World Antibiotic Awareness Week, European Antibiotic Awareness Day and Antibiotic Guardian Campaign: Overview of Activities 2017
Antibiotic resistance is a complex global public health issue. An integrated cross-sector, One Health approach (human, animal and environment) across national, European and international levels is required to combat the spread of antibiotic resistance.

The Department of Health published the UK Five-Year Antimicrobial Resistance Strategy (AMR) in 2013. The overarching goal is to slow the development and spread of AMR by: improving the knowledge and understanding of AMR; conservation and stewardship of the effectiveness of existing treatments; stimulating the development of new antibiotics, diagnostics and novel therapies.

Each year, the World Health Organisation highlights the importance of antibiotics during World Antibiotic Awareness Week. During this time the theme, Antibiotics: Handle with Care, reflects the overarching message that antibiotics are a precious resource and should be preserved. They should be used to treat bacterial infections, only when prescribed by a certified health professional. Antibiotics should never be shared and should be taken as directed and not saved for the future.

European Antibiotic Awareness Day (EAAD) was initiated by the European Centre for Disease Prevention and Control (ECDC) in 2008 and is held on 18 November every year aiming to raise awareness on how to use antibiotics in a responsible way that will help keep them effective for the future.

For full details on the overview of activities for 2017, visit AntibioticGuardian.com
EXAMPLES OF ANTIBIOTIC AWARENESS CAMPAIGNS IN 2017

Misusing and overusing ANTIBIOTICS puts us all at risk

Always follow the advice of a qualified health care professional when taking antibiotics

Antibiotic resistance: Infectious agents are often resistant to any drug, or not treatable

It's the bacteria itself, not the patient, that becomes resistant to antibiotics

When bacteria become resistant to antibiotics, cure rates will no longer be possible

Antibiotic Awareness

What are antibiotics?

Antibiotics are important medications used to treat infections caused by bacteria. Antibiotics DO NOT treat infections caused by viruses.

What are viral infections?

Viral infections are very common. They include all colds and flu, and many infections of the nose, throat, ears, skin, and chest (respiratory tract).

Why should antibiotics NOT be used to treat viral infections?

- Antibiotics DO NOT work.
- Taking antibiotics that you do not need, e.g. to treat viral infections can lead to antibiotic resistance.
- Resistance occurs when bacteria are exposed to antibiotics. As a result, some antibiotics have become less effective against the bacteria to which they were designed to fight.
- Viruses caused by resistant bacteria can be very difficult to treat.

World Antibiotic Awareness Week 2017

WORLD ANTIBIOTIC AWARENESS WEEK
13-19 November 2017
Theme: Seek advice from a qualified healthcare professional before taking antibiotics
PLEDGING TO ACTION

The year-round Antibiotic Guardian campaign acts as a driver to increase engagement among healthcare professionals and provide an outcome measure of engagement by individuals and organisations. A pledge system helps people feel that they have taken concrete personal and collective action to help keep antibiotics active. This may in turn act as a catalyst for behaviour change that is measured through follow-up.

In 2017, following a successful pilot of a public facing media campaign on AMR, a national campaign called Keep Antibiotics Working (using TV, radio and social media) was launched. The message of the campaign was twofold: a) taking antibiotics when not needed puts you and your family at serious risk and b) trust your doctors’ and healthcare professionals’ advice.

Also in 2017, Keep Antibiotics Working and Antibiotic Guardian were aligned in look and feel, bringing together the purpose and credibility of the Antibiotic Guardian programme with the scale and recognition of the nationwide consumer campaign to establish Keep Antibiotics Working as PHE’s unifying brand to manage AMR for the public. Both campaigns share objectives which support the government ambition to reduce inappropriate prescribing in the UK by half by 2020.
In addition to the two previously published peer review publications, in July 2017 a qualitative evaluation of the Antibiotic Guardian campaign was peer-reviewed and published in BMC Public Health Journal.

On 01 February 2018, the peer-reviewed manuscript: Expansion of the ‘Antibiotic Guardian’ one health behavioural campaign across Europe to tackle antibiotic resistance: pilot phase and analysis of AMR knowledge was published in European Journal of Public Health.
GAINING SUPPORT

Primary Care letter

PHE, in collaboration with NHS England and Department of Health, sent letters to chief executives in primary and secondary care.

Within the letter, organisations were invited to register their support for the campaign and join a national promotional network.

In 2017: letters signed by the Chief Medical Officer, Chief Nursing Officer, Chief Pharmaceutical Officer, Chief Dental Officer, Chief Scientific Officer, and CEOs of PHE and HEE were written for:

- NHS: Primary Care
- NHS: Secondary Care
- Local Authority
- Professional Organisations
- Universities

University letter

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- Local Authority
- Professional Organisations
- Universities

Support the PHE National AMR Campaign for the public.

To 20 October 2017 a national campaign www antibioticsworking was launched by PHE across England to support the government’s efforts to reduce inappropriate prescriptions for antibiotics by raising awareness of the risks of antibiotic resistance and reducing demand from the public using TV, radio and social media. The messaging for the campaign aims to have patients to a better understanding that taking antibiotics when they don’t need them puts them and their family at risk and risks train their doctors and
EDUCATIONAL MATERIALS

Educational materials from previous years were updated with the new branding including the Prescriber’s checklist; quizzes; toolkit for healthcare professionals and a new students’ toolkit; posters and leaflets. More material including posters, leaflets and peer-review publications available at AntibioticGuardian.com
BECOME AN ANTIBIOTIC GUARDIAN

As of 12 February 2018, there are 59,206 Antibiotic Guardians.

The Antibiotic Guardian website reflected updated branding for healthcare professionals and students that allowed them to support antibiotic awareness campaigns in the UK.

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

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

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

Call to action: Choose one simple pledge about how you can help keep antibiotics working.

To enable subtitles for the video, click on cc (lower right section of the video screen).
Graphics and tweets were used in conjunction for World Antibiotic Awareness Week and European Antibiotic Awareness Week to connect with the general public via social media outlets.

**The Numbers**

- **11,217M** IMPRESSIONS
- **5,737** TWEETS
- **2,333** PARTICIPANTS
- **40** AVG TWEETS/HOUR
- **2** AVG TWEETS/PARTICIPANT

Tweet date from the #AntibioticGuardian hashtag from Sun, November 12th 2017, 11:25AM to Sat, November 18th 2017, 11:25AM (Europe/London).
SENior Support for Antibiotic Guardian

Antibiotic Guardian has received support from high-profile individuals including Jeremy Hunt and Professor Sally Davies.
Total number of pledges on 31 December 2017
In 2017, 149 organisations registered planned activities, leading to a 166% increase in registrations from the prior year (90 organisations). [http://antibioticguardian.com/registered-organisations/] These are showcased in the following slides.
EXAMPLES OF ACTIVITIES LED BY INDIVIDUAL ORGANISATIONS

Bath and North east Somerset, which continued use of the #SeeItSnapItShareIt campaign materials to deliver AMR messaging all winter in 2017 and for 2018 plan to focus on Antibiotic Amnesty – adopt/adapt Imperial and CPPE campaign to encourage public to return unused antibiotics to community pharmacies.

University Hospitals of Leicester (UHL), working in conjunction with local CCGs, community pharmacies, Universities and County Scout Group to deliver a regional campaign.

Bristol City Council, where activities were run teaching children an understanding of resistance and the importance of handwashing, alongside social media engagement, for example, development of a superbug Snapchat geofilter by e-Bug and NICE.

University of Manchester, where events and workshops were run, alongside international school outreach initiatives.

Wiltshire Council, where ‘glow and show’ kits were developed for local libraries that provided information on handwashing and infection prevention and control.

More information on participating organisations, both locally and internationally available at the Antibiotic Guardian website: http://antibioticguardian.com/news/
Twitter campaign recycling previous infographics and key messages
Twitter polls to determine public knowledge on AMR
Supported other organisations via their twitter campaigns e.g. retweeting
VMD Stand at the London Vet Show
RUMA/VMD conference – fully booked (~200 attendees, including national press); Lord Gardiner opened the day; launch of VARSS and Sector Specific Targets; CVO interviewed at BBC breakfast

Survey [https://www.surveymonkey.co.uk/r/WTM2568](https://www.surveymonkey.co.uk/r/WTM2568)
Other activities from stakeholders

**Liverpool University** – debates on antimicrobial use and stewardship between medical and veterinary students. Blogpost on AMR publicised on the university Facebook page with ~3000 followers; blog on AMR for dairy farmers.

**FSA** – Combined their AMR messages with some of MHRA’s. Launched an EU AMR survey.

**RUMA** – released case study videos daily over WAAW on reduced antibiotic use on farm. Supported a One-Health conference with PHE. Many networking opportunities as a result. RUMA/VMD AMR conference.

**NOAH/Bella Moss Foundation** – launch of survey to assess understanding of how antimicrobial works amongst general public. Survey closes 18 March.

**AHDB** – recycled infographics and pushed via social media with a focus on the sheep industry. Generated valuable discussion around antibiotics usage data.

**British Equine Veterinary Association** – launched a campaign to encourage people to discuss how antibiotic use has been successfully reduced. Results to be shared as case studies for 2018 EAAD.

**Nottingham university** – One-health society united for an annual AMR project – treasure hunt to identify antibacterial properties within samples collected from the environment.

**BVA** – created a blog to discuss work achieved to address AMR. Published information on their website.

**Red Tractor** – shared and retweeted messages. New standards were launched 1st October.

**Scotland** – promoted the issue of AMR with information on human and animal isolates on the Scottish animal health website. Publication of their one-health report.

**Northern Ireland**: AMR workshop organised by the NI Department of health – 145 people took part.
2017 WAAW/EAAD activities in Scotland, Wales and Northern Ireland
Keep Antibiotics Working posters and leaflets displayed in all Community Pharmacies during Oct and Nov.

Printed posters, leaflets, colouring sheets, pens and stickers supplied by SAPG to health boards for use in hospital and community settings.

Letter from Scottish Government to health boards seeking support for local EAAD activities.

Blog aimed at care providers and parents about eye infections in young children.

Antimicrobial pharmacists visited schools to promote e-bug.

Novel approaches - one board made video featuring school children and one board featured treasure hunt for beach pebbles painted with antibiotic pictures and messages.
EXAMPLES OF 2017 WAAW/EAAD IN SCOTLAND

Sarah Thomson @Sarah1_Thomson · Jan 14
2017 #EAAD bug rock turned up in Broughty Ferry today - just about surviving the Scottish winter! #AntibioticGuardian #KeepAntibioticsWorking #CarnoustieRocks #NHSTayside

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

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

What you want to do:
To decrease resistance we need to cut the use of unnecessary antibiotics. Remember 15th is European Antibiotics Awareness Day. As part of that, we're asking everyone in the UK, in the public and the medical community to become Antibiotic Guardians.

Call to action:
Choose one simple pledge about how you’ll make better use of antibiotics and help save the vital medicine from becoming obsolete. To ensure that the information and knowledge on Antibiotics Stewardship is demonstrated before practicing healthcare across the nation, a series of awareness and educational events have been developed. These educational workshops/events, to be held in Leeds, Bristol and London, will provide guidance, resources and information for practitioners, strategies associated with antibiotic awareness. The events will provide an opportunity to understand how you and your organisation can support combat the global challenge faced by antibiotic resistance while sharing advice, support and resources to inform patients and staff.

13_fali, guasnoxes, ejanni, dale_brucex, tanttaka, susanita39 and carnoustierocks like this
azulalnacer: What a beautiful surprise! I'll fight against the abuse of antibiotics @carnoustierocks #carnoustierocks #nhs

Sarah's post
NHS WALES 2017 OVERVIEW OF ACTIVITIES

• Nov 2017 Welsh Government funding £21k for targeted public health campaign as part of AMR plan
• Community Pharmacy Wales:
  • One of two Public Health Campaigns a year, supported by Chief Pharmacists
  • Materials included posters, leaflets, prescription inserts, AG pledges and staff evaluation
  • Clinical focus on UTI prophylaxis and patient education
  • All 700 community pharmacies in Wales participated
  • Photoshoot plus media launch in University Hospital Wales, Cardiff
• AG campaign, aimed at general public plus all health care professionals – approx. 3000 pledges
• WCPPE and RPS support incl. podcast (general public) and webinar (pharmacists & GPs)
• Targeted social media campaign run by PHW, women 25-40, 345k hits across multiple platforms
• Cardiff Uni Mpharm student workshops & AG pledges
• Extensive work in HBs, stands and visits on 5 days WAAW with different themes each day
• Vet and farming communities mirrored human campaign including 262 AG pledges
EXAMPLES OF 2017 WAAW/EAAD IN WALES
Public Engagement event at W5 interactive science discovery centre – 18 Nov “Become an antibiotic guardian”

In partnership with Centre from Excellence for Public Health Northern Ireland and the STEM Ambassador Hub based at W5

Children and their families journeyed through W5 with an Antibiotic Guardian Passport which they had to complete by attending the different activities and demonstrations on each level of W5. Activities included:

• Visual and interactive demonstrations showing the children what different microbes are and how antimicrobial resistance develops

• An interactive game to help older children decide do they need an antibiotic or not.

• Engagement with parents and younger children to discuss antibiotics and when they are needed.

• ‘Design your own Microbe’ colouring in activity.

• The use of IPads and Tablets for children to play antimicrobial resistance games.  [https://longitudeprize.org/superbugs](https://longitudeprize.org/superbugs)

• Various antimicrobial resistance videos and cartoons on display throughout event.

Those who completed their passport received a certificate

Feedback from the event was extremely positive - 89% of those who completed our evaluation forms would attend this event again and felt that the information provided had given them a better understanding of when antibiotics are necessary.
EXAMPLES OF 2017 WAAW/EAAD AT PUBLIC HEALTH AGENCY – NORTHERN IRELAND

Public Engagement event at the Northern Ireland Science Festival, University of Ulster “The Antibiotic Apocalypse”

This event was targeted at adults and children aged 16 years and over and approximately 120 people attended. Members of the audience watched a short film about AMR called “Catch”. This was followed by presentations from local AMR experts including one from Public Health. This was an opportunity to share key messages about reducing the burden of AMR through careful antibiotic use and preventing infections in the first instance. The presentations were followed by a panel discussion which gave the audience an opportunity to ask questions.

E Bug resources were launched in Northern Ireland in partnership with Centre from Excellence for Public Health Northern Ireland and the STEM Ambassador Hub based at W5.
2017 World Antibiotic Awareness Week continued to expand interest, raise awareness and increase engagement with healthcare professionals across all UK countries.

The fourth year of the Antibiotic Guardian campaign continued to gain support and engagement, expanding to include more activities, as evidenced by the first student national AMR Conference, the updated branding in relation to the public’s ‘Keep Antibiotic Working’ campaign and other activities.

The video for the Keep Antibiotics Working campaign across England was viewed 10 million times on social media platforms with 81% of the audience agreeing with the message that ‘Taking antibiotics when you don’t need them puts you and your family at risk of antibiotic resistant infections’.

CONCLUSION
SAVE THE DATE

World Antibiotic Awareness Week
12-18 November 2018

European Antibiotic Awareness Day
18 November (Focussed activities on 14 and 15 November)

Toolkits for UK countries via http://antibioticguardian.com/healthcare-professionals/

Our actions protect antibiotics
BECOME AN ANTIBIOTIC GUARDIAN

Join us at antibioticguardian.com