



Public Health
England



Department
of Health



To:

Head of Schools of Medicine, Nursing,
Pharmacy, Dentistry and Veterinary
Medicine
National School of Healthcare Science
HEE Directors of Education and Quality;
LETB Directors

Cc

Medical Schools Council
Pharmacy Schools Council
Dental Schools Council
Council of Deans of Health
Health and Care Professions Council
General Medical Council
General Pharmaceutical Council
Nursing and Midwifery Council
General Dental Council
Presidents of Health Students Associations
Presidents of Royal Colleges

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Dear Colleague

Thank you for your ongoing commitment to reduce antimicrobial resistance (AMR) and drug resistance infections. You will be aware that we announced two national ambitions as part of our drive to tackle AMR. These are: by the end of March 2021, we aim to reduce healthcare-associated Gram-negative bloodstream infections (HA GNBSIs) and inappropriate antibiotic prescribing by 50%, underpinned by a drive for innovation and adoption of timely, patient-centred, cost-effective diagnostics.

Ensuring that we protect the effectiveness of our existing antibiotics and engaging with people remains a priority. International Infection Prevention and Control Week (15-21 October), World Antibiotic Awareness Week (WAAW) (13-19 November) and European Antibiotic Awareness Day (EAAD) (18 November) provide an excellent opportunity to engage with healthcare professionals (HCPs) and the public on AMR.

Ahead of WAAW and EAAD you can do the following:

Support the PHE National AMR Campaign for the public

On 23 October 2017 a national campaign [‘Keep Antibiotics Working’](#) was launched by

PHE 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. The messaging for the campaign aims to move patients to a better understanding that taking antibiotics when they don't need them puts them and their family at risk and to trust their doctors and healthcare professionals advice regarding the best appropriate treatment for them.

Become an Antibiotic Guardian

- **Register your university's planned local activities** by 17 November via the [online registration form](#) (this will take less than five minutes). Last year 367 organisations registered their local activities to support WAAW. Activities can include displaying Keep Antibiotics Working campaign materials, education and training sessions, including AMR information on websites, internal/external newsletters or social media activities. A [resources toolkit](#) is available
- **Forward** this letter lecturers and presidents/committee members of student societies
- **Encourage** colleagues/students, family and friends to join almost 50,000 individuals who have personally pledged an action to help to tackle antimicrobial resistance by choosing an organisation pledge at the [Antibiotic Guardian website](#)¹
- **Health students** are encouraged to learn more about and raise awareness of antimicrobial resistance with peers especially non-health students during World Antibiotics Awareness Week and [become Antibiotic Guardian Champions](#). This includes the opportunity to earn a digital badge that can be added to their LinkedIn accounts on completion of a number of tasks including a [short e-learning AMR module developed by Health Education England](#)
- **Students** are invited to attend the [national AMR student conference](#) on 18 November 2017 in London. Registration via <http://antibioticguardian.com/Meetings/students-amr-conference-2017//>. Students can also submit abstracts for poster presentation at the conference
- **Get creative ideas** via the shared learning pages on the Antibiotic Guardian website that highlight recent local and regional projects/campaigns including from Students on AMR that were peer-reviewed and shortlisted for the 2017 [Antibiotic Guardian awards](#). These can provide useful ideas for local activities
- **Use social media:** use your university and/or organisation's social media (Facebook, Twitter) channels and community networks to engage with diverse population groups to promote key messages on AMR throughout the winter season using **#AntibioticGuardian**

Other useful resources for tackling AMR and for use in local campaigns are highlighted in the appendix.

By taking these simple steps you will contribute to preserve antibiotics for the future.

¹ [Outcome](#) evaluation for the Antibiotic Guardian campaign has shown its success in increasing commitment to tackling AMR in both healthcare professionals and members of the public, through increased knowledge and changed behaviour

Finally, the Antibiotic Guardian campaign has a new look (Figure 1). If you have already started to create materials using the previous logo, these do not need to be changed. We expect both logos will be in use across the country for 2017, but we would encourage a move to the new branding where possible ahead of WAAW 2018. Branding guidelines can be found at www.antibioticguardian.com.

Figure 1 – Antibiotic Guardian logo (2014 to 2017 and from 2017)



Thank you in advance for helping to promote this important initiative.

If you have any queries, please contact the WAAW/EAAD and Antibiotic Guardian national lead, Dr Diane Ashiru-Oredope at diane.ashiru-oredope@phe.gov.uk.

Yours faithfully

**Professor Dame
Sally C Davies**
Chief Medical Officer
England

**Professor
Jane Cummings**
Chief Nursing Officer
England

**Professor
Keith Ridge**
Chief Pharmaceutical
Officer
England

**Professor
Ian Cumming**
Chief Executive
Health Education
England

Professor Sue Hill
Chief Scientific Officer
England

**Professor
Sara Hurley**
Chief Dental Officer
England

Dr Ruth May
National Director for
Infection Prevention
and Control
and Deputy CNO

Duncan Selbie
Chief Executive
Public Health
England

Appendix

The [WAAW/EAAD/AG resources toolkit](#) provides information and signpost to resources (leaflets, posters, social media posts) that can be used for local campaigns.

Key AMR resources are also available:

- A range of tools and resources are available for healthcare professionals to help you contribute to achieving the national ambitions of halving HA-GNBSI and inappropriate antibiotic prescribing through the collaborative work of [NHS Improvement](#), [NHS England](#), [Health Education England](#), [NICE](#) and [Public Health England](#)
- Improvement hub for gram negative bloodstream infections <https://improvement.nhs.uk/resources/preventing-gram-negative-bloodstream-infections/> to develop local collaborative actions to reduce these infections
- The AMR indicators on [PHE Fingertips](#) provide a range of trust level data sets on antimicrobial resistance, healthcare-associated infections, antibiotic prescribing, infection prevention and antimicrobial stewardship that can be used
- The number of Antibiotic Guardians per 100,000 population for each CCG is also available via [PHE Fingertips](#) and by Local authority via Antibiotic Guardian website
- The [Royal Pharmaceutical Society AMR campaign](#) and [CPPE](#) provide specific resources for pharmacists
- The [TARGET Antibiotics](#) resources for primary care are available from the RCGP website and include a range of resources specific for general practice
- The dental AMS toolkit provides a set of resources to help primary care practitioners promote the appropriate use of antibiotics in dental care. <https://www.gov.uk/guidance/dental-antimicrobial-stewardship-toolkit>
- Health students are encouraged to learn more about and raise awareness of antimicrobial resistance with peers especially non-health students during World Antibiotics Awareness Week and [become Antibiotic Guardian Champions](#). This includes the opportunity to earn a digital badge that can be added to their LinkedIn accounts on completion of a number of tasks including a [short e-learning AMR module developed by Health Education England](#)
- Students are invited to attend the [national AMR student conference](#) on 18 November 2017 in London and can register using the above link
- Materials for school children and their families are available via [e-bug](#), [Junior and Family Antibiotic Guardian](#), which educate on infection prevention and control as well as microbes, their spread and use of antibiotics with schools
- [Veterinary Medicines Directorate, Defra and a number of veterinary bodies](#) are raising awareness of these campaigns through various activities to further promote responsible use of antibiotics by veterinarians, farmers and animal keepers/pet owners