

**To: PCT Chief Executives**  
**Cc: Directors of Public Health**  
PCT Pharmaceutical Advisors

20<sup>th</sup> September 2012

Gateway Reference No: 18101

Dear colleague,

## **EUROPEAN ANTIBIOTIC AWARENESS DAY (EAAD) - 18<sup>TH</sup> 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. Educating the public and clinicians in the responsible use of antibiotics is of paramount importance to help control resistance.

EAAD is coordinated in England by the Department of Health and its Advisory Committee on Antimicrobial Resistance and Healthcare Associated Infections (ARHAI), in partnership with professional bodies.

A number of professional bodies, including the Royal College of General Practitioners (RCGP) have already agreed to support EAAD this year. The RCGP's involvement is especially relevant as they have designated antimicrobial stewardship as one of their three clinical priorities for the next 3 years. This is opportune as our plans for EAAD 2012 aim to extend reach and focus to GPs with the launch of **TARGET** (Treat Antibiotics Responsibly; Guidance, Education, Tools), a toolkit on antimicrobial stewardship for primary care aimed at primary care prescribers and their patients to help them improve practice.

Promoting the responsible use of antibiotics is particularly important in primary care as 80-90% of antibiotics are prescribed within these settings and total use continues to increase.

This annual Europe-wide initiative takes place on the 18<sup>th</sup> November each year. However, as this day falls on a Sunday this year, activities will be launched from **Friday 16<sup>th</sup> November**. As in previous years, we are providing a range of educational materials to help you implement local campaigns and initiatives. These can be downloaded from the Department of Health website at <http://www.dh.gov.uk/health/tag/eaad/> and a limited number of hardcopy posters and leaflets are available from Prolog (see Annex).

The available materials are listed in the attached Annex and the primary care factsheet, leaflet and the TARGET toolkit may be of particular interest to primary care colleagues. Our short video clips will also be shown by the Life Channel service in participating GP surgeries from Monday 5<sup>th</sup> November to Sunday 2<sup>nd</sup> December. These provide a light-hearted way of reminding people to “take care, not antibiotics”

We would therefore encourage you to help make EAAD a success by taking the following action:

- Encouraging local campaigns on use of antibiotics by circulating this letter and details of the educational materials
- Monitor support for EAAD in your area and provide examples of good practice that will help with our evaluation of EAAD 2012.
- Encourage GP practices and community pharmacies (where facilities are available) to download the short EAAD videos for use within patient waiting areas.

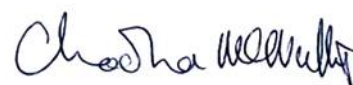
Thank you in advance for your support and cooperation in ensuring the promotion of this important initiative. If you have any queries, please contact Diane Ashiru-Oredope at [Diane.Ashiru-Oredope@hpa.org.uk](mailto:Diane.Ashiru-Oredope@hpa.org.uk).



**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 Ciodna 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/](http://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](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](http://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**.