World Antimicrobial Awareness Week (WAAW) & European Antibiotic Awareness Day (EAAD):

Resources toolkit for healthcare professionals in England in the context of the COVID-19 pandemic
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WAAW 2020

World Antimicrobial Awareness Week (WAAW) aims to increase awareness of global antimicrobial resistance (AMR) and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of drug-resistant infections.

This year the focus for WAAW and EAAD in England will be on Health and Social Care Workers.

Raising awareness of the risks of antimicrobial resistance remains important. However, considering the challenges of responding to the ongoing COVID-19 pandemic, a scaled back approach to WAAW local campaigns has been considered in this updated toolkit with a focus on digital means of communicating.

For other relevant antibiotic resources please see previously published toolkits.

If you have any queries about the campaign, contact the World Antibiotic Awareness Week/European Antibiotic Awareness Day and Antibiotic Guardian National Lead, Dr Diane Ashiru-Oredope at diane.ashiru-oredope@phe.gov.uk.

Click here to access the toolkit in an easy to download format and the digital resources and images.
Key messages for healthcare professionals on Antimicrobial Stewardship and COVID-19

This year, the COVID-19 pandemic has presented numerous additional challenges for health professionals managing patients with infections. Now, more than ever we need to continue to work together to prevent serious infections – including COVID-19 - whilst reducing inappropriate antibiotic use.

To avoid inappropriate antibiotic prescribing in the context of COVID-19, we recommend that healthcare professionals:

- follow current NICE guidelines to infer if pneumonia has a COVID-19, viral or bacterial cause
- treat coughs, fever and breathlessness related to COVID-19 in line with new clinical guidance, not with antibiotics. Please consider the COVID-19 and Flu pathway for diagnosis, testing and clinical management
- explain to patients that antibiotics do not prevent or treat viral infections including COVID-19. Antibiotics can cause side-effects, including nausea and diarrhoea. Antibiotics use can also increase the risk of spreading infections that are caused by bacteria resistant to antibiotics

Key actions for those with very limited time this WAAW

If you can only do two or three simple things to promote antibiotic awareness this WAAW, we suggest the following priority actions.

As an individual:

- choose a new or renew your pledge on the Antibiotic Guardian website and encourage five other people to do the same

As an infection lead:

- if you do only do TWO things this WAAW, register your organisation’s planned activities for WAAW and share the WAAW digital resources for healthcare workers
- if you only do THREE things this WAAW then choose a pledge on the antibiotic guardian website and share the digital resources for health care workers and watch the recorded ‘Planning your local WAAW/EAAD 2020’ workshop
- if you only do FOUR things this WAAW then choose a pledge on the antibiotic guardian website and register your organisation’s planned activities for WAAW and share the digital resources for health care workers and watch the recorded ‘Planning your local WAAW/EAAD 2020’ workshop
List of suggested actions for WAAW and EAAD 2020:

- register your organisation’s AMR awareness activities by using the online registration form (this will take less than five minutes). Following registration, you will receive an email with your certificate for your organisation which can be displayed.
- participate in the Global Twitter Storm on 18 November 2020 – images and messages available here. Please see below for further information.
- record and share a short pledge video to affirm your organisation’s (or your individual) commitment to tackling antimicrobial resistance. Click here for further information. Please see below for further information.
- access digital resources for health care workers that can be used and shared during WAAW 2020. These resources are new for 2020 including images and Twitter Polls. They are discussed further below.
- choose your Antibiotic Guardian pledge via www.antibioticguardian.com and encourage colleagues, family members and friends to do the same.
- view the recorded ‘Planning your local WAAW/EAAD 2020’ workshop, which was held by PHE on the 30 September. This included presentations from a range of colleagues from primary care, secondary care, local authorities and the e-Bug campaign team and can be used to provide ideas for how you can prepare for WAAW in the light of the COVID-19 outbreak.
- visit the Antibiotic Review Kit (ARK) website to engage with a range of resources designed to help all healthcare professionals to reduce antibiotic overuse in hospitals. We encourage ARK sites to reengage and all to learn from and use these resources.
- the TARGET Antibiotics Toolkit is designed for healthcare professionals in all primary care/community settings.
- many e-Bug resources have been updated in the light of COVID-19. New resources including accessible information about the virus and tips to stop the virus from spreading are available. There is a My Back to School Bubble e-Storybook to help children understand the new protective measures that may be in place at their school, in an age-appropriate way.
- the ‘Keep Antibiotics Working’ media campaign will not run on TV and radio in 2020, although resources are still current, available and free for healthcare professionals to download and use in local awareness campaigns, including during WAAW.

As an Antibiotic Guardian champion, you can:

- forward this toolkit to colleagues
- continue to encourage colleagues/members, family, friends and patients to join over 85,000 individuals who have personally pledged an action to help to tackle antimicrobial resistance by choosing a pledge at the Antibiotic Guardian website.
- use social media and community networks to engage with diverse population groups to promote key messages on AMR throughout the winter season using #AntibioticGuardian and/or #KeepAntibioticsWorking. Social media images and messages are available.
Letters

Each year letters are written to inform about antibiotic awareness campaigns and request organisations to register their activities with PHE, these letters are published online and signed by NHS England chief professional officers as well as PHE and HEE Medical Director and Chief Executives respectively and the Chief Medical Officer. They are sent to local authorities, care providers and professional organisations.

This year, for the first time, letters will not be published, instead we will use relevant bulletins to signpost to the WAAW toolkit and resources

Keep Antibiotics Working and Antibiotic Guardian campaigns

In 2014, Public Health England (PHE) developed the Antibiotic Guardian campaign and associated resources to provide educational resources to help tackle antimicrobial resistance in the UK. This was in collaboration with the Department of Health, Veterinary Medicines Directorate (VMD), the Devolved Administrations, Local Government and Professional Organisations.

The impact/evaluation study of Antibiotic Guardian demonstrated that the campaign increased commitment to tackling AMR in both healthcare professional and member of the public, increased self-reported knowledge and changed self-reported behaviour particularly among people with prior AMR awareness.

Antibiotic Guardian images are available to use.

In 2017, PHE launched a national campaign ‘Keep Antibiotics Working’ across England to support the government’s efforts to reduce inappropriate prescriptions for antibiotics by raising awareness of the issue of antibiotic resistance and reducing demand from the public using TV, radio and social media. Keep Antibiotics Working (KAW) raises awareness of antibiotic resistance amongst the general public and encourages greater trust in the advice from healthcare professionals when it comes to whether consumers need antibiotics or not.

Although the campaign will not actively run on TV and radio in 2020, the resources are still current and available to download and use.
European Antibiotic Awareness Day and World Antimicrobial Awareness Week

European Antibiotic Awareness Day (EAAD), led by European Centre for Disease Control (ECDC) is a public health initiative aimed at encouraging responsible use of antibiotics held on 18 November every year.

World Antimicrobial Awareness Week (WAAW) takes place from 18–24 November each year. World Antimicrobial Awareness Week (WAAW) is led globally by WHO. It aims to increase awareness of global antimicrobial resistance (AMR) and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of drug-resistant infections. The WHO’s slogan for 2020 will be "Antimicrobials: handle with care" and is applicable to all sectors. The theme for the human health sector for WAAW 2020 is "United to preserve antimicrobials".

Antibiotic Guardian, EAAD and WAAW support the aims of the UK 5-Year Action Plan for Antimicrobial Resistance 2019-2024 and UK 20-Year Vision for Antimicrobial Resistance, which sets out actions to slow the development and spread of antimicrobial resistance.

The NHS, local authorities, professional bodies/organisations, universities/educators and others are asked to support Antibiotic Guardian, EAAD and WAAW which can make impact locally and nationally.

You are invited to register your organisation’s planned AMR awareness activities for EAAD/WAAW.

Antibiotic Guardian Shared Learning and Awards

The Antibiotic Guardian Shared Learning and Awards will be held on 26 November this year. Registration to attend is now open.

An important part of the event is to share learning and good practice. Previous shortlisted projects including a brief overview, examples of outcomes or impacts from the project and future developments are available on the antibiotic guardian website.
Digital resources for sharing during WAAW

These resources have been created for 2020, with consideration of the difficulty in sharing resources and running local WAAW events due to the COVID-19 pandemic.

The resources include short messages, images and Twitter polls that can be quickly and easily shared during WAAW 2020. This also considers the priority to develop a greener NHS and reduce the use of paper resources. They can also be adapted for local messaging and are available here.

These have been developed by the subgroup of national planning group for WAAW 2020. They are designed to be suitable for primary and secondary care and for use by healthcare workers. We also encourage local teams to develop and share their own local messages. They can be shared via WhatsApp, used as screen savers, email signature or social media.

The messages were designed across the following 5 themes; Start Smart - then Focus, Empiric prescribing, Course length, Patient safety and Resistance.

The **Sticky Notes** are all available in blue and yellow sticky notes and use different writing styles. The messages can be adapted for local messaging and include your organisation’s logo.
The **Thank you notes** are based in the same 5 message themes. These can be adapted for local messaging and include your organisation’s logo.

We encourage use of the message style that is most suited to your organisation. The format will allow adaptation for local messages.

The **Twitter Polls** will be hosted by UKCPA PIN and BSAC accounts and can be retweeted. There will be 5 polls with a different poll shared each day of WAAW and the answers will be shared the following day.

Please retweet and engage with these polls. They are also available for local use.
Global Twitter Storm – Wednesday 18 November 2020 (1-2pm GMT)

At 1PM GMT on 18 November 2020, post the message below along with one of the images available here (or other relevant image) on Twitter and other social media account(s).

#WorldAntimicrobialAwarenessWeek & #EAAD:

#AntimicrobialResistance is one of the most urgent global threats to health. Antimicrobials including antibiotics can cause side-effects such as diarrhoea and contribute to the development of resistance.

Become an #AntibioticGuardian.
Engage with senior leadership – video pledge

This year we are encouraging leaders in organisations to pledge their commitment to continue supporting key actions to tackle antimicrobial resistance.

At a local level we are asking you to engage with senior leaders in your organisation. We encourage you to ask your local leaders to produce a 30 second to 1 minute pledge video.

These can then be shared using the organisations social media channels, intranet and/or staff newsletters. Please use #AntibioticGuardian, #KeepAntibioticsWorking and #WAAW when sharing.

We would like for these videos to be shared during WAAW 2020 (18-24 November).

The Short Pledge video should be:

- 30 seconds – 1 minute long from a leader within your organisations
- MP4 format
- filmed with device held in landscape format

Below is an example of video and tweet for International Infection Prevention and Control Week led by NHS E Deputy Chief Nurse.
Suggested organisational pledges for you to use. There is also the option to create your own to support local stewardship and infection prevention and control activities.

As the___________ for ____________ we pledge to continue supporting antimicrobial stewardship and reducing antimicrobial resistance by___________.

In ________ we support antimicrobial stewardship and reduce antimicrobial resistance by____________. We pledge to continue our support to tackle this global challenge.
In____________ we pledge to continue our actions to tackle Antimicrobial Resistance and support the UK AMR National Action Plan to optimise the use of antimicrobials.

In ______________ we help reduce demand for unnecessary antibiotics by_________. We pledge to continue this work.

In ____________ we promote the ________________ to raise awareness of AMR with our staff/patients/members.

We encourage you to work with your communications/PR departments to access local media and social media resources. Further guidance is available here.

Reminder for busy infection/AMS leads:

- if you do only do TWO things this WAAW, register your organisation’s planned activities for WAAW and share the WAAW digital resources for healthcare workers

- if you only do THREE things this WAAW then choose a pledge on the antibiotic guardian website and share the digital resources for health care workers and watch the recorded ‘Planning your local WAAW/EAAD 2020’ workshop

- if you only do FOUR things this WAAW then choose a pledge on the antibiotic guardian website and register your organisation’s planned activities for WAAW and share the digital resources for health care workers and watch the recorded ‘Planning your local WAAW/EAAD 2020’ workshop
Additional resources:


- quizzes and Crosswords – you can have a virtual competition or share them via your newsletter


- dental toolkit (new pain management advice updated in June) -
  https://www.gov.uk/guidance/dental-antimicrobial-stewardship-toolkit#the-toolkit

- antimicrobial and prescribing stewardship competencies

- ECDC

- WHO
  - https://www.who.int/campaigns/world-antimicrobial-awareness-week
WAAW/EAAD National Planning Group

The national WAAW/EAAD planning group met twice during 2020 to discuss plans for WAAW/EAAD and share learning in the light of the COVID-19 pandemic. The Group was Chaired by Dr Diane Ashiru-Oredope, Public Health England.

The planning group had representation from
- the Devolved administrations
- PHE teams (including AMR Programme Board, Dental, e-Bug, TARGET, Behavioural Insights)
- NHS England and NHS Improvement
- British Society for Antimicrobial Chemotherapy (BSAC)
- Centre for Postgraduate Pharmacy Education (CPPE)
- Royal Pharmaceutical Society (RPS)
- Veterinary Medicines Directorate, DEFRA
- Health Education England
- NICE
- British Dental Association
- University of Manchester
- Leeds GP Confederation
- Regional Antimicrobial Pharmacists Network

Members of the WAAW 2020 Digital Resources Subgroup

The subgroup of the national planning group commissioned to develop digital resources was Chaired by Dr Louise Dunsmure, Oxford University Hospitals NHS Foundation Trust with Communications Lead by Sarah Pritchard, NHS Bath and North East Somerset. Members of the subgroup which included members from primary and secondary care and across multiple regions were:

- Karolina Arlukowicz: NHS Southampton CCG (South East)
- Dr Diane Ashiru-Oredope: PHE (National)
- Elizabeth Beech: National and South West Region for NHS England and NHS Improvement (South West)
- Stuart Bond: Mid Yorkshire hospitals NHS Trust (Acute Trust, North East and Yorkshire)
- Claire Brandish: Buckinghamshire Healthcare NHS Trust, (Acute Trust, South East)
- Dr Louise Dunsmure: Oxford University Hospitals NHS Foundation Trust, (Antimicrobial Pharmacists Network, South Central)
- Frances Garraghan: Manchester University NHS Foundation Trust, (Acute Trust, North West)
- Aoife Hendrick: PHE (National)
- Sarah Pritchard: NHS Bath and North East Somerset, Swindon and Wiltshire CCG, (Communications, South West)
• Adel Sheikh: Portsmouth Hospital NHS Trust, (Acute Trust, South East) and Pharmacy Infection Network, UKCPA (National)
• Andrew Taylor: Alder Hey Children’s Hospital (Acute Trust, Paediatrics, North West)
• Sue Wade: University Hospitals Bristol and Weston NHS Foundation Trust, (Acute Trust, South West)

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