

**To: Chief Executives NHS Acute Trusts
and NHS Foundation Trusts**
Cc: Chairs of Infection Control Committee
Medical Directors
Directors of Nursing
Chief Pharmacists

*Skipton House
80 London Road
London
SE1 6LH
Tel: 0207 972 2000*

20th September 2012

Gateway Reference No: 18101

Dear colleague,

EUROPEAN ANTIBIOTIC AWARENESS DAY (EAAD) - 18TH NOVEMBER 2012.

We would firstly like to thank you for your contribution to EAAD activities last year and invite you to participate in EAAD 2012. In 2011, EAAD activities helped improve prescribing of antibiotics and we aim to build on this and other successes with this year's activities.

As you will recall, EAAD aims to improve public and professional awareness of the need to use antibiotics responsibly to help control the increase in antibiotic resistance. Antibiotic resistance is driven by the over-use of antibiotics and inappropriate prescribing. The number of infections due to antibiotic-resistant bacteria is growing, but there is a lack of new antibiotics.

Last year, to support EAAD, the Department of Health launched the **Antimicrobial Stewardship Guidance: "Start Smart - then Focus"** to promote best practice on prescribing antibiotics in hospitals. An evaluation of the resource through a survey is underway and the results to date indicate that the guidance has generally been received well with positive feedback. Although many hospital trusts across England are using this guidance, we would like to augment its use further. It is recommended that organisations use the guidance as part of their quality improvement strategy for patient safety, enhancing stewardship in antibiotic usage, and ensuring optimal patient care and safety by reducing inappropriate prescribing.

This annual Europe-wide initiative takes place on the 18th November each year. However, as this day falls on a Sunday this year, activities will be launched from **Friday 16th November**.

With antibiotic therapy being an important part of secondary care, promotion of responsible antibiotic prescribing to healthcare professionals within secondary care is vital. The pharmacy team working with clinical microbiologists have an important role to play in the responsible use of antibiotics and your involvement in facilitating and promoting effective antibiotic prescribing throughout your hospital is vital. We would therefore encourage you to help make EAAD a success by taking the following action:

- Encourage local campaigns on use of antibiotics by circulating this letter and details of the educational materials available for download from the DH website at <http://www.dh.gov.uk/health/tag/eaad/> or by hardcopy from Prolog (see Annex). The available materials are shown in the attached Annex.
- Highlight the day on your website
- Monitor support for EAAD in your trusts and provide examples of good practice that will help with our evaluation of EAAD 2012
- Use the prescriber's checklist as desktop images on all trust computers.
- Discuss this letter with your Director of Infection Prevention and Control (DIPC).

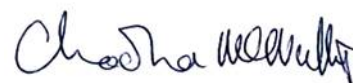
Thank you in advance for your support and cooperation in ensuring the promotion of this important initiative. If you have any queries, please contact Diane Ashiru-Oredope at Diane.Ashiru-Oredope@hpa.org.uk.



Dr Keith Ridge
Chief Pharmacist
Department of Health



Prof Mike Sharland
Chair, ARHAI
Professor of Paediatric Infectious
Diseases
St Georges, University of London
& Consultant in Paediatric
Infectious Diseases, St Georges
Hospital



Dr Clodna McNulty
Chair, Public Education Sub-
Group of ARHAI
Consultant Medical Microbiologist
& Head HPA Primary Care Unit

ANNEX

Key Resources

- **Hardcopy Materials:** limited stocks are available for order from Prolog via the order line 0300 123 1002 or alternatively via the website at <http://www.orderline.dh.gov.uk> by quoting the appropriate reference number.
 - Poster: Hands with EU logo – Antibiotics will not get rid of your cold (ref 290980)
 - Poster: Goal post with EU logo – Antibiotics won't help your defences (ref 290981)
 - Leaflet: Get well soon without antibiotics (ref 284682)
- **Online Materials:** available for downloading from the Department of Health website at <http://www.dh.gov.uk/health/tag/eaad/>.
 - **Antibiotic Resistance Department of Health Key Messages**
 - **Primary Care**
 - Poster: Antibiotics will not get rid of your cold
 - Leaflet: Get well soon without antibiotics
 - Primary care factsheet
 - Centre piece poster (with EAAD logo and date) that can be used for public awareness display boards in GP surgeries and clinics
 - New website banner
 - New RCGP Toolkit – “**TARGET Antibiotics**” - available on the RCGP website from November 2012 at www.RCGP.org.uk/TARGETantibiotics/.Non-English language versions of the leaflet are available at http://webarchive.nationalarchives.gov.uk/+/www.dh.gov.uk/en/Publichealth/Antibioticresistance/FAQ/DH_082655
 - **Life Channel Videos** (also available via YouTube at <http://www.youtube.com/playlist?list=PL41BABB499F18ED5D&feature=plcp>)
Short video clips providing a light-hearted way of reminding people to take care, not antibiotics for use in GP surgeries and other waiting areas.
 - Video: When you're ill you'll do anything to feel better
 - Video: Sick as a parrot?
 - Video: Looking for a purrfect remedy for your cough
 - Video: Don't get prickly if your doctor won't prescribe you antibiotics
 - Video: Feel like a lame duck?
 - **Secondary Care**
 - Poster: Antibiotics will not get rid of your cold
 - Leaflet: Get well soon without antibiotics
 - ECDC secondary care factsheet - detailing main issues surrounding antibiotic resistance
 - Secondary care prescriber's checklist - a useful reminder for hospital prescribers of the main considerations for responsible prescribing
 - Centre piece poster (with logo and date) - can be used for public awareness display boards in hospitals
 - Website banner
 - ARHAI guidance – *Start Smart - then Focus*
 - **Related Links**
 - E-bug – an educational resource for teachers and schoolchildren (www.e-bug.eu)
 - ECDC website <http://ecdc.europa.eu/en/eaad/Pages/ToolkitsGeneralPublic.aspx>

More materials are available through the ECDC website. Additionally, information for patients and the public can be accessed from the **NHS Choices** website and from **patient.co.uk**.