheet** general for hospital pharmaceutical committees and 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.**

# Antibiotics: handle with care!







Hospital  
prescribers

Up to half of all antibiotic use  
in hospitals is unnecessary or  
inappropriate

## Antibiotics: handle with care!

Nurses

As a hospital prescriber, you have a responsibility to use antibiotics  
and to ensure that they remain effective. In your role, you must:

-  Follow infection prevention and control guidance;
-  Initiate antibiotic treatment as soon as possible in patients with severe infection;
-  Ensure that relevant cultures are taken timely;
-  Re-evaluate treatment after 48–72 hours, or when results from microbiological samples are available;
-  Prescribe according to evidence-based hospital antibiotic guidelines for common infections and for surgical prophylaxis;
-  Inform your patients of any antibiotics prescribed, and their potential adverse effects.

EUROPEAN  
ANTIBIOTIC  
AWARENESS DAY  
2019

If you want to know more about the antibiotic stewardship programme in your hospital, contact [email address] or call [phone number]. See more information at [hospital website].









All the statements in this poster are supported by scientific evidence. Visit <http://antibiotic.ecdc.europa.eu> or scan the QR code.

Posters

Antibiotic resistance keeps increasing  
in Europe, threatening patient safety  
in all healthcare settings

As a nurse, you have a responsibility to use antibiotic prudently and  
ensure that they remain effective. In your role, you must:

-  Follow infection prevention and control guidance
-  Administer antibiotics to patients according to the prescription
-  Coordinate the taking and sending of microbiological specimens and their reporting back to physicians
-  Report adverse effects of antibiotic therapy to physicians and to appropriate review committees
-  Manage antibiotic stocks on your ward, and ensuring the traces of antibiotic use
-  Provide information on treatments to patients and families

EUROPEAN  
ANTIBIOTIC  
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2019

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## Antibiotics: handle with care!

Our hospital

In this hospital we are committed  
to use antibiotics prudently and to  
ensure that they remain effective

-  We follow infection prevention and control guidance;
-  We initiate antibiotic treatment as soon as possible in patients with severe infection;
-  We ensure that relevant cultures are taken timely;
-  We re-evaluate treatment after 48–72 hours, or when results from microbiological samples are available;
-  We prescribe according to evidence-based hospital antibiotic guidelines for common infections and for surgical prophylaxis;
-  We inform our patients of any antibiotics prescribed, and their potential adverse effects.

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2019

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## Antibiotics: handle with care!



Dear [health manager],

As part of the European efforts to keep antibiotic working, we are contacting you to call for your support in fighting the growing use of antibiotic resistance. Antibiotic resistance threatens patient health and safety in all healthcare settings and the emergence of bacteria resistant to multiple antibiotics (including resistant bacteria) is particularly concerning.

Infection with antibiotic-resistant bacteria can be severe, fatal and costly, and they can lead to delayed access to antibiotic treatment, thereby increasing costs, length of hospital stay, longer illnesses, prolonged stays in hospital and even death. It is your responsibility to ensure that you use antibiotics responsibly and effectively.

Did you know that up to half of all antibiotic use in hospitals is unnecessary or inappropriate?

As a hospital manager, you have a responsibility to support prudent use of antibiotics in your hospital and to ensure that these drugs remain effective. There are actions that you can take to tackle antibiotic resistance:

- Support your **antibiotic stewardship programme** by delegating the specific tasks for accountability and drug expertise, and by sharing the appropriate role of other hospital groups.
- Promote antibiotic stewardship and antibiotic prevention and control policies, as well as strategies and activities that support antibiotic use and prevent the spread of antibiotic-resistant bacteria.
- Provide funds and resources for an **antibiotic stewardship programme** (including a unit for individual staff, IT capabilities, rapid and efficient diagnosis tests).
- Fund and promote educational activities, training, and meetings about antibiotic stewardship and antibiotic resistance for all healthcare professionals (physicians, infectious disease specialists, pharmacists, microbiologists and nursing staff).

• Strengthen surveillance activities for antibiotic use and antibiotic resistance.

• Promote compliance with evidence-based guidelines for diagnosing and managing common infections, and for prescriptive antibiotic prophylaxis. If these guidelines do not exist in your hospital, then support their development.

• Promote compliance with **evidence-based guidelines** for infection control measures, to reduce transmission of antibiotic-resistant bacteria.

• Promote **preventive audits** and ensure that individual prescribers receive feedback.

• Promote your **monitoring of antibiotic prescriptions** and effective management, and encourage communication among healthcare professionals.

To further support your efforts in providing prudent use of antibiotics in your hospital, we have prepared a number of information and education materials. These include leaflets, a PowerPoint presentation, posters, checklists, fact sheets and brochures. These resources are for you to use and adapt for your own purposes. They can be downloaded as PDFs or as vector images. They are available for you to use in your hospital. They can be downloaded as PDFs or as vector images. They are available for you to use in your hospital. They can be downloaded as PDFs or as vector images.

We would like to thank you in advance for your support and cooperation.

[Name]

Minister of Health [Country]

EUCC Director (national)

Professional organisation (national)

## Letters

## Antibiotics: handle with care!



## Antibiotic resistance: You are responsible to ensure that antibiotics remain effective

This checklist is supported by scientific evidence. Visit <http://antibiotic.ecdc.europa.eu> or scan the QR code.



## Factsheet

## Antibiotics: handle with care!



Dear [name],

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Did you know that up to half of all antibiotic use in hospitals is unnecessary or inappropriate?

As a hospital manager, you have a responsibility to support prudent use of antibiotics in your hospital and to ensure that these drugs remain effective. There are actions that you can take to tackle antibiotic resistance:

- Improve antibiotic administration practices in collaboration with doctors and pharmacists.
- Follow the infection prevention and control measures that are established in your setting.
- Ensure that patients (and their families) understand the reasons for antibiotic therapy, and key points related to antibiotic use, including to:
  - a. take antibiotics exactly as prescribed;
  - b. never save antibiotics for future use;
  - c. never use leftover antibiotics from previous treatments; and
  - d. never share leftover antibiotics with other people.
- Ensure that cultures are appropriately taken and sent to the microbiology laboratory, before starting antibiotics.
- Ensure that laboratory results are promptly communicated to the treating physician.

• Prompt prescribers to document their reasoning decision for all patients on antibiotics after 48 to 72 hours.

• Inform the prescriber or pharmacist if you see a patient has an antibiotic prescription which has continued beyond seven days without specified duration.

• If you see staff members at the hospital or healthcare setting who breach guidelines on antibiotics, with them why they are doing so and provide them with tools to understand what they are doing wrong.

• Participate regularly in training courses and meetings on prudent antibiotic use, specimen collection, and infection prevention and control.

To further support your efforts in providing prudent use of antibiotics in your hospital, we have prepared a number of information and education materials. These include leaflets, a PowerPoint presentation, posters, checklists, fact sheets and brochures. These resources are for you to use and adapt for your own purposes. They can be downloaded as PDFs or as vector images. They are available for you to use in your hospital. They can be downloaded as PDFs or as vector images.

We would like to thank you in advance for your support and cooperation.

[Name]

Minister of Health [Country]

EUCC Director (national)

Professional organisation (national)

## A checklist of reminders:

- ☐ Is there a high probability of a bacterial infection, rather than colonization or a viral infection?
- ☐ Does the patient have an infection that will respond to antibiotics?
- ☐ Have you checked the patient's recent antibiotic use, drug allergies, hospitalisation or institutionalisation, use of immunosuppressive therapy and microbiology results for the previous 3 months?
- ☐ Is the patient on the right antibiotics, dosage, and route of administration?
- ☐ Can an antibiotic with a narrower spectrum be used to treat the infection?
- ☐ Have you prescribed the shortest possible duration of treatment?
- ☐ Have the appropriate cultures been taken?
- ☐ Do the culture results necessitate starting antibiotic therapy or modifying ongoing the current antibiotic therapy?
- ☐ Have you documented the indication of antibiotic treatment, drug choice, dosage, route of administration and duration of treatment in the patient chart?
- ☐ Does the choice of antibiotic therapy comply with your hospital's guidelines?
- ☐ Does the choice of antibiotic therapy comply with your hospital's antibiotic resistance patterns?

If you have doubts, consult [antibiotic stewardship programme, microbiologist, infectious disease specialist] in our hospital. Contact [email address] or call [phone number]. See more information at [hospital website/EAAD website].

## Remember!

- Antibiotic resistance is a global public health threat that can affect everyone; you, me, our family members.
- Without antibiotics, we will not be able to treat simple infections.
- You have a responsibility to keep antibiotics working!

European Antibiotic Awareness Day  
is marked each year on or around  
11 November.



## European Antibiotic Awareness Day

## Antibiotics: handle with care!

Website (National campaign website)  
Email [email address]  
Follow us on Twitter [Twitter link]  
Like our Facebook page  
[Facebook link]

Website antibiotic.ecdc.europa.eu  
Email [email address]  
Follow us on Twitter @EAAD\_EU  
Like our Facebook page  
[Facebook link]

Nurses

If you want to know more about the antibiotic stewardship programme in your hospital, contact [email address] or call [phone number]. See more information at [hospital website].

All the statements in this leaflet are supported by scientific evidence. Visit <http://antibiotic.ecdc.europa.eu> or scan the QR code.



Insert logo of national institution

Insert logo of national institution

## Antibiotics: handle with care!

### Actions that you can take to tackle antibiotic resistance:

As a **nurse**, you have a responsibility to ensure that antibiotics remain effective. In your role, you can:

- Improve antibiotic administration practices in collaboration with doctors and pharmacists.
- Follow infection prevention and control measures that are established in your setting.
- Ensure that patients (and their families) understand the reason for antibiotic therapy, and key points related to antibiotic use, including to:
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- Participate regularly in training courses and meetings on prudent antibiotic use, specimen collection, and infection prevention and control.



## Leaflets



Plan a campaign

For prescribers

Get informed

Get involved

Campaigns in Europe

News

About

Do not self-medicate with antibiotics

New infographic

Patient stories

Last-line antibiotics are failing

What is antibiotic resistance?

## Last-line antibiotics are failing

show latest data



## How does antimicrobial resistance spread?



TWEET #EAAD2016

## #EAAD2016



dpurb . com Retweeted



Oxford Medicine @OUPMedicine

Join the fight against antibiotic resistance on  
#EAAD2016 @EAAD bit.ly/2fXWhRs  
@BSACandJAC @FEMSTweets



### What is antibiotic resistance and prudent antibiotic use? How to use antibiotics responsibly?

See patient stories, infographics, videos



### How to encourage your patients to use antibiotics responsibly? And how to manage antibiotic prescriptions in hospitals?

Materials for primary care and hospitals prescribers

# 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.



1 **Animals** may be treated with antibiotics and they can therefore carry antibiotic-resistant bacteria. 2 **Vegetables** may be contaminated with antibiotic-resistant bacteria from animal manure used as fertilizer. 3 **Antibiotic-resistant bacteria** can spread to humans through food and direct contact with animals.



In animal farming

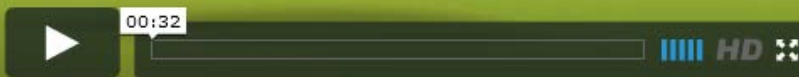
4 **Humans** sometimes receive antibiotics prescribed to treat infections. However, bacteria develop resistance to antibiotics as a natural, adaptive reaction. Antibiotic-resistant bacteria can then spread from the treated patient to other persons.

In the community

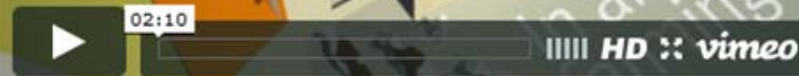
7 **Travellers** requiring hospital care while visiting a country with a high prevalence of antibiotic resistance may return with antibiotic-resistant bacteria. 8 **Even if not in contact with healthcare**, travellers may carry and import resistant bacteria acquired from food or the environment during travel.

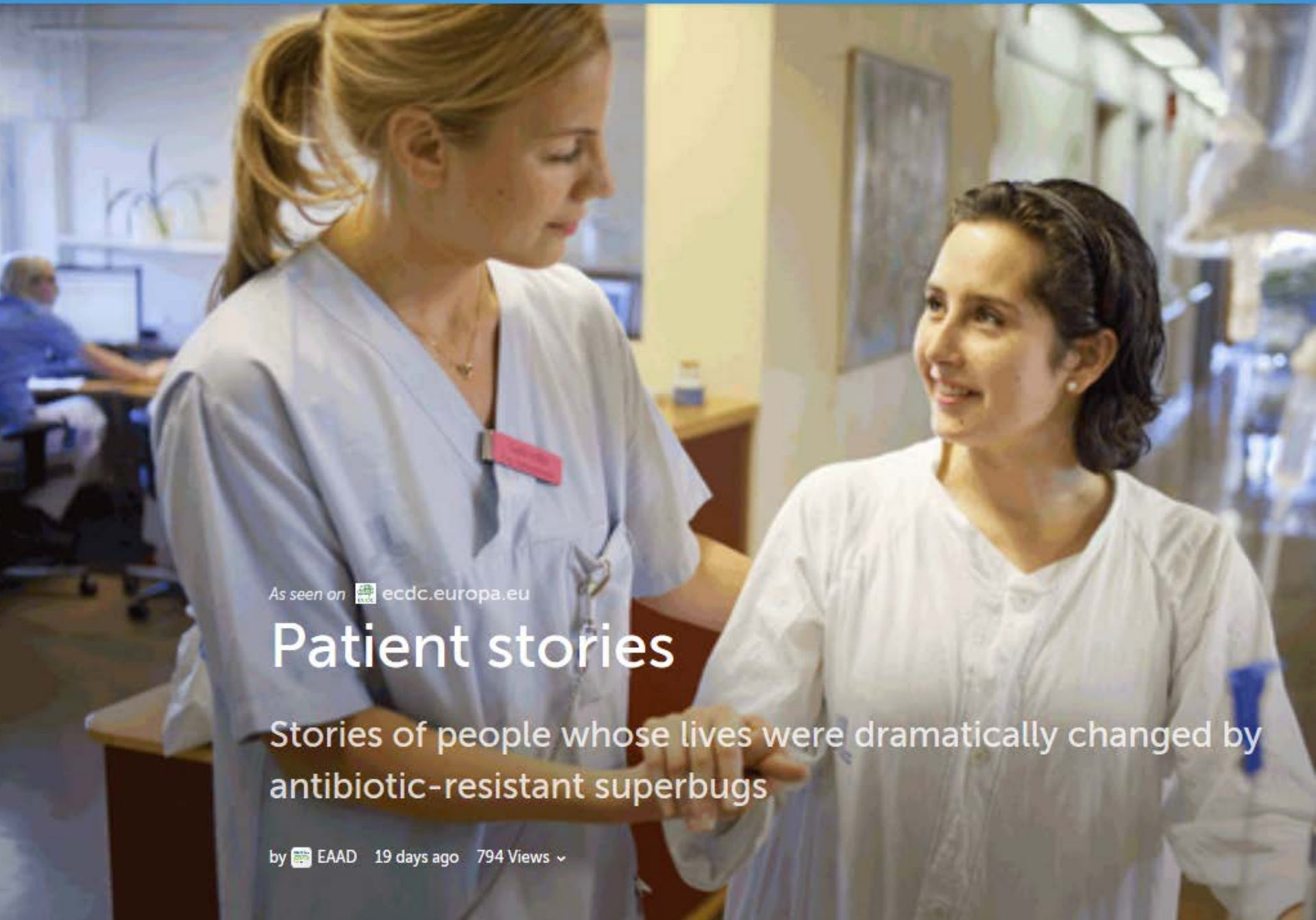
Through travel


1/6 of Europeans are not aware that the misuse of antibiotics makes them less effective



How does antimicrobial resistance spread?






As seen on  [ecdc.europa.eu](https://ecdc.europa.eu)

# Patient stories

Stories of people whose lives were dramatically changed by antibiotic-resistant superbugs

by  EAAD 19 days ago 794 Views ▾

# Ways for your organisation to contribute to EAAD in 2017

1. Acting as **multipliers** of the EAAD messages, e.g. by using and sharing further the new toolkit and any other EAAD materials.
2. Sharing information about EAAD with your national member organisations.
3. Adding a **banner** on your website & communicating via your organisation's newsletter.
4. Attending the **launch event** in Brussels on 15 November, and making a short intervention about your organisation's role in tackling antibiotic resistance.
5. Contributing to the discussions on site and through **social media** using #EAAD.
6. Taking part and promoting participation to ECDC's social media campaign.
7. Producing a **video pledge**.
8. Contributing with an entry on the **EAAD blog**, starting in 2018

**Thank you!**

# EUROPEAN ANTIBIOTIC AWARENESS DAY



A EUROPEAN  
HEALTH INITIATIVE

**18 November 2017**

**EU event, Brussels, 15 November 2017**

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Twitter: @EAAD\_EU (#EAAD)  
Global Twitter: #AntibioticResistance



## WORLD ANTIBIOTIC AWARENESS WEEK

13-19 NOVEMBER 2017

**ANTIBIOTICS  
HANDLE WITH CARE**

