

European Antibiotic Awareness Day: 18th November 2013 Activities Overview – England

The EAAD 2013 evaluation report is available via

<https://www.gov.uk/government/publications/european-antibiotic-awareness-day-evaluation-2013>

European Antibiotic Awareness Day 18 November

**EUROPEAN
ANTIBIOTIC
AWARENESS DAY**



A European Health Initiative



Department
of Health

Supported by the Department of Health



EAAD 2013 was closely aligned with the UK Five Year Antimicrobial Resistance Strategy.

Strategy Key Objective 4:

improving professional education, training and public engagement.

UK Five Year Antimicrobial Resistance Strategy 2013 to 2018



Educational Materials

Educational materials were made available centrally for use in local campaigns via the Gov.UK website. Health professionals, partner organizations and professional bodies were alerted through an electronic letter from DH and signposted to where information was available to download. This was the first year materials were available exclusively online.

In 2013, resource materials were available for:

- Primary and Secondary Care
- Secondary Care Specific
- Primary Care Specific
- Video and Audio Files for Download



Educational Toolkit materials

amended for use within England

- Factsheets for prescribers – primary & secondary care
- Start Smart then Focus – secondary care
- Prescriber’s checklists – secondary care
- RCGP hosted ‘TARGET Antibiotics’: primary care toolkit
- DH leaflets and posters for the public
- Online banner

Department of Health
Advisory Committee on Antimicrobial Resistance
and Healthcare Associated Infection (ARHAI)

Secondary Care Prescriber’s Checklist

Antibiotics

–Misuse leads to antibiotic resistance

Do not start antibiotics in the absence of evidence of bacterial infection

HANDLE WITH CARE!

START SMART:

- Start prompt effective treatment in patients with life-threatening infection
- Collect appropriate cultures before starting antibiotic therapy.
- Prescribe in accordance with local antibiotic policies/guidelines and resistance patterns
- Document indication(s), route, dose and duration for antibiotic prescription on prescription chart and in clinical notes
- Where antibiotics have been shown to be effective for surgical prophylaxis, give a single dose up to 60 minutes before incision
- Consult infection expert(s) and/or pharmacists if appropriate

THEN FOCUS:
At 48 hours; review the patient and make a clinical decision “the Antimicrobial Stewardship Decision” on the need for on-going antibiotic therapy.

Does patient’s condition and/or culture result(s) necessitate:

- Stop of antibiotic therapy (if no evidence of infection)
- Switch from intravenous to oral therapy
- Change: de-escalation/substitution/addition of agents
- Continuation - review again at 72 hours
- Outpatient Parenteral Antibiotic Therapy (OPAT)

Document Decision

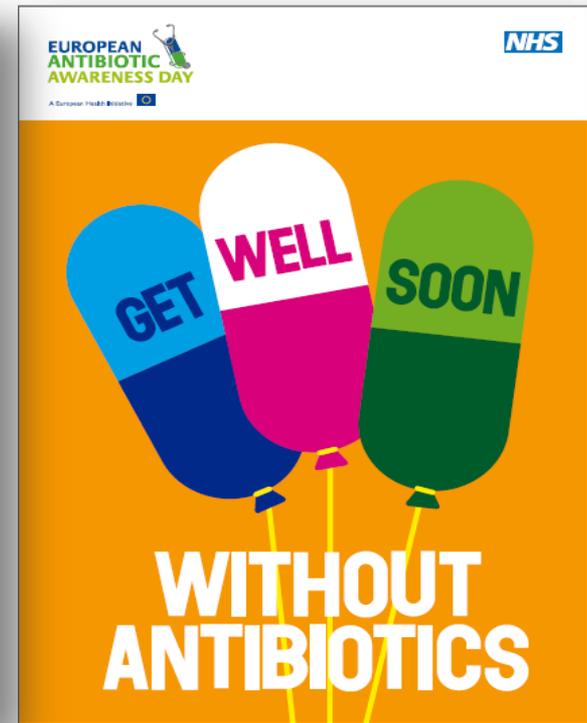
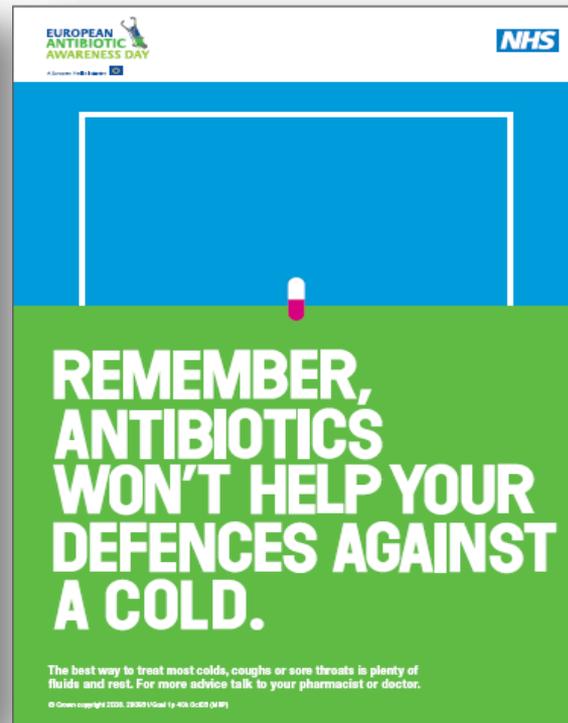
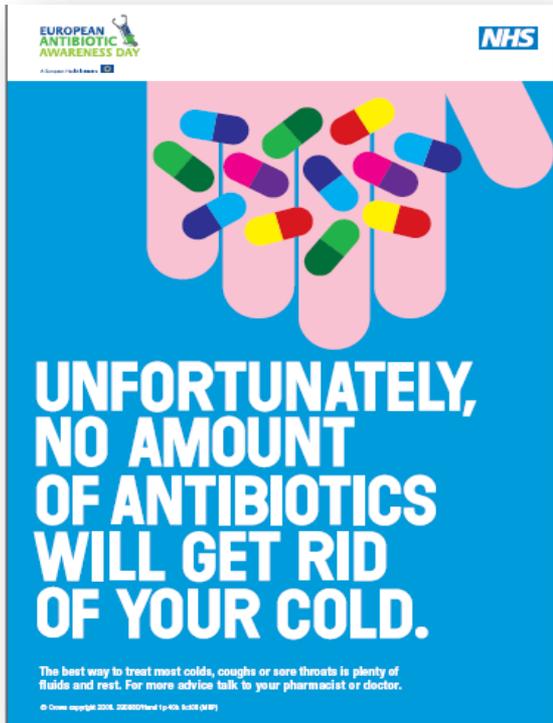
Reference: ARHAI Antimicrobial Stewardship Guidance: Start Smart – then Focus.
Available at: <http://www.dh.gov.uk/ARHAI/index.htm>

EUROPEAN ANTIBIOTIC AWARENESS DAY
A European Union Initiative

Supported by the Department of Health



Posters and Leaflets

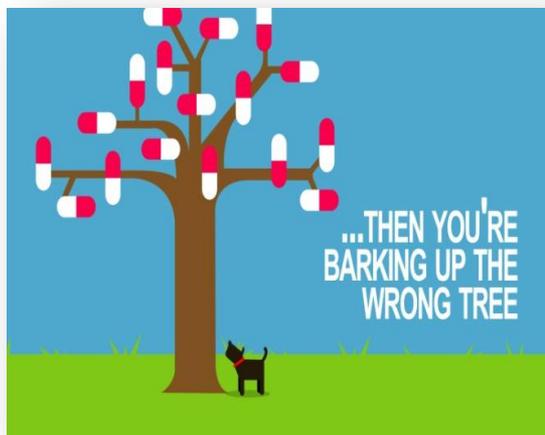




Videos:

Available for download

Also hosted via YouTube





New Materials: Quizzes and Crosswords



ANTIBIOTICS

HOW MUCH DO YOU KNOW? TRY OUR PATIENT QUIZ

1. The antibiotics my GP gave me have made me feel much better, but I still have some left to take...should I...

- A. Throw the rest away as I feel better already and don't need them.
- B. Take all of the course as prescribed.
- C. Save them in case I need antibiotics sometime in the future.

Your Answer

2. If ever I get a cough, cold or sore throat, surely all I need is a dose of antibiotics to clear it up. This is...

- A. Correct. Antibiotics will usually sort any of these out.
- B. Partly correct, but antibiotics will not get rid of a cold.
- C. Wrong. Antibiotics don't work for colds, most coughs and sore throats.

Your Answer

3. My GP wouldn't prescribe me antibiotics even though I know that's what I need. I think it's because they want to save money. This is...

- A. Correct. GPs need to find ways of reducing costs.
- B. Wrong. GPs will only prescribe antibiotics when they are needed.
- C. Partly correct. I've had antibiotics in the past and always used to get them from my GP, so why not now.

Your Answer

4. My GP has only given me a short prescription of antibiotics but I think I need them for longer. Should I...

- A. Take the antibiotics as prescribed – or they may not clear the infection.
- B. Take one less a day than prescribed, to make them last longer.
- C. Use some of my friends antibiotics as they didn't use all the ones they were given last year.

Your Answer

5. There are a lot of colds going around at the moment but I've been told taking antibiotics 'just in case' can drive up antibiotic resistance. This is...

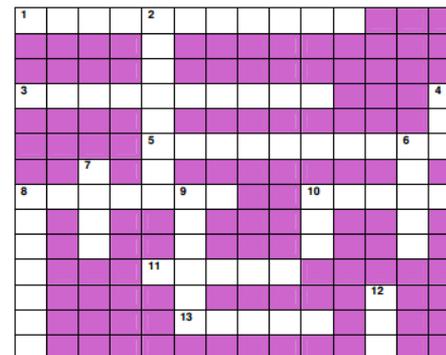
- A. Correct. Taking antibiotics when you don't need to will allow bacteria to develop a resistance to the antibiotic.
- B. Wrong. Taking antibiotics will help build up your defences and stop you getting a cold in the first place.
- C. Wrong. Antibiotic resistance is only something elderly people get.

Your Answer

PLEASE SEE OVERLEAF FOR THE ANSWERS – NO PEEKING!



Antibiotic Resistance Crossword How much do you know?



ACROSS

1. Something you might take to fight infections from bacteria (11 letters)
3. A mild infection you might get, but antibiotics won't help cure it (2 words, 4 then 6 letters)
5. Taking antibiotics when you don't need them helps bacteria to develop '...' (10 letters)
8. Antibiotics are often given to this group by farmers unnecessarily (7 letters)
10. This can cause an infection, but it's not a bacteria and antibiotics won't kill it (5 letters)
11. If your doctor prescribes antibiotics, they will usually be in the form of '...' (5 letters)
13. Another common word that is often used to describe bacteria or viruses (5 letters)

DOWN

2. These can cause infection but they are not viruses (8 letters)
4. Bacteria are so small you can't see them with your naked '...' (3 letters)
6. This is usually caused by a virus so antibiotics won't help (5 letters)
7. '42' is the answer to the meaning of this, the universe and everything (4 letters)
8. What does 'anti' mean in the word antibiotic? (7 letters)
9. What does 'biotic' mean in the word antibiotic? (6 letters)
10. Someone who treats sick animals (3 letters)
12. Another name for a germ (3 letters)



Education for Children: e-Bug.eu

A screenshot of the e-Bug website's 'EAAD Teacher Competition - 2012/13' page. The page has a blue background with a large, detailed image of a feather on the left and a microscopic view of bacteria on the right. At the top, there is a navigation bar with links for 'Home', 'Primary Schools', 'Secondary Schools', 'Competitions', and 'Project Info', along with a dropdown menu for 'United Kingdom'. The main content area is framed in orange and contains the following text: 'The competition deadline has now been extended until Friday 18th October!', 'Sponsored by the British Society for Antimicrobial Chemotherapy', a paragraph about EAAD, a logo for 'EUROPEAN ANTIBIOTIC AWARENESS DAY' with a stethoscope icon, and the text 'A European Health Initiative' with the EU flag. Below this are sections for 'Who is the competition for?' (teachers and educators in KS2 and KS3/4), 'What is the competition?' (share your skills), 'The prize' (£100 and £500* for school, plus membership), and 'To enter' (video recording, YouTube link, or lesson plan with photos).

e-Bug

Home | Primary Schools | Secondary Schools | Competitions | Project Info | United Kingdom

EAAD Teacher Competition - 2012/13

The competition deadline has now been extended until Friday 18th October!

Sponsored by the British Society for Antimicrobial Chemotherapy

European Antibiotic Awareness Day (EAAD) is celebrated on 18th November each year to raise awareness about prudent antibiotic use and the threat of antibiotic resistance. To highlight this important day to schools the e-Bug team run an annual schools competition.



Who is the competition for?

The competition this year is open to **teachers** and **educators** in **2 age categories - KS2 and KS3/4**

What is the competition?

Have you got an innovative approach to teaching? Teaching about antibiotics is tough, so we thought we would ask you to **share your skills** with other teachers via e-Bug.

To enter, send us a **video recording**, **YouTube link** or **written lesson plan with photos** of how you would teach students about antibiotics to e-bug@phe.gov.uk

The prize

For each category the winning teacher will receive **£100** and **£500*** for their school and **free annual school corporate membership** to the SGM.



Published Journal Articles

This year there were 36 journal articles and editorials published for EAAD with a special EAAD release in both *The Lancet* and the *Journal of Antimicrobial Chemotherapy*.

THE LANCET



Subscribe | Register | Login

Search for in All Fields [Advanced Search](#)

Home | Journals | Content Collections | Multimedia | Conferences | Information for

Antibiotic resistance—the need for global solutions

Published November 17, 2013

Executive summary

The causes of antibiotic resistance are complex and include human behaviour at many levels of society; the consequences affect everybody in the world. Similarities with climate change are evident. Many efforts have been made to describe the many different facets of antibiotic resistance and the interventions needed to meet the challenge. However, coordinated action is largely absent, especially at the political level, both nationally and internationally. Antibiotics paved the way for unprecedented medical and societal developments, and are today indispensable in all health systems. Achievements in modern medicine, such as major surgery, organ transplantation, treatment of preterm babies, and cancer chemotherapy, which we today take for granted, would not be possible without access to effective treatment for bacterial infections. Within just a few years, we might be faced with dire setbacks, medically, socially, and economically, unless real and unprecedented global coordinated actions are immediately taken. This Commission describes the global situation of antibiotic resistance, its major causes and consequences, and identify key areas in which action is urgently needed.

Comments

Antibiotic resistance: global response needed

Simon J Howard, Mike Catchpole, John Watson, Sally C Davies

[Full Text](#) | [PDF](#)

Global collaboration to encourage prudent antibiotic use

Sarah Earnshaw, Andrea Mendez, Dominique L Monnet, Lauri Hicks, Marilyn

Cruickshank, Lynn Weekes, Howard Njoo, Stacie Ross

[Full Text](#) | [PDF](#)



Related content published in The Lancet Infectious Diseases

Antibiotic resistance: long-term solutions require action now

The Lancet Infectious Diseases

[Full Text](#) | [PDF](#)

OXFORD JOURNALS CONTACT US MY BASKET MY ACCOUNT

Journal of Antimicrobial Chemotherapy

ABOUT THIS JOURNAL CONTACT THIS JOURNAL SUBSCRIPTIONS CURRENT ISSUE ARCHIVE SEARCH

Oxford Journals > Medicine > Journal of Antimicrobial Chemotherapy > Free JAC articles for European Antibiotic Awareness Day

FREE JAC ARTICLES FOR EUROPEAN ANTIBIOTIC AWARENESS DAY

THE JOURNAL

Taking place on 18th November, [European Antibiotic Awareness Day](#) aims to raise awareness about the threat to public health of antibiotic resistance and prudent antibiotic use.

Free Articles

Antimicrobial stewardship: English Surveillance Programme for Antimicrobial Utilization and Resistance (ESPAUR)

Diane Ashiru-Oredope and Susan Hopkins on behalf of the English Surveillance Programme for Antimicrobial Utilization and Resistance Oversight Group.

Initiatives to improve appropriate antibiotic prescribing in primary care

Diane J. Harris.

Current initiatives to improve prudent antibiotic use amongst school-aged children

Donna M. Lecky and Clodna A. M. McNulty.

Read Dr Donna Lecky's blog post on this article on the OUP blog: [Worn out Wonder Drugs](#)

The increasing role of pharmacists in antimicrobial stewardship in English hospitals

H. J. Wiskens, S. Farrell, D. A. J. Ashiru-Oredope, A. Juddlin, A. Holmes, and in collaboration with the Antimicrobial Stewardship Group of the Department of Health Advisory Committee on Antimicrobial Resistance and Health Care Associated Infections (ASG-ARHAI).

Appropriate international measures for outpatient antibiotic prescribing and consumption: recommendations from a national data comparison of different measures

Samuel Coenen et al.

Determinants of between-country differences in ambulatory antibiotic use and antibiotic resistance in Europe: a longitudinal observational study

A. Blommaert et al.

Emerging clinical role of pivmecillinam in the treatment of urinary tract infection in the context of multidrug-resistant bacteria

Simon Dewar, Lee C. Reed, and Roland J. Koerner.

Antibiotic usage in German hospitals: results of the second national prevalence study

Sonja Hansen et al.

Patterns of antibiotic use in the community and challenges of antibiotic surveillance in a lower-middle-income country setting: a repeated cross-sectional study in Vellore, south India

Sujith J. Chandry et al.

An evaluation of the impact of antibiotic stewardship on reducing the use of high-risk antibiotics and its effect on the incidence of *Clostridium difficile* infection in hospital settings

- > About this journal
- > Free leading articles
- > Free Editorials
- > JAC Supplements
- > Rights & Permissions
- > This journal is a member of the Committee on Publication Ethics
- > We are mobile - find out more

Published on behalf of

> [The British Society for Antimicrobial Chemotherapy](#)

Impact factor: 5.338

5-Yr impact factor: 4.686

Editor-in Chief

Prof Alan P. Johnson

> [View full editorial board](#)

FOR AUTHORS

- > [Instructions to authors](#)
- > [Online submission instructions](#)
- > [Submit Now!](#)
- > [Self-archiving policy](#)



Veterinary Involvement

- This was the first year of Veterinary Involvement in EAAD in the UK
- Notable outputs included:
 - 6 peer-reviewed publications, several magazine publications;
 - key messages for veterinarians to pass on to animal owners (pets and livestock); and
 - conferences

FECAVA
Federation of European Companion Animal Veterinary Associations

FECAVA Advice to Companion Animal Owners on Responsible Use of Antibiotics and Infection Control

Inappropriate use of antibiotics (antimicrobials) could harm your pet, you and your family and is a threat to global health. Everyone needs to act responsibly including you as an animal owner.

ANTIBIOTICS ARE IMPORTANT
Many infections cannot be managed without antibiotics but resistance towards these is becoming an issue. Owners and veterinarians need to work together to solve this.

ARE ANTIBIOTICS REALLY NECESSARY?

- Not all infections are caused by bacteria, e.g. some are viral and do not respond to antibiotics. Also, not all bacterial infections require antibiotic therapy.
- Many wound and skin infections can be resolved by local wound care and antibacterial washes. Ask your veterinarian to show you how to do this.

DIAGNOSTICS ARE IMPORTANT
To investigate if a bacterial infection is the cause of your animal's illness, the veterinarian might need to collect samples to look for signs of infection or to identify the bacteria involved through bacterial culture. Supporting this will increase the chance of your animal's recovery without unnecessary risks (e.g. treatment failure).

DON'T EXPECT ANTIBIOTICS
Do not demand antibiotics if your veterinarian does not prescribe them; in most cases it is not appropriate to use antibiotics in a precautionary manner. Unless your animal is seriously ill and is admitted to an animal hospital for care, always ask your veterinarian if the prescribed antibiotics are really necessary, or if something else could be tried first.

ALWAYS FOLLOW YOUR VETERINARIAN'S ADVICE

- Give the antibiotics as instructed. Contact your veterinarian if the treatment is not effective within the recommended period.
- Do not change dosage or stop therapy in advance and keep your follow up appointments.
- Do not share antibiotics with other animals or animal owners.
- Never use left over medicines.

HANDLE YOUR ANIMAL IN A CLEAN WAY
Always use gloves and disinfect your hands before and after attending to wounds or cleaning ears.

KNOW WHAT TO EXPECT
If your veterinarian is aware of the correct protocols for hygiene and infection control, he/she will wear a short-sleeved shirt or coat to enable proper disinfection of hands between patients.

- No rings, wristwatches or jewellery should be worn.
- Hands should be clean and disinfected before handling your animal.
- Gloves should be worn when handling infected tissue or wounds.

This paper has been made by the Federation of European Companion Animal Veterinary Associations (FECAVA) in collaboration with the Stella Mores Foundation.

FECAVA WORKING GROUP ON HYGIENE AND THE USE OF ANTIMICROBIALS IN VETERINARY PRACTICE 6 OCTOBER 2013

Veterinary Record

BVA Journal of the British Veterinary Association
British Veterinary Association

Online First Current issue Archive About us Submit a paper

Online First Current issue Archive RSS Events Topic collections

Home > Volume 173, Issue 19 > Article

Veterinary Record 2013;173:461 doi:10.1136/vr.f6824

News and Reports

Antimicrobial resistance

Antimicrobial resistance: resources for vets and owners

TO mark European Antibiotic Awareness Day (EAAD) on November 18, the BVA has made available a range of resources on the responsible use of antimicrobials for vets and animal keepers to download from its website.

The resources for vets and veterinary practices can all be accessed from www.bva.co.uk/eaad. They include the BVA's guidance and poster on the responsible use of antimicrobials, and access to a BVA webinar 'Resisting antimicrobials: are we acting responsibly?'. Access to resources produced by the BVA's divisions is also available, including the British Small Animal Veterinary Association's 'PROTECT' advice and poster, and the British Equine Veterinary Association's ...

[Full text of this article]

CrossMark
click for updates



Veterinary Involvement

Help keep antibiotics working

DON'T INFECT



Antibiotics should only be used when necessary. A healthy pet is better equipped to fight off infections than an unhealthy one. Therefore, keeping your pet fit and well through good nutrition, exercise, regular worming and vaccinations may reduce the need for your pet to receive antibiotic treatment. It is also important to minimise the possibility of bacteria being transferred between pets and humans and vice versa so when handling or stroking your pet use good hygiene measures, such as washing your hands.

DON'T EXPECT

Not every infection needs to be treated with antibiotics so don't expect antibiotics from your vet. If your vet does prescribe antibiotics it will be after a clinical assessment and they will decide which antibiotic, at what dose and for how long is correct. Antibiotics come in different classes and each is used to target different infections, no antibiotic is necessarily 'stronger' than another. Your vet may also need to carry out laboratory tests to ensure that the right antibiotic is prescribed for the right bacteria.



DO PROTECT



Follow the advice given by your vet and use any antibiotics prescribed in accordance with their labelling instructions. Complete the full course prescribed even if your pet gets better after a few doses. Inform your vet early if you have any difficulty in giving the antibiotic to your pet, or if after a few days your pet does not seem to be getting better, as delay in treating infection can make it harder to treat in the long term.

Antibiotics are essential medicines for treating bacterial infections in both humans and animals and they are losing their effectiveness at an increasing rate. Bacteria can adapt and find ways to survive the effects of an antibiotic. It is therefore important we use antibiotics in the right way, the right medicine, at the right dose, at the right time, and for the right duration to slow down the development of antibiotic resistance.

Antibiotics

For pet
owners

Antibiotics have to be **used carefully**. Some bacteria are getting resistant to these drugs, so we might not be able to stop some **diseases**.

Vets and owners have to work **together** to make sure this doesn't happen.

What are the three key questions?

1. Is it OK if my vet doesn't give antibiotics when my pet is ill?
Yes. Your vet will only use them when absolutely necessary. They are used for bacterial diseases, not ones caused by viruses, like cat flu.
2. Do I need to follow what my vet says?
Yes. Always give your pet the tablets, don't give them to another pet or stop the course without discussing this with your vet. Get in touch with your vet as well if you think the treatment isn't working.
3. Do I have to do anything myself?
Yes. You need to handle your pet in a clean way. Use gloves and wash your hands thoroughly after looking after an ill pet.



Veterinarians care for animals and people

"How to use antibiotics responsibly: advice for companion animal owners"

Antibiotic resistance in companion animals – much like in their human counterparts – is becoming a greater challenge. Antibiotic resistance occurs when the bacteria causing the infection are not affected by the antibiotic making it ineffective as treatment.

- ▶ **Antibiotics are not always the answer**
Not every infectious disease requires antibiotic treatment (e.g. viral infections, superficial cat bite wounds). Don't demand antibiotics when your veterinarian says they are not needed.
- ▶ **Antibiotics are lifesaving drugs**
Antibiotics are vital to treat and prevent disease in animals and humans. But the risk that the organism causing the disease will develop resistance to them increases every time they are used. To make sure antibiotics stay effective now and in the future, they must be strictly controlled, used only when really necessary and with caution.
- ▶ **"Keep your animal healthy"**
A healthy animal is better equipped to fight off infections. Make sure to keep your animal healthy by feeding food with a high nutritional value, provide a healthy lifestyle, having your animal regularly vaccinated and dewormed and keeping up its annual examinations by your veterinarian. If your animal gets sick, go to the veterinarian immediately.
- ▶ **"Do not self-medicate your animal"**
Do not share antibiotics between animals or re-use tablets prescribed for an earlier illness. They can be inappropriate for the current condition, toxic for certain animals, out of date or contaminated. Certainly do not give human medicines to your animal, they could be dangerous and ineffective.
- ▶ **"Wash your hands after petting your animal"**
People's hands are the most common way germs are spread. Although these germs can be harmless they may also be those that cause diseases, like stomach bugs and resistant bacteria such as MRSA/RSF between animals and people. Washing your hands properly with soap and warm water is the single most important thing you can do to help reduce the spread of infections between you and your animal.
- ▶ **"Diagnostic tests might be needed"**
In order for your veterinarian to know whether treatment with antibiotics is really necessary and if so, which antibiotic will work best, a laboratory test might be needed. Your veterinarian will then be able to prescribe the right antibiotic for the right bacteria. Older antibiotics, such as Penicillin are often as effective as modern antibiotics.
- ▶ **"Follow the dosage and instructions"**
Make sure that you give your animal all the recommended doses of an antibiotic as prescribed by your veterinarian; even if your animal got better after a few doses. Not only will this help cure the current infection, but it will also help to keep the bacteria from discovering new ways of being resistant to the antibiotic.
- ▶ **"Talk to your veterinarian"**
If you have worries or questions in relation to antibiotic resistance, do not hesitate to discuss these with your veterinarian. He/she is your expert and best advisor. Build up a good relationship with your veterinarian, in order to work together to keep your companion health and happy.

GLOSSARY

Antibiotics: drugs that kill disease-causing agents such as bacteria. They are not effective against viruses.
MRSA, methicillin-resistant *Staphylococcus aureus*, highly-resistant bacteria that are typically found in human hospitals but can cause infection in animals.
RSF, methicillin-resistant *Staphylococcus pseudintermedius*, a highly-resistant form of bacteria that typically cause infections in animals but are rare occasions have caused human infection.



Press Releases

A PHE press release picked up significant media attention from:

- BBC News
- The Times
- The Daily Express



GOV.UK

Search

Departments Topics Worldwide How government works Get involved
Policies Publications Consultations Statistics **Announcements**

Press release

Green phlegm and snot ‘not always a sign of an infection needing antibiotics’

Organisation: [Public Health England](#)
Page history: Updated 18 November 2013, [see all updates](#)
Topic: [Public health](#)

Advice on European Antibiotics Awareness Day (18 November) to raise awareness of the risks of inappropriate use of antibiotics.



Having green phlegm or snot is not always a sign of a bacterial infection that will require antibiotics to get better, says Public Health England (PHE) and the Royal College of General Practitioners (RCGP).

This advice is issued on European Antibiotics Awareness Day (18 November) which aims to raise awareness of the risks associated with the inappropriate use of antibiotics and how to use them responsibly.

Research by PHE’s Primary Care Unit has found that 40% of the general public believed that antibiotics would help a cough with green phlegm get



Media Attention

Watch Sky News **LIVE** 19 November 2013

HOME UK WORLD US BUSINESS POLITICS TECHNOLOGY ENTERTAINMENT STRANGE NEWS WEATHER

Antibiotics Warning: Resistance 'Growing'

Scientists call for "global co-ordinated actions" to transform the way life-saving drugs are developed to tackle the problem. 4:48am UK, Sunday 17 November 2013

Video: Antibiotics Resistance Growing

[Tweet](#) (243) [Recommend](#) (685) [+1](#) (9) [Email](#)

By Enda Brady, Sky News Reporter

The world faces "unimaginable setbacks" unless it tackles the growing threat of resistance to antibiotics, according to an international group of experts.

The latest research by the 26-strong group predicts major problems unless governments work together immediately.

Antibiotic resistance happens when bacteria evolve mechanisms to withstand the

BBC Sign in News Sport Weather iPlayer TV Ra

NEWS HEALTH

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Env

18 November 2013 Last updated at 01:56 [Share](#) [f](#) [t](#) [m](#) [b](#)

Antibiotics not for running noses, warn doctors

Running noses and green phlegm do not mean patients need antibiotics, say doctors and public health experts.

It was described as a "prevailing myth" that the drugs were needed to treat such infections.

Public Health England and the Royal College of General Practitioners said the symptoms were often caused by viruses.

And the use of antibiotics was leading to resistance, they said.

Public Health England said its own research showed that 40% of people thought antibiotics would help a cough if the phlegm was green, while very few thought it would make a difference to clear-coloured phlegm.

Related Stories

- [Analysis: Antibiotic apocalypse](#)
- [Antibiotic resistance 'threat to UK'](#)
- [Q&A: Antibiotic resistance](#)

Professional Bodies

This year there were 42 non-NHS professional bodies that registered participation with EAAD.

Key activities involved:

- Conferences
- Publications
- Social Media campaigns
- Workshops
- Posters
- Press Releases

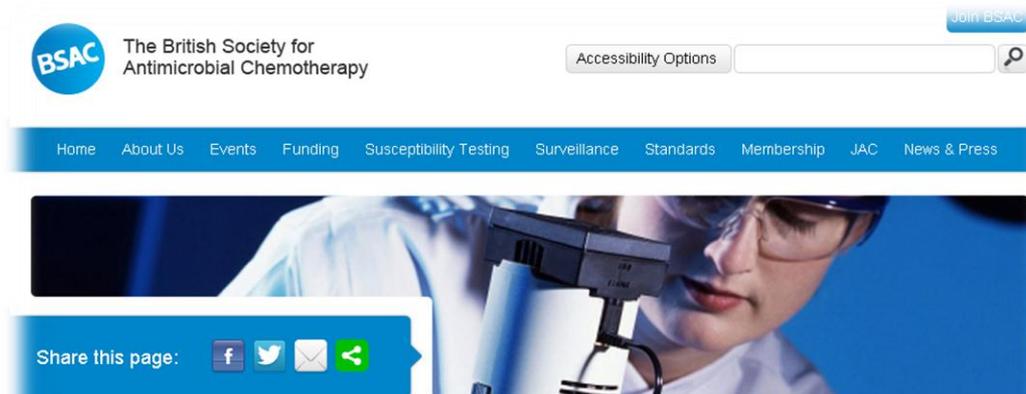




Professional Bodies: BSAC

BSAC led on several large scale initiatives for EAAD

- NICHE Campaign
- Thunderclap Pledges
- Antibiotic Action Petition



Latest News

UK Standards for Microbiology Investigations (SMI) Publication of Quarterly Report (Winter Update)

Resistance surveillance programme, posters accepted for presentation at ECCMID for 12th consecutive year!

Consultations: UK Standards for Microbiology Investigations (SMI)

FIS 2013 Action on Infection – Podcasts now available

DEADLINE EXTENSION ANNOUNCEMENT: Implantable Cardiac Electronic Device (ICED) infections

JPIAMR: First transnational call OPEN and Strategic Research Agenda PUBLISHED!!

BSAC and European Antibiotic Awareness Day

European Antibiotic Awareness Day on 18 November is a now important part of the BSAC calendar. It offers a unique opportunity for the Society to work with its peers in engaging stakeholders and educating on the importance of antibiotic resistance and promoting effective antibiotic use.

In 2013 the Society contributed to numerous activities. In particular, we worked with our publisher OUP to make a number of papers in the Journal of Antimicrobial Chemotherapy, around the topic of stewardship and effective antimicrobial use. We also charged. CLICK HERE to access a list of the freely available papers.

Our [Keep Antibiotics Working](#) Thunderclap campaign was launched on 18 November. Supported by over 570 individuals the thunderclap resulted in **275,000 individuals** at the same time via social networks, inviting them to pledge "I will NOT expect antibiotics for cold/flu; instead I will ask how symptoms". Simultaneously we collaborated on a Thunderclap Initial Association of Clinical Oral Microbiologists. Entitled [Antibiotic Action](#), the thunderclap invited 30,532 recipients to pledge "...that where a patient needs drainage this is provided before considering the use of antibiotics".

BSAC also launched its NICHE campaign – offering all prescribers the opportunity to make a difference and prevent antibiotic resistance! NICHE is an electronic poster campaign



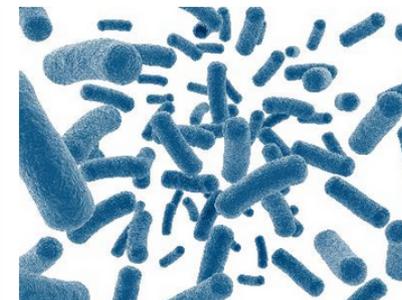


Professional Bodies: CPPE

CPPE created a set of educational resources, e-challenges and workshops aimed at community pharmacists, pre-registration pharmacists and pharmacy technicians, pharmacists and pharmacy students.

These included a new resource training programme “Focal Point: Antibacterials” for developing knowledge on antimicrobial resistance, fostering antimicrobial stewardship, and improving prescribing practise.

The screenshot shows the CPPE website interface. At the top, it reads 'CPPE CENTRE FOR PHARMACY POSTGRADUATE EDUCATION'. Below this is a navigation menu with links for 'home', 'about CPPE', 'my CPPE', 'my role', 'learning', 'assessment', 'viewer', 'buy', 'blog', 'help', and 'login'. The main content area is titled 'European Antibiotic Awareness Day' and contains several sections: 'about CPPE', 'new to CPPE?', 'contact us', 'using CPPE and its services', 'customer service', 'organisation and team', 'find your local tutor', 'latest news', 'e-challenge', 'blog', 'CPPE videos', 'CPPE publications', 'join in', and 'accessibility'. The 'latest news' section highlights the 'European Antibiotic Awareness Day (EAAD)' held on 18 November, aimed at encouraging responsible use of antibiotics. It also mentions a new event, 'Antibacterials focal point', and provides links to resources and publications related to antimicrobial resistance and stewardship.





PAGB and Pharmacy Voice campaign

treat yourself better
without antibiotics

Symptom checker Warning signs Expert advice FAQs Media centre Useful links References Search Cookie Policy

Are you fed up of suffering with a cough, cold, flu or sore throat? Click here to find out what you can do to treat yourself better.

treat yourself better
without antibiotics

48% of the population visit their doctor expecting antibiotics for cold and flu, which won't work

1 in 5 people unnecessarily visit their GP for cold and flu symptoms

45% of people wrongly think antibiotics can treat winter ailments like cold and flu

Tweet

Tweet

Home
Symptom checker



Conferences



National Resource for Infection Control (NRIC)

Home Browse Settings Clinical Practice Transmission Diseases / Organisms Policy / Guidance Search

European Antibiotic Awareness Day, 18th November 2013

Programme

Menu

- Introduction
- Programme
- UCL Experts Response
- NRIC on Facebook
- NRIC on Twitter



European Antibiotic Awareness Day, 18th November 2013

A RESPONSE TO THE DEPARTMENT OF HEALTH ANTIBIOTIC RESISTANCE STRATEGY

Wednesday 20th November 13.00 – 18.00

UCL Roberts G06, Malet Place, London, WC1E 7BT

coordinated by Professor Tim McHugh and Dr Patty Kostkova

13:00 - 13:30	The strategy introduced Claire Boville, Department of Health
SESSION 1 IMPROVING ANTIBIOTIC STEWARDSHIP	
13:30 - 13:50	Reflections on International Efforts Professor Barry Cookson, UCL
13:50 - 14:10	NRIC and edugames4all: evidence dissemination and engagement for professionals and public - a key area in tackling AMR Dr Sue Wiseman & Dr Patty Kostkova, UCL & NRIC
14:10 - 14:30	The role of the English Surveillance Programme on Antimicrobial Use and Resistance in improving stewardship Dr: Susan Hopkins, UCL & PHE
14:30 - 14:50	The role of behaviour and behaviour change in antibiotic resistance Professor Susan Michie, UCL

In this section

- ▶ Forthcoming events
- ▶ Public events
- ▶ Past events
- ▶ Join the Chemistry Centre mailing list

Tools

- ✉ Email this to a friend
- ➦ Add to del.icio.us
- 🔍 Digg this story
- 📱 Share on Facebook
- 📰 Seed Newsline
- 📺 Reddit this
- 🐦 Twitter this

Beating the Superbugs: avoiding an antibiotic apocalypse

18 November 2013 6 pm
The Chemistry Centre, Burlington House, Piccadilly, London W1J 0BA

Resistant bugs are killing 25,000 people a year across Europe - almost the same number of people die in road traffic accidents. As bacteria continue to develop resistance and the flow of new antibiotics is diminishing, there is now a real threat to human health. To help better understand these challenges and how they can be addressed, the Royal Society of Chemistry is hosting a panel discussion. Some of the key issues which will be explored are:



- Overcoming the scientific barriers in researching new antibiotics. How do we find new treatments that kill the bugs without killing the patients?
- Ensuring the conservation and appropriate use of antibiotic drugs
- Ensuring the research and development of new antimicrobials is financially viable for those investing in the drug discovery pipeline
- Tackling this issue on a global scale through global surveillance and monitoring

The panel

The discussion will be chaired by science journalist and TV presenter, Dr Michael Moseley, and panellists include:

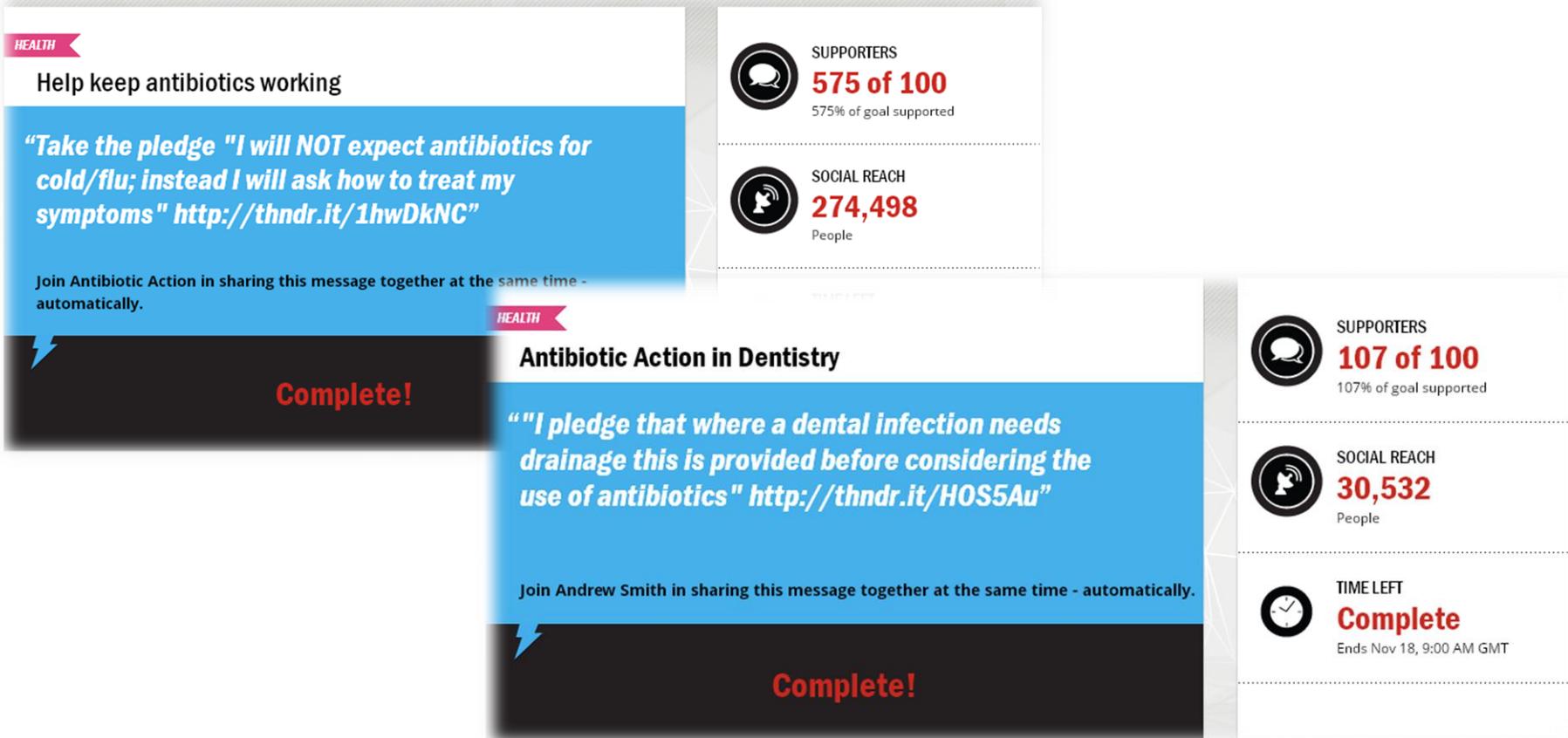
- Introduction video: Professor Dame Sally Davies, Chief Medical Officer, England
- Dr Nicholas Brown, President of the British Society for Antimicrobial Chemotherapy (BSAC), which set up and oversees the 'Antibiotic Action' initiative
- Professor Barry Cookson, Honorary Professor at University College London and former Director of the Laboratory of Healthcare Associated Infection (HCAI) 1990-2012
- Professor Chris Schofield, Head of Organic Chemistry at the University of Oxford and researcher in developing new antibiotics

Join the discussion

Join the discussion on Twitter @RSC_Science and #chemistryweek



Social Media - Thunderclaps





Twitter: #EAAD #AntibioticResistance



HPSC @hpscireland · Nov 22

Taking antibiotics for colds and flu? There's no point bit.ly/1fqCZjj
#EAAD pic.twitter.com/Odz83RKPI3



Department of Health @DHgovuk · Nov 18

RT @LizatDH: Sally Davies, Chief Med Officer, talks about European Antibiotics Awareness Day #EAAD audioboo.fm/boos/1737646



PublicHealthEngland @PHE_uk · Nov 18

Got green phlegm and snot? You probably don't need #antibiotics to get better. See more in our #EAAD release bit.ly/17fLqsO



EAAD @EAAD_EU · Nov 18

MT @TheLancet: Global healthcare delivery system must be re-engineered to counter #antibiotic resistance threat bit.ly/1aMuDKS #EAAD



RCGP @rcgp · Nov 18

Overuse of antibiotics is serious public health concern & can make treatment ineffective says @Maureenrcgp on #EAAD bbc.co.uk/news/health-24...



Antibiotic Action @TheUrgentNeed · Nov 18

Detection of antibiotic resistance in real-time could help fight this recurrent problem: youris.com/Health/HEALTHT... UCL podcast for #EAAD



Oxford Journals @OxfordJournals · Nov 18

JAC is pleased to offer a selection of free articles to show its support for European Antibiotic Awareness Day #EAAD oxford.ly/WhHcHL



The RCN @theRCN · Nov 18

It's European Antibiotic Awareness Day today – help us reduce #antibioticresistance and keep antibiotics effective rcn.org.uk/newsevents/new...

On the front line



Northern Ireland



Dartford and Gravesham



Dartford and Gravesham



Barking Havering & Redbridge



BPSA Student Health Campaigns

On the front line

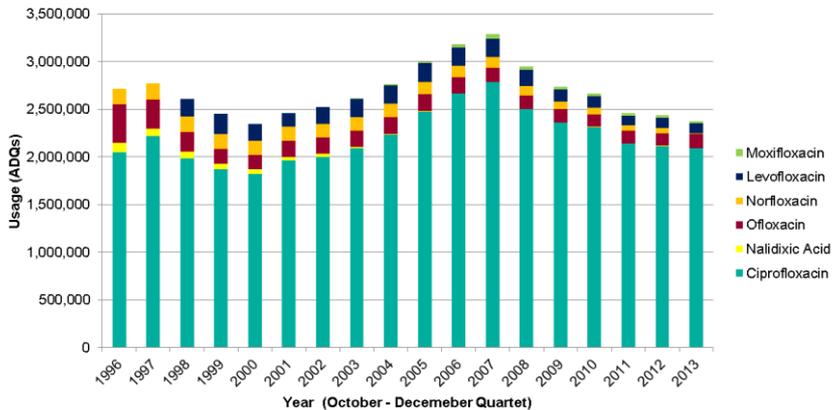




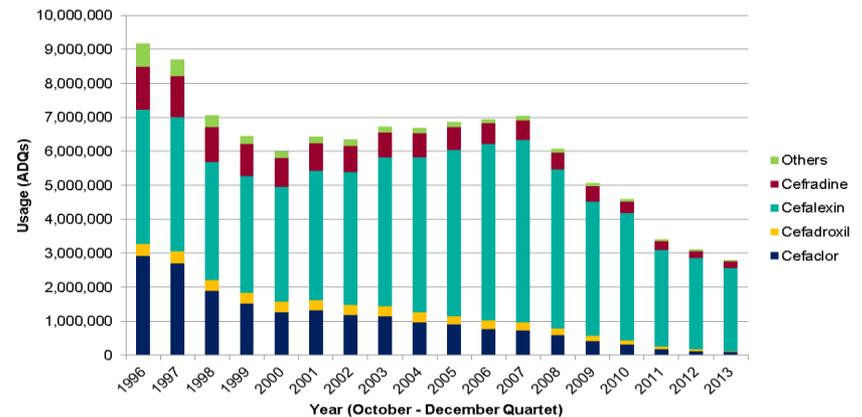
Primary Care Antibiotic Use: 1996 – 2013

Supported by the Department of Health

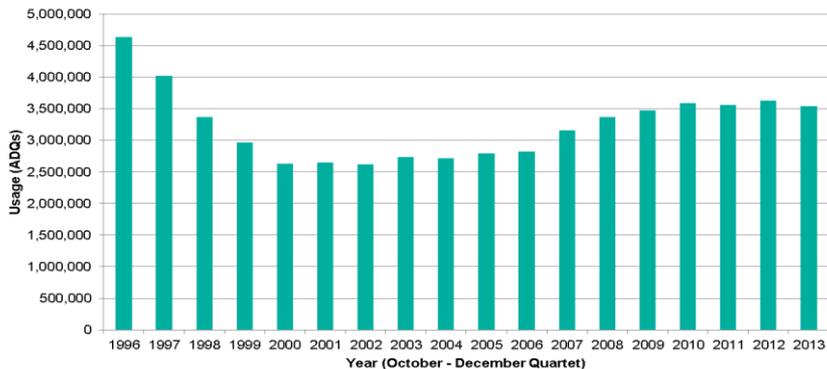
Trends in Usage of Quinolones in General Practice in England Between October - December



Trends in Usage of Cephalosporins in General Practice in England Between October - December



Trends in Usage of Co-Amoxiclav in General Practice in England Between October - December



Data from NHS BSA for primary care antibiotics use, shows that since 2008, there has been a **year on year reduction** in the prescriptions for quinolones and cephalosporins (**19% and 54% respectively**), however prescriptions for co-amoxiclav have increased over the same period (5%). Compared to 2012, prescriptions for cephalosporins, quinolone and co-amoxiclav have reduced by 10%, 2% and 2.5% respectively

Similar robust data is currently not available for secondary care but will be available from 2014 through the work of the new national programme ESPAUR – The English Surveillance Programme for Antimicrobial Utilisation and Resistance

Conclusion

	Key Measurable Process Outcomes		
	2011	2012	2013
Professional Organisations	30	36	41
Publications	11	11	36
Bulletins	3	7	36
Website Page Views			
<i>04 Oct – 31 Dec</i>			
DH Resources	2 230	2 221	23 793
e-Bug.eu	143 642	227 052	222 698
NHS Choices	9 040	13 589	18 821

EAAD 2013 built upon successes of previous years, and has made large advances in the engagement of professionals exemplified by the increase in organisational participation and publications and bulletins.

EAAD has been a DH-led initiative since 2008; leadership will be taken over by PHE in April 2014. Public Health England aims to build upon their hard work and success of leading EAAD in England for the future.