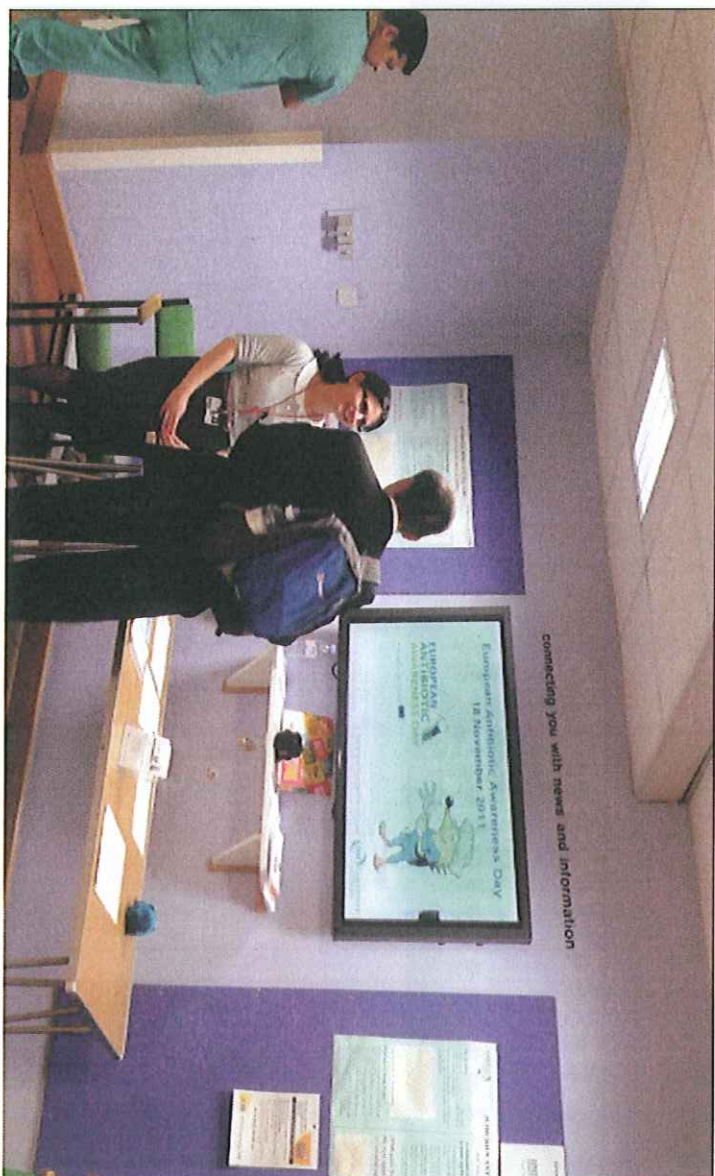


European Antibiotics Awareness Day November 2011

**Addenbrookes Hospital**



European Antibiotics Awareness Day November 2011

Monklands Hospital NHS Lanarkshire



European Antibiotics Awareness Day November 2011

# PCT Snapshots

November 2011

**NHS**  
Milton Keynes Community Health Services

# Bug Off!

Keeping you up to date with infection prevention in Milton Keynes  
Milton Keynes CHS Infection Prevention and Control Team 01908 243576



## Infection Prevention & Control Awards Conference 2011

The 4<sup>th</sup> Infection Prevention & Control Awards Conference took place on 31<sup>st</sup> October. Ten projects were submitted by IPC Link Persons and were presented either verbally or by poster, and the winners were:

- 1<sup>st</sup> Prize** Speech and Language Paediatric team who developed processes and procedures around the cleaning of toys
- 2<sup>nd</sup> Prize** Campbell Centre whose project was to ensure the safe management of body spills particularly blood spills following self-harm
- 3<sup>rd</sup> Prize** Healthcare Team, HMP Woodhill Team for the implementation of a checklist to ensure clinical rooms and equipment are cleaned correctly, to improve cleanliness and safety in a very challenging environment
- 'People's Choice Award'** was awarded to WICU who developed an information board which is used to supply IPC related information to patients and relatives.

An extra presentation was made this year - **The Star Throwers award** which was presented to Christine Green - this was for an individual's contribution to IPC

All the projects submitted were excellent and judging was extremely difficult. The other teams that took part and submitted projects were Community OT, Acute OT, Oakwood House, Home Care Services & RAIT

**We would like to thank everybody who took part in the day and look forward to more fantastic work in 2012**

### Get your Flu Jab - time is running out

Flu is usually circulating in the UK by the middle of December so make sure you get your jab by the end of November - this gives your body 10 days or so to develop it's immunity before you get caught by the flu virus.



**Winter Alert - Norovirus approaching**  
Remember the key points with norovirus are:  
- Use soap & water for hand hygiene and chlorine releasing agents eg Precept for environmental cleaning  
- If you get it don't come back to work until 48 hours  
- No symptoms that suggest they have an outbreak must contact the IPC team asap

**NHS**  
Milton Keynes Community Health Services



INFECTION PREVENTION & CONTROL (IPC) TEAM

## General Principles of Antibiotic Use

### Training Session

Session will include:

- > PCT Antibiotic Guidance & how to use it
- > The clinicians role in ensuring effective antibiotic use
- > Understanding antibiotic resistance
- > Links between antibiotic prescribing and *Clostridium difficile*

Relevant for all clinicians (Nurses, AHP's, Dr's etc)

Wednesday 19th October  
2 - 4pm

The Staff Room at Bletchley Therapy Unit, MK3 6EN

Milton Keynes PCT

# European Antibiotics Awareness Day November 2011

## Bath and North East Somerset

Bath & North East Somerset Council

Working Together for health & wellbeing

Home > Media Centre > Press Releases > 2011

Home > Media Centre > Press Releases > 2011

European Antibiotics Awareness Day

Streamline antibiotic treatment

Patients and healthcare professionals in Bath and North East Somerset are being reminded of the increasing dangers to public health from an over reliance on antibiotics.

Resistance to antibiotics is increasing and threatening the effectiveness of care and treatment. Inappropriate use of antibiotics is also expensive and can lead to other health complications such as diarrhoea.

As part of the European Antibiotic Awareness Day (18th November 2011) NHS Bath and North East Somerset is raising awareness of the issue.

Dr Pamela Aleman, Director of Public Health NHS BAKES, said: "In England primary care accounts for about 80 per cent of all antibiotic prescriptions, mainly for respiratory tract infections.

"Bacteria can become resistant to antibiotics and this is more likely to happen when the antibiotics are taken unnecessarily and without completing a course of treatment.

"Antibiotics are life saving medicines, but they need to be used sensibly to ensure they remain effective for treating infections in the future.

"Antibiotics don't work for many colds, coughs, flu or sore throats. The best advice for patients is to rest and drink plenty of fluids.

"By using antibiotics appropriately at the correct dose and for the correct length of time, we can slow down the development of resistance.

Overuse of antibiotics can also increase the risk of healthcare associated infections such as Clostridium difficile and MRSA and reducing these infections is a top priority for NHS BAKES.

Everyone, whether they are a healthcare professional or a member of the public, is

A to Z

Search

North East Somerset

Bath and North East Somerset

NHS

## Enfield NHS

enjoy the better in enfield

NHS Enfield Headquarters, Holborn House, Cockfosters Road, Barnet, EN4 4QR, 020 8270 3300

NHS Enfield

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News

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NEWS

NHS North Central London supports European Antibiotic Awareness Day 18 November

Friday, November 18, 2011

- Antibiotic resistance - when an antibiotic is no longer effective - is one of the most significant threats to patient safety in Europe.
- Antibiotics are losing their effectiveness at a pace that was unforeseen even five years ago.
- The number of infections due to antibiotic-resistant bacteria is increasing every year due to the overuse of antibiotics and inappropriate prescribing.

November 18 is European Antibiotic Awareness Day - a Europe-wide public health initiative aimed at encouraging responsible use of antibiotics.

If you take antibiotics when you don't need them, they may lose their ability to kill bacteria.

Infections caused by antibiotic-resistant bacteria increase levels of disease and death, as well as the length of time people have to stay in hospital.

Smile! It's so easy to catch MRSA in Enfield

Need a blood test? Why not get some at a local surgery?

Oil-tight?

## NHS North Central London supports European Antibiotic Awareness Day 18 November

Friday, November 18, 2011

Antibiotic resistance - when an antibiotic is no longer effective - is one of the most significant threats to patient safety in Europe.

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If you take antibiotics when you don't need them, they may lose their ability to kill bacteria.

Infections caused by antibiotic-resistant bacteria increase levels of disease and death, as well as the length of time people have to stay in hospital.

Inappropriate use of antibiotics may increasingly cause patients to become colonised or infected with resistant bacteria. If we continue to take antibiotics at the current rate, Europe may face a return to the pre-antibiotic era - where a common bacterial infection

### Antibiotics will not get rid of your cold

Home > News and events > Press Releases > Antibiotics will not get rid of your cold

#### Press Release

#### 2011 Press Releases

#### 2010 Press Releases

#### Partner press releases

#### East and North Hertfordshire NHS Trust

#### Hertfordshire Community NHS Trust

#### Hertfordshire Partnership NHS Foundation Trust

#### West Hertfordshire Hospitals NHS Trust

#### Events

#### Twitter

#### Let's use a right email bulletin

#### Antibiotics will not get rid of your cold

Tuesday, 15 November 2011 10:57

This is the message from NHS Hertfordshire which is supporting European Antibiotic Awareness Day on 18 November 2011.

Patients who have a viral illness don't usually need antibiotics as most coughs and sore throats are caused by viruses - antibiotics don't work on viruses so prescribing them to a patient means that they are taking the medicine unnecessarily.

The more frequently antibiotics are used the greater the chance that bacteria will adapt and find ways to become resistant so eventually, the antibiotics no longer work. Some bacteria that cause serious infections, such as MRSA, have already become resistant to several antibiotics.

Heather Cox, Head of Pharmacy and Medicines Management said: "The best way to treat most colds, coughs or sore throats is to drink plenty of fluids and to rest. Colds can sometimes last a month or more and they just need to be left on their course. You can get advice from your pharmacist and here are more over the counter remedies to ease your symptoms - paracetamol, for example."

### Cough and cold?

It is better for you to rest at home

Pop into the chemist and get some advice and over the counter remedies.

The NHS belongs to us all - Let's use it right



# European Antibiotics Awareness Day November 2011

**European Antibiotic Awareness Day 2011**  
13th November 2011

European Antibiotic Awareness Day is an annual European public health initiative that has over 190 countries to raise awareness about the threats to public health of antibiotic resistance and antibiotic misuse. The idea is to inform the public and to encourage them to use antibiotics responsibly. In the UK, the number of antibiotic prescriptions has increased by 10% since 2005. This is a major public health concern.

Proper use of antibiotics can help stop resistance from developing and help keep antibiotics effective for the rest of their lifespan.

The objective of the European Antibiotic Awareness Day in 2011 is to support efforts at national level to ensure antibiotic use is sensible through the development and dissemination of educational materials promoting proper antibiotic use.

Here are some facts you may not know about antibiotics:  
- Antibiotics are killing their effectiveness at a rapid increasing rate.

**EUROPEAN ANTIBIOTIC AWARENESS DAY**

Use the NHS website and pharmacy of service or call them for more detail.

**Choose well.**

Set Date, Add Date, Priority, Stop, Cancel, Print

Tag Cloud: Antibiotic, NHS, Choose well, European Antibiotic Awareness Day, 13th November 2011

NHS Northamptonshire

**Get well soon without antibiotics**

European Antibiotic Awareness Day, 13 November 2011, is being used by NHS Sefton to highlight that antibiotics aren't a cure for every illness.

Dr Keenan Murphy, Sefton GP, said: "Antibiotics should be used responsibly to ensure patients receive the most appropriate treatment. Antibiotics do not work for every illness. Many common conditions such as coughs and colds are caused by viruses that do not respond to antibiotics. Antibiotic Awareness Day helps patients understand why these drugs are not being prescribed for some illnesses."

NHS Sefton is using the day to remind people of the threat to Public Health and the serious health problems that can arise when antibiotics are used too much or when they are not really necessary.

Dr Janet Altemus, Sefton's Director of Public Health, said: "NHS Sefton is pleased to support the fourth annual European Antibiotic Awareness Day. Over reliance on antibiotics has led to some bugs becoming resistant to these drugs, the most well known example of MRSA, which remains a serious problem. When bugs are resistant to antibiotics, it means that the effectiveness of these drugs is diminished making it easier for serious infections to occur."

"Antibiotics are also the main cause of infection with another health care acquired infection, Clostridium difficile. By only using antibiotics when needed we can help the NHS reduce life threatening infections and prevent other bugs from becoming resistant to antibiotics."

"The public has an important role to play by following GP's advice on taking medication, not sharing or saving antibiotics and taking antibiotics exactly as prescribed."

**News**  
"Help! I can't get a lift!"  
NHS receive the most infectious uses of emergency...

**Antibiotic Awareness Day - 13 Nov 2011**  
NHS Sefton is using European Antibiotic Awareness -

Keep it Cool of Sefton  
New research has shown that the availability of...

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Search for a GP, dentist, pharmacy and other health services

**PALS**  
Patient Advice and Liaison Service  
0800 231 2333

NHS Sefton

## ANTIBIOTIC AWARENESS DAY 2011 16 November 2011

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### As part of European Antibiotic Awareness Day (16 November 2011), NHS Rotherham is highlighting the need for people to use antibiotics responsibly.

The aim of the campaign is to raise awareness about the threat to public health of antibiotic resistance. In the UK there has been a rise in the rates of antibiotic resistance in a variety of bacteria over recent years. For example, germs such as E. coli that often cause urine infections showing signs of resistance have tripled since the turn of the century and Staph Aureus, which following the development of resistance to commonly used antibiotics became known as the 'Superbug' USA.

Responsible use of antibiotics can help stop resistant bacteria from developing and help keep antibiotics effective for the use of future generations.

NHS Rotherham Medical Director, Dr David Parris, said: "Using antibiotics when they are not necessary will increase resistance to them and make it difficult to treat serious bacterial infections in the future. People need to be aware that antibiotics are only effective against bacterial infections and they do not work on virus infections such as those causing coughs or colds. If you are suffering with cold symptoms or a sore throat you should rest, take plenty of fluids and speak to your pharmacist, who will advise you on over-the-counter remedies that are available."

**NHS Rotherham**

### News Events and Publications

#### NEWS AND CAMPAIGNS

You are here: Home News Events and Publications News and Campaigns

Colds and flu are caused by viruses. There are more than 200 common cold viruses, and three types of flu virus with many different strains so they're hard to avoid. These viruses can be spread through droplets that are coughed and sneezed out by an infected person. The viruses can also be transferred on a person's fingers. For example if you have a cold and you touch your nose or eyes and then touch someone else, you may pass the virus on to them.

The main symptoms of winter bugs are coughing, sneezing, blocked nose, sore throat, headache and a slight temperature. If these are the only symptoms you have, it's unlikely that your GP will be able to do anything. Antibiotics do not work against infections caused by viruses.

You may want to visit your local pharmacy, where you can get advice on how to manage the symptoms and buy over-the-counter medicine.

For more information on how to stop yourself catching a cold or the flu, and how to look after yourself, you can get one disc on the following links:

- Cold or flu
- Common cold

How to deal with colds and flu

European Antibiotic Awareness Day, 16th November 2011

#### Related links (1)

European Antibiotic Awareness Day | Leaflet

### European Antibiotic Awareness Day 16th November 2011



**NHS South East London**



European Antibiotics Awareness Day November 2011

**Media - National**

# Rise of the superbugs that can't be beaten

By Jenny Hoppe  
Medical Correspondent

A DEADLY wave of superbugs resistant to even the most powerful antibiotics is set to threaten patients to their deaths unless drugs in this category win the approval of UK authorities.

Over-use of existing medicines has been linked to the rise of the superbugs, and the public who do not recognise the warning signs, are being urged to take action. It says the 'Science of Antibiotics' programme, a joint effort of the School of Immunology and Infection at University of Liverpool and the British Society for Antimicrobial Chemotherapy, says there is no

## 'Antibiotics used like Smarties'

sense of urgency about the situation because we have become so used to taking antibiotics when

we need them.

In a harrowing article in The Lancet Infectious Diseases, James, the author, says the rise of superbugs is a warning of a "catastrophic scenario of untreatable infections".

She says: "With a new cancer drug because of its expense, there is pressure to outpace drug-makers by a few weeks of research. Antibiotics are not perceived as essential to health or the prevention of many years after infection. The antibiotic resistance crisis is a global one, whether it will be days, weeks, months or years, but it's going to happen - there will definitely be people that will get unwell and die."

Profession Agency released a survey showing half of patient reactions still expect to get an antibiotic. One in four thought the drugs against viral illnesses, such as the common cold, were unnecessary and didn't realise they were as important as antibiotic resistance was recog-

# In Brief

**Doctors warn infections may soon be 'untreatable'**  
Patients face an "unthinkable scenario" where infections become "untreatable" owing to resistance to antibiotics, doctors have warned.

Writing in *The Lancet Infectious Diseases*, Prof Laura Piddock, the president of the British Society for Antimicrobial Chemotherapy, said: "The demise of antibacterial drug discovery brings the spectre of untreatable infections. To prevent this crisis immediate action is needed."

The article coincides with European Antibiotics Awareness Day, and new data showing the increase in antibiotic resistant superbugs in Europe.

need as one of the biggest threats to health, with ill in the pipeline from industry. Interest was waned because of the lack of profit from antibiotics and regulatory barriers that make it difficult and expensive to run patients. Prof Piddock said a "big jump" in antibiotic research must be brought in, with new drugs being developed in time to last new drugs. She called for pharmaceuticals to "up" movement to find new antibiotics, and for governments to fund research into new classes of antibiotics. She said: "Many antibiotics are currently prescribed and used inappropriately. Antibiotics have their effectiveness rapidly decreasing. In the next few years, we are going to get the best outcomes for the patient, slow down antibiotic resistance, and ensure that day, antibiotic resistance continues to future generations."

Daily Mail

Daily Telegraph

# The News Maelstrom

The day at a glance

## HEALTH

### Antibiotic-resistant bugs are spreading

The "unthinkable scenario of untreatable infections" is becoming a reality, experts have warned. The growth of superbugs resistant to all antibiotics has caused a rise in the number of European cases where patients have illnesses almost impossible to treat. **PAGE 9**

The Paper for Today

## HEALTH

### Drug-resistant infections spread through Europe

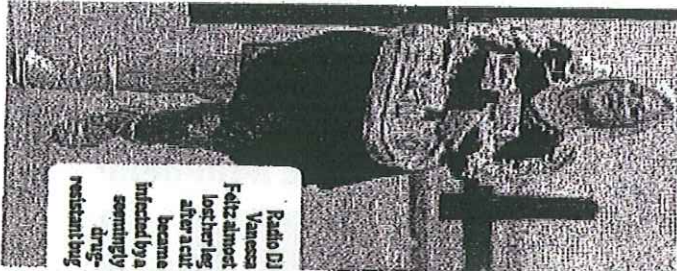
By Jeremy Lawrence  
HEALTH EDITOR

The world is being driven towards the "unthinkable scenario of untreatable infections", experts are warning because of the growth of superbugs resistant to all antibiotics and the dwindling interest in developing new drugs to combat them.

Reports are increasing across Europe of patients with infections that are nearly impossible to treat. The European Centre for Disease Control and Prevention (ECDC) said yesterday that in some countries up to 50 per cent of cases of blood poisoning caused by one bug - *K. pneumoniae*, a common cause of urinary and respiratory conditions - were resistant to carbapenems, the most powerful class of antibiotics.

Across Europe, the percentage of

**!!!** In the EU, 25,000 people die each year from antibiotic-resistant infections. Countries with the highest rates of these deaths tend to have the highest use of antibiotics.



**Radio DJ** Vanessa Feliz almost lost her leg after a cut became infected by a seemingly drug-resistant bug

carbapenem-resistant *K. pneumoniae* has climbed from 7 per cent to 15 per cent. The ECDC said it is "particularly worrying" because carbapenems are the last-line antibiotics for treatment of multi-drug-resistant infections.

Mare Spragg, the director, said: "The situation is critical. We need to declare a war against these bacteria."

In 2008, carbapenem-resistant *K. pneumoniae* was established only in Greece, but by 2010, it had extended to Italy, Austria, Cyprus and Hungary. The bacterium is present in the industrial food and is transmitted by human. Resistant strains of *E. coli* also increased in 2010. Between 85 and 90 per cent of *E. coli* infections in Italy and Spain were resistant to fluoroquinolones in 2010, one of the most important antibiotics for treating the bacterium.

In the UK, 70 patients have been identified carrying NDM-1-containing bacteria, an enzyme that destroys carbapenems. Other research has shown that more than 80 per cent of travellers returning from India to Europe carried the NDM gene in their gut. Researchers speak of a "nightmare scenario" if the gene for NDM-1 production is spread more widely.

## The cure-all is in danger of becoming a cure-nothing

COMMENT  
JEREMY LAURANCE

Doctors have been warning for decades about the growth of antibiotic resistance and the danger of overusing the drugs, yet the world has failed to act.

Science is partly to blame. Once new antibiotics were being discovered as fast as bacteria evolved resistance. We were keeping pace. No longer. The cost of developing new antibiotics and the spread of which bugs find ways around them have made the process prohibitively

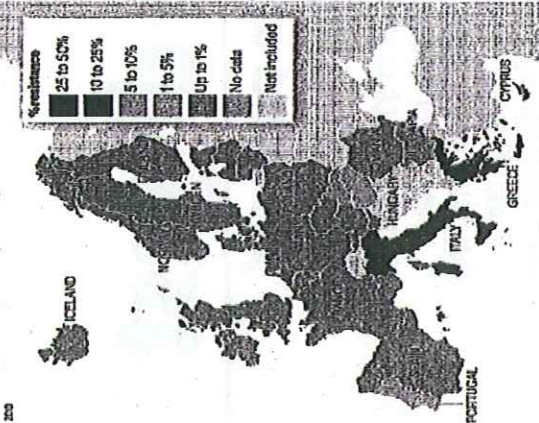
expensive. The years in which we could try on new drugs to replace the old had come to an end. Patients demanded them, and GPs prescribed them because it looked as though they were doing something for their patient. In fact, because the drug failed, reducing the symptoms were caused by a

virus. But there was always the chance of a bacterial infection, however small, which could justify the prescription. We became used to antibiotics - they were a cure-all. Now the cure-all is in danger of becoming a cure-nothing because we cannot change our habits.

Modifying our use of antibiotics will help - but our health care that of future generations depends on it.

### RED ALERT SUPER-INFECTION IN EUROPE

Percentage of carbapenem-resistant *K. pneumoniae* in 2010



### Antibiotic consumption in Europe



# Antibiotic-resistant infections spread through Europe

Experts blame overuse of medicines for huge rise in the prevalence of drug-resistant bacteria

By JEREMY LAURANCE  
Health Editor

The world is heading towards the "unthinkable scenario of untreatable infections", experts are warning, because of the growth of superbugs resistant to all antibiotics and the dwindling interest in developing new drugs to combat them.

Reports are increasing across Europe of patients with infections that are nearly impossible to treat. The European Centre for Disease Control and Prevention (ECDC) said yesterday that in some countries up to 50 per cent of cases of blood poisoning caused by one bug - *K. pneumoniae*, a common cause of urinary and respiratory conditions - were resistant to carbapenems, the most powerful class of antibiotics.

Across Europe, the percentage of carbapenem-resistant *K. pneumoniae* has doubled from 7 per cent to 15 per cent. The ECDC said this "particularly



The *K. pneumoniae* bacterium. **RAY**

# home digest

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## **GPs cave in to patients' requests for antibiotics**

GPs prescribe antibiotics to 97 per cent of patients on request, despite increasing resistance to them, a study has found. The Health Protection Agency findings come amid fears that overuse of antibiotics could render them useless.

*Metro*

European Antibiotics Awareness Day November 2011

# Media - Regional

# European Antibiotics Awareness Day November 2011

## BOLTON SPOTLIGHT

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European Antibiotic Awareness Day on 18 November 2011

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November 2011

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Date published: 17 November 2011

Health

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Antibiotics should be used sparingly and in the correct circumstances and the doctor's advice with regard to their use should always be heeded or they will lose their effectiveness against bacterial infections.

News Categories

That is the message from HPA, North West for European Antibiotic Awareness Day on 18 November 2011. The Agency is actively encouraging the responsible use of antibiotics and discouraging their unnecessary use.

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Kate Bidder, Consultant Nurse and HPA, North West lead for Health Care Associated Infections (HCAIs), says: "Illnesses such as the flu, colds and most coughs and sore throats are caused by viruses and antibiotics are not effective against viral infections, so don't ask the doctor for antibiotics if you are suffering from any of these ailments.

The best way to treat most colds, flu, coughs and sore throats is to rest and take plenty of fluids. Pharmacists will be able to recommend over-the-counter medications that will ease discomfort. However, these will not cure the underlying condition and it should be remembered that aspirin-based products should not be given to anyone under the age of 16.

"Antibiotics are essential for bacterial infections such as meningitis and pneumonia, but their inappropriate use for colds and flu is contributing to the growth of antibiotic-resistant bacterial infections that are extremely difficult to treat.

"When antibiotics are appropriately prescribed it is important to take them as directed by the

Bolton

Devon Local News  
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## POSTS TAGGED ' AWARENESS '

### Sleep out to raise funds for city's homeless

By Evelyn Edwards and Eno

March 1, 2012

PEOPLE are being invited to join in a sponsored sleep out to raise funds and awareness for the city's homeless.

Read More »

### Saved by 11th hour diagnosis of cancer

By North Devon Journal

February 9, 2012

THREE years after a doctor told him he should be alive Carl Williamson is leading a new cancer awareness campaign.



Read More »

### Care trust backs antibiotic awareness day

By Tina Is SouthDevon

November 18, 2011

Devon



## European antibiotics awareness day November 2011

By Richard Sproston (job: Jenny Fullard)

November 17, 2011

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[MedicalLeads.co.uk/Content](http://MedicalLeads.co.uk/Content)

AdChoice

Press Release 17 November 2011 Residents reminded that germs can learn to resist antibiotics As part of European Antibiotics Awareness day this Friday (18 November 2011), Shropshire and Telford and Wrekin residents are being reminded of the dangers of antibiotic resistance and that antibiotics do not work against infections caused by viruses. All colds, most coughs and sore throats are caused by viruses.



Source: <http://www.shropshire.nhs.uk/News/Latest/News/European-antibiotics-awareness-day-November-2011/>

Other posts from this source: Richard Sproston (job: Jenny Fullard)

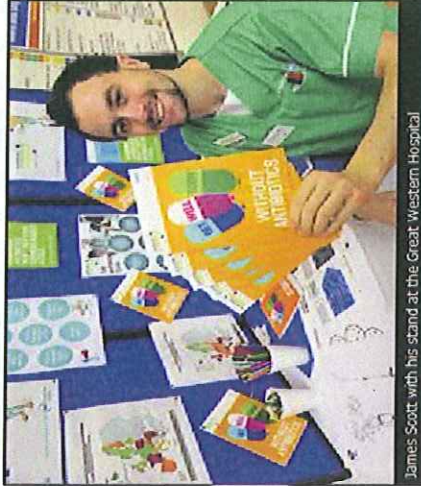
Tags: antibiotic resistance, November, Press Release, Sore throats, allergies and warts

This entry was posted on November 17, 2011 at 10:43 and is filed under Un-categorised. You can follow any responses to this entry through the RSS 2.0 feed.

Shropshire

## Be aware of how antibiotics work

7:50pm Sunday 20th November 2011 in  
News



James Scott with his stand at the Great Western Hospital

PATIENTS and visitors to the Great Western Hospital have been educated in the appropriate use of antibiotics.

Swindon



European Antibiotics Awareness Day November 2011

# Media - Social

Twitter

**You Tube**  
Broadcast Yourself

## Twitter – examples of Tweets mentioning EAAD

European Antibiotics Awareness Day November 2011

- [NorfolkLibs](#) RT @NNUH: Today is European Antibiotic Awareness Day - use your antibiotics wisely as misuse leads to antibiotic resistance
- [AnnNursingTimes](#) RT @NICEcomms: Following NICE's advice can help healthcare professionals prescribe antibiotics only where necessary [bit.ly/uf7GDq](http://bit.ly/uf7GDq)
- [nidirect](#) Antibiotics don't work for colds and flu. Listen to your GP as to whether or not you need an antibiotic. More: [#tweetni](http://bit.ly/tOwHP4)
- [wellbeingbetter](#) People believe 'antibiotic myths' A quarter of people wrongly believe antibiotics work on most cough @wellbeingbetter [bbc.in/uEn77n](http://bbc.in/uEn77n)
- [NHSRotherham](#) #AntibioticAwarenessDay - antibiotics are not effective against virus infections such as those causing coughs/colds. [rotherham.nhs.uk/about/news/eur...](http://rotherham.nhs.uk/about/news/eur...)
- [SalfordRoyalNHS](#) RT @ECDC\_EU: Do you ask your [#doctor](#) to prescribe [#antibiotics](#) when they are probably not needed or effective? [bit.ly/t6gt6i](http://bit.ly/t6gt6i)
- [NHSLanarkshire](#) Remember: antibiotics won't help your defences against a cold. #EAAD
- [CECLibrary](#) RT @NICEcomms: Following NICE's advice can help healthcare professionals prescribe antibiotics only where necessary [bit.ly/uf7GDq](http://bit.ly/uf7GDq)
- [Biobenchmark](#) RT @EU\_Commission: Today is European #AntibioticAwareness day - follow @ECDC\_EU and check [#FF](http://bit.ly/sL3lJl) #EU #Health
- [AstraZeneca](#) AZ supports European Antibiotic Awareness Day 2011 [ecdc.europa.eu/en/EAAD/Pages/...](http://ecdc.europa.eu/en/EAAD/Pages/...) via @ECDC\_EU

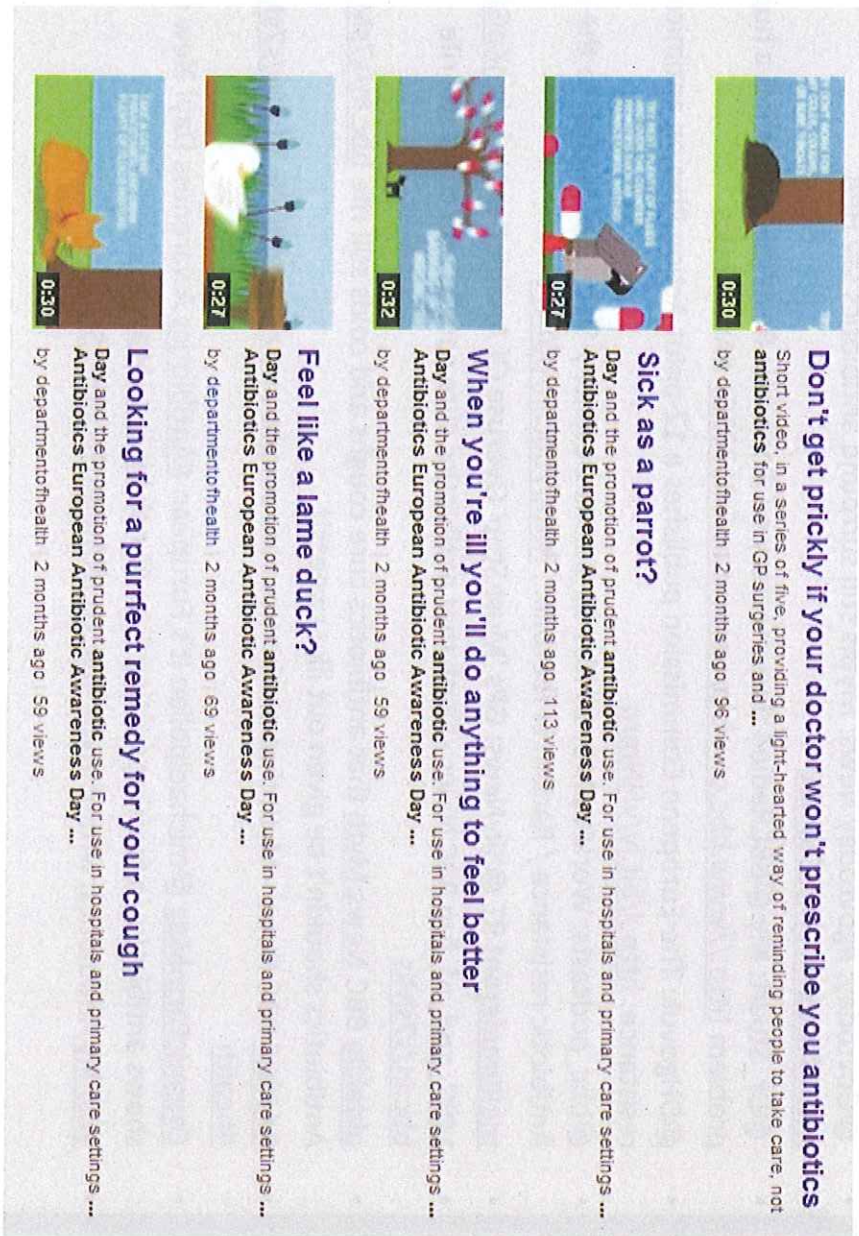
## European Antibiotics Awareness Day November 2011

- [ECDC EU](#) #Antibiotic-resistant infections spread through Europe The Independent [independent.co.uk/life-style/hea...](http://independent.co.uk/life-style/hea...) #EAAD
- [HPAuk RT @ECDC\\_EU](#): Keep #antibiotics working: European Antibiotic Awareness Day [antibiotic.ecdc.europa.eu](http://antibiotic.ecdc.europa.eu) & Get Smart About Antibiotics Week [go.usa.gov/IXV](http://go.usa.gov/IXV)
- [lhealthprogress RT @EU\\_Commission](#): Today is European #Antibiotic Awareness day - follow @ECDC\_EU and check [bit.ly/sL3iJl](http://bit.ly/sL3iJl) #FF #EU #Health
- [SalfordRoyalNHS RT @EU\\_Commission](#): Today is European #Antibiotic Awareness day - follow @ECDC\_EU and check [bit.ly/sL3iJl](http://bit.ly/sL3iJl) #FF #EU #Health
- [GSK RT @EU\\_Commission](#): Today is European #Antibiotic Awareness day - follow @ECDC\_EU and check [bit.ly/sL3iJl](http://bit.ly/sL3iJl) #FF #EU #Health
- [RCGP InnovAIT](#) Today is Euro. #Antibiotic Awareness Day- focusing on risks w/ inappropriate use of antibiotics & antibiotic resistance [bit.ly/vS9EcS](http://bit.ly/vS9EcS)
- [Care Aware 2011's #EAAD](#) focus is to raise awareness about growing resistance to last-line #antibiotics in #EUR: [bit.ly/vIwIwIZ](http://bit.ly/vIwIwIZ) (@ECDC\_EU) #health
- [biomerieux](#) Share this educational video [bit.ly/vxixYtV](http://bit.ly/vxixYtV) Ensure all join the fight against antibiotic resistance @ECDC\_EU #EAAD #SaveAbx @APUANEWS
- [EuropeanLung](#) Today is European Antibiotic Awareness Day which raises awareness of the growing resistance to antibiotics in Europe. [bit.ly/bvVAMUa](http://bit.ly/bvVAMUa)
- [innovationunion RT @ECDC\\_EU](#): Antimicrobial resistance in patients: documentary by Euronews [bit.ly/vEgenc](http://bit.ly/vEgenc) #EAAD also [i.mp/9CRbHr](http://i.mp/9CRbHr) (from 2006)
- [ECDC EU](#) Behind the data on antimicrobial resistance are patients: real life examples in a documentary by Euronews [bit.ly/vEgenc](http://bit.ly/vEgenc) #EAAD
- [Health Express RT @EU\\_Commission](#): Today is European #Antibiotic Awareness day - follow @ECDC\_EU and check [bit.ly/sL3iJl](http://bit.ly/sL3iJl) #FF #EU #Health

European Antibiotics Awareness Day November 2011

- @LauraPiddock: My article in Lancet Inf. Dis; The crisis of no new antibiotics published today: doi:10.1016/S1473-3099(11)70316-4
- @Govtoday: #govtoday News: Myths still surround antibiotics say HPA <http://tinyurl.com/d59gubc>
- @Dr\_Stuart: My @BBCRadio4 documentary on Antibiotic Resistance, which is a huge global problem <http://www.bbc.co.uk/programmes/b0138361> #Antibiotics
- @DHgovuk: The European Commission publishes a 12-point Action Plan on antimicrobial resistance: <http://bit.ly/vHNmrq>
- @bbc\_podcasts: WorldUpMC: 18 Nov 11 Burma Detente / Sleep. Spain goes to the polls / Antibiotic resistance / Racism in football... <http://bbc.in/b0X4PI>
- [mellymelgrant](http://bit.ly/vHNmrq) RT @SkyNews: GPs 'Must Stop' Overuse Of Antibiotics [bit.ly/smkpG8](http://bit.ly/smkpG8)
- [LOKI god of fun](http://bbc.in/s7sMis) BBC News - Myth that antibiotics cure coughs and colds still rife [bbc.in/s7sMis](http://bbc.in/s7sMis)
- [aldakila](http://bbc.in/s7sMis) BBC News: Myth that antibiotics cure coughs and colds still rife [bbc.in/s7sMis](http://bbc.in/s7sMis) <- Antibiotics shouldn't be given out like sweets!!
- [RANKIS](http://bbc.in/s7sMis) BBC News - Myth that antibiotics cure coughs and colds still rife [bbc.in/s7sMis](http://bbc.in/s7sMis) #health
- [OrganicFarmMag](http://twitter.com/michaelpollan) @michaelpollan It's European #Antibiotics Awareness Day! New report shows antibiotics in farming putting lives @ risk [bit.ly/uiAFar](http://bit.ly/uiAFar)
- [yoshiks](http://bbc.co.uk/news/health-15) Antibiotics, wrong myth: [bbc.co.uk/news/health-15](http://bbc.co.uk/news/health-15)... ..

## YouTube Life Channel Videos



The screenshot shows five video thumbnails from the YouTube Life Channel. Each thumbnail includes a video title, a description, the uploader 'departmentofhealth', and the number of views. The videos are: 1. 'Don't get prickly if your doctor won't prescribe you antibiotics' (0:30, 56 views), 2. 'Sick as a parrot?' (0:27, 113 views), 3. 'When you're ill you'll do anything to feel better' (0:32, 59 views), 4. 'Feel like a lame duck?' (0:27, 69 views), and 5. 'Looking for a purrfect remedy for your cough' (0:30, 59 views).

**Don't get prickly if your doctor won't prescribe you antibiotics**  
Short video, in a series of five, providing a light-hearted way of reminding people to take care, not antibiotics for use in GP surgeries and ...  
by departmentofhealth 2 months ago 56 views

**Sick as a parrot?**  
Day and the promotion of prudent antibiotic use. For use in hospitals and primary care settings ...  
Antibiotics European Antibiotic Awareness Day ...  
by departmentofhealth 2 months ago 113 views

**When you're ill you'll do anything to feel better**  
Day and the promotion of prudent antibiotic use. For use in hospitals and primary care settings ...  
Antibiotics European Antibiotic Awareness Day ...  
by departmentofhealth 2 months ago 59 views

**Feel like a lame duck?**  
Day and the promotion of prudent antibiotic use. For use in hospitals and primary care settings ...  
Antibiotics European Antibiotic Awareness Day ...  
by departmentofhealth 2 months ago 69 views

**Looking for a purrfect remedy for your cough**  
Day and the promotion of prudent antibiotic use. For use in hospitals and primary care settings ...  
Antibiotics European Antibiotic Awareness Day ...  
by departmentofhealth 2 months ago 59 views

# Other Initiatives

# Educating Professionals

- The National Centre for Infection Prevention and Management at Imperial College London hosts a study day each year to coincide with EU Antibiotic Awareness Day.
- This study day focuses on the nurses role in antimicrobial management as a core aspect of patient safety and quality improvement.
- This year the course covered the principles of best practice in antibiotic prescribing, and provided a background on antimicrobials, bacterial infections seen in acute care and the clinical challenge of resistance.

# E-bug Science Show Evaluation

- in Butlins, Skegness

European Antibiotics Awareness Day November 2011





## Summary

Promotion of key messages and provision of specific toolkit materials on the DH website enabled NHS organisations develop local campaigns to promote prudent antibiotic prescribing and use