

To: PCT Chief Executives

6 October 2011

Gateway reference number: 16689

Dear Chief Executive,

### **EUROPEAN ANTIBIOTIC AWARENESS DAY - 18<sup>TH</sup> NOVEMBER 2011**

We are writing to seek your support for European Antibiotic Awareness Day on 18<sup>th</sup> November 2011 and help in tackling the rise in antibiotic resistance, which is one of the most significant threats to patient safety across Europe. This annual Europe public health initiative aims to encourage responsible use of antibiotics. It is supported in England by the Department of Health, its Advisory Committee on Antimicrobial Resistance and Healthcare Associated Infections (ARHAI), and several professional bodies.

The number of infections due to antibiotic-resistant bacteria is growing globally and is related to the over-use of antibiotics and inappropriate prescribing. This year we are seeking to raise awareness of the issues amongst prescribers, non-prescribing healthcare professionals, patients and medical students.

The European Centre for Disease Prevention and Control (ECDC) have produced a series of resources including educational materials to raise awareness of the issues and the need for prudent antibiotic use, which we have adapted for use within England this year. The materials for primary care includes a **factsheet** aimed at prescribers and managers detailing the main issues surrounding antibiotic resistance in primary care. The Department of Health is also making available a number of downloadable resources including: **leaflets, posters, non-Prescription pads** which can be printed and given to patients as a aide memoire as to why antibiotics have not been prescribed at a consultation. In addition the Royal College of General Practitioners has produced a **booklet 'When should I worry'** (available in a downloadable format or for purchase in hard copy format) **for use in primary care consultations with parents about** the management of respiratory tract infections (coughs, colds, sore throats, and ear aches) in children. This message is being reinforced through **a number of short videos** available for use in patient waiting areas to remind patients to 'Take care, not antibiotics'. **These and other resources in support of European Antibiotic Awareness Day can be accessed from the Department of Health website at**

[www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_130267](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_130267)

With the ongoing increase in antibiotic prescribing since 2000 within primary care the promotion of prudent antibiotic prescribing to healthcare professionals within primary care is vital.

We encourage you to help make EAAD a success by taking the following action:

1. Highlight European Antibiotic Awareness Day on your Trust intranet/website (online banner and web ads available via DH website)
2. Encourage GP practices and community pharmacies (where facilities available) to download the short EAAD videos for use within patient waiting areas.

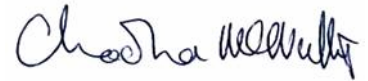
Thank you in advance for your support and cooperation in ensuring the promotion of this important initiative.



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Copy:

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Medicines Management Pharmacists  
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