



**BECOME AN  
ANTIBIOTIC  
GUARDIAN**

# World Antibiotic Awareness Week, European Antibiotic Awareness Day and Antibiotic Guardian Campaign: Overview of Activities 2017

Keep  Working

**WORLD ANTIBIOTIC  
AWARENESS WEEK**



**EUROPEAN  
ANTIBIOTIC  
AWARENESS DAY** 

A European Health Initiative 

Antibiotic resistance is a complex global public health issue. An integrated cross-sector, One Health approach (human, animal and environment) across national, European and international levels is required to combat the spread of antibiotic resistance.

The Department of Health published the UK Five-Year Antimicrobial Resistance Strategy (AMR) in 2013. The overarching goal is to slow the development and spread of AMR by: improving the knowledge and understanding of AMR; conservation and stewardship of the effectiveness of existing treatments; stimulating the development of new antibiotics, diagnostics and novel therapies.

Each year, the World Health Organisation highlights the importance of antibiotics during World Antibiotic Awareness Week. During this time the theme, Antibiotics: Handle with Care, reflects the overarching message that antibiotics are a precious resource and should be preserved. They should be used to treat bacterial infections, only when prescribed by a certified health professional. Antibiotics should never be shared and should be taken as directed and not saved for the future.

European Antibiotic Awareness Day (EAAD) was initiated by the European Centre for Disease Prevention and Control (ECDC) in 2008 and is held on 18 November every year aiming to raise awareness on how to use antibiotics in a responsible way that will help keep them effective for the future.

For full details on the overview of activities for 2017, visit [AntibioticGuardian.com](http://AntibioticGuardian.com)



**WORLD ANTIBIOTIC  
AWARENESS WEEK**



# EXAMPLES OF ANTIBIOTIC AWARENESS CAMPAIGNS IN 2017

**ANTIBIOTIC RESISTANCE**

**HANDLE ANTIBIOTICS WITH CARE**

**BETH ALL GWETHHWYR GOFAL IEGHYD EI WNEUD?**

1. A few with drugs, with afterphases a rich amglichaed yn ddi?

2. Fydwch chi'n rhannu ei yn ddechrau gwrthfellogeu die ond pan fidi ei hangen, yn unig & chwariawu llyfrach?

3. Fydwch chi'n adrodd haelitau i'w gwneud i gyffwrdd i ddiw. Fydwch chi'n ddiw?

4. Fydwch chi'n siarad & chwariawu am y ddiw i ddiw gwneud gwrthfellogeu briddol, gwneud gwrthfellogeu a pherfformio eu camdrosedd?

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**Antibiotic resistant bugs**

**Antibiotics**

**Keep Antibiotics Working**

Taking antibiotics when you don't need them means they are less likely to work for you in the future.

The best way to treat common colds, coughs or sore throats is plenty of fluids, rest and painkillers if needed, not antibiotics.

Colds and sore throats typically last about 7 days and coughs can last up to 3 weeks. For more information, if you are worried, or if symptoms continue for much longer than this then talk to your pharmacist or doctor.

Find out how you can help at [AntibioticGuardian.com](http://AntibioticGuardian.com)

Healthcare Improvement Scotland | ANTIBIOTIC GUARDIAN | EUROPEAN ANTIBIOTIC AWARENESS DAY

**Misusing and overusing ANTIBIOTICS puts us all at risk**

Taking antibiotics when they are not needed accelerates emergence of antibiotic resistance, one of the biggest threats to global health

You can help reduce antibiotic resistance

Always follow the advice of a qualified health care professional when taking antibiotics

When bacteria become resistant to antibiotics, common infections will no longer be treatable

Antibiotic resistant infections can lead to longer hospital stays, higher medical costs and more deaths

Overuse of antibiotics can cause bacteria to become resistant, meaning current treatments will no longer work

It is the bacteria itself not the person or the animal – that becomes resistant to antibiotics

Antibiotic resistant infections can affect anyone, of any age, in any country

**HANDLE ANTIBIOTICS WITH CARE**

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## Antibiotic Awareness

### What are antibiotics?

Antibiotics are important medicines used to treat infections caused by bacteria. Antibiotics DO NOT treat infections caused by viruses.

### What are viral infections?

Viral infections are very common. They include all colds and flu, and many infections of the nose, sinuses, ears, throat and chest (coughs/bronchitis).

### Why should antibiotics NOT be used to treat viral infections?

- Antibiotics DO NOT kill viruses.
- Taking antibiotics that you do not need, e.g. to treat viral infections can lead to antibiotic resistance.
- Resistance occurs when bacteria are no longer killed by antibiotics. As a result some antibiotics have become less effective against the bacterial infections they were designed to treat.
- Infections caused by resistant bacteria can be very difficult to treat.
- In recent years few new antibiotics have been discovered. We need to protect the antibiotics we have, to ensure they continue to work now and in the future.



## World Antibiotic Awareness Week 2017

**WORLD ANTIBIOTIC AWARENESS WEEK**  
13-19 November 2017

Theme: Seek advice from a qualified healthcare professional before taking antibiotics

# PLEDGING TO ACTION

The year-round Antibiotic Guardian campaign acts as a driver to increase engagement among healthcare professionals and provide an outcome measure of engagement by individuals and organisations. A pledge system helps people feel that they have taken concrete personal and collective action to help keep antibiotics active. This may in turn act as a catalyst for behaviour change that is measured through follow-up.

In 2017, following a successful pilot of a public facing media campaign on AMR, a national campaign called Keep Antibiotics Working (using TV, radio and social media) was launched. The message of the campaign was twofold: a) taking antibiotics when not needed puts you and your family at serious risk and b) trust your doctors' and healthcare professionals' advice.

Also in 2017, Keep Antibiotics Working and Antibiotic Guardian were aligned in look and feel, bringing together the purpose and credibility of the Antibiotic Guardian programme with the scale and recognition of the nationwide consumer campaign to establish Keep Antibiotics Working as PHE's unifying brand to manage AMR for the public. Both campaigns share objectives which support the government ambition to reduce inappropriate prescribing in the UK by half by 2020.

# PEER-REVIEW PUBLICATIONS ON ANTIBIOTIC GUARDIAN

In addition to the two previously published peer review publications, in July 2017 a qualitative evaluation of the Antibiotic Guardian campaign was peer-reviewed and published in [BMC Public Health Journal](#).

The screenshot shows the BMC Public Health website interface. At the top, there is a navigation bar with 'BMC', 'Explore journals', 'Get published', 'About BMC', 'Login', and 'Search'. Below this is a secondary navigation bar with 'Home', 'About', 'Articles', and 'Submission Guidelines'. The main content area features a sidebar on the left with a table of contents (Abstract, Background, Methods, Results, Discussion, Conclusions, Declarations, References). The central article title is 'The Antibiotic Guardian campaign: a qualitative evaluation of an online pledge-based system focused on making better use of antibiotics'. Below the title, the authors are listed: Joanna May Kesten, Alex Bhattacharya, Diane Ashiru-Oredope, Maya Gobin, and Suzanne Audrey. The article is identified as a 'Research article' with 'Open Access' and 'Open Peer Review' options. A 'Download PDF' button and an 'Export citations' dropdown are visible. The article's DOI is <https://doi.org/10.1186/s12889-017-4552-9>. A blue banner indicates that the article has been published in BMC Public Health 2017 17:736. The abstract section is partially visible, starting with 'The Antibiotic Guardian Campaign was developed to increase commitment to reducing Antimicrobial Resistance (AMR), change behaviour and increase knowledge through an online pledge system for healthcare professionals and members of the public to become'.

The screenshot shows the European Journal of Public Health website interface. At the top, there is a navigation bar with 'OXFORD ACADEMIC', 'EUROPEAN JOURNAL OF PUBLIC HEALTH', 'Issues', 'More Content', 'Submit', 'Purchase', 'Alerts', 'About', and 'All European Journals'. The main content area features a sidebar on the left with 'Article Contents' (Abstract, Introduction, Methods, Results, Discussion, Conflict of interest, Supplementary data, References, Supplementary data, Comments [0]). The central article title is 'Expansion of the 'Antibiotic Guardian' one health behavioural campaign across Europe to tackle antibiotic resistance: pilot phase and analysis of AMR knowledge'. Below the title, the authors are listed: Sophie Newitt, Sibyl Anthierens, Samuel Coenen, Danilo La Fo Wang, Cristiana Salvi, Richard Puleston, and Diane Ashiru-Oredope. The article is identified as a 'Research article' with 'Open Access' and 'Open Peer Review' options. A 'Download PDF' button and an 'Export citations' dropdown are visible. The article's DOI is <https://doi.org/10.1093/eurpub/ckz239>. The article was published on 01 February 2018. The abstract section is partially visible, starting with 'Antimicrobial resistance (AMR) is a major public health threat. The UK Antibiotic Guardian (AG) behavioural change campaign developed to tackle AMR was expanded across Europe through translation into Russian, Dutch and French. Demographics and knowledge of AGs were analyzed between 01 November 2016 and 31 December 2016. A total of 367 pledges were received with the majority from the public and health care professionals. The pilot has significantly increased the awareness of AMR from Europe (including UK) (p < 0.001) and'.

On 01 February 2018, the peer-reviewed manuscript: Expansion of the 'Antibiotic Guardian' one health behavioural campaign across Europe to tackle antibiotic resistance: pilot phase and analysis of AMR knowledge was published in [European Journal of Public Health](#).



# GAINING SUPPORT

## Primary Care letter



To:  
Chief Pharmacist/Heads of Medicines Management  
Medical Directors  
Directors of Nursing  
Directors of Infection Prevention and Control

Cc:  
Chairs of Infection Control Committee and Antimicrobial Stewardship Groups  
Antimicrobial Pharmacists  
Trust Communication Leads

PHE Gateway Number: 2017471  
NHS England Publications Gateway Reference: 07364

01 November 2017

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:

**Visit the improvement hub for gram negative bloodstream infections** to develop local collaborative actions to reduce these infections:  
<https://improvement.nhs.uk/resources/preventing-gram-negative-bloodstream-infections/>

**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

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Keep  Working

PHE, in collaboration with NHS England and Department of Health, sent letters to chief executives in primary and secondary care.

Within the letter, organisations were invited to register their support for the campaign and join a national promotional network.

In 2017: letters signed by the Chief Medical Officer, Chief Nursing Officer, Chief Pharmaceutical Officer, Chief Dental Officer, Chief Scientific Officer, and CEOs of PHE and HEE were written for:

- NHS: Primary Care
- NHS: Secondary Care
- Local Authority
- Professional Organisations
- Universities

## University letter



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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Page 1 of 4

# EDUCATIONAL MATERIALS

Educational materials from previous years were updated with the new branding including the Prescriber's checklist; quizzes; toolkit for healthcare professionals and a new students' toolkit; posters and leaflets. More material including posters, leaflets and peer-review publications available at AntibioticGuardian.com




**BECOME AN ANTIBIOTIC GUARDIAN**

**RESOURCES TOOLKIT FOR HEALTHCARE PROFESSIONALS IN ENGLAND**

FOR  
WORLD ANTIBIOTIC AWARENESS WEEK & EUROPEAN ANTIBIOTIC AWARENESS DAY

Keep Antibiotics Working

WORLD ANTIBIOTIC AWARENESS WEEK ANTIBIOTIC GUARDIAN EUROPEAN ANTIBIOTIC AWARENESS DAY




**BECOME AN ANTIBIOTIC GUARDIAN**

**RESOURCES TOOLKIT FOR HEALTH STUDENTS AND PRE-REGISTRATION PROFESSIONALS**

World Antibiotic Awareness Week  
European Antibiotic Awareness Day


Keep Antibiotics Working

WORLD ANTIBIOTIC AWARENESS WEEK ANTIBIOTIC GUARDIAN EUROPEAN ANTIBIOTIC AWARENESS DAY



**ANTIBIOTIC GUARDIAN**

Keep Antibiotics Working



**EUROPEAN ANTIBIOTIC AWARENESS DAY**

**HANDLE WITH CARE!**

Secondary Care Prescriber's Checklist

**Antibiotics**

– Overuse and incorrect use drives resistance

**START SMART:**

- do not start antimicrobial therapy unless there is clear evidence of infection
- take a thorough drug allergy history
- initiate prompt effective antibiotic treatment within one hour of diagnosis (or as soon as possible) in patients with severe sepsis or life-threatening infections. Avoid inappropriate use of broad-spectrum antibiotics
- comply with local antimicrobial prescribing guidance
- document clinical indication (and disease severity if appropriate), drug name, dose and route on drug chart and in clinical notes
- include review/stop date or duration
- obtain cultures prior to commencing therapy where possible (but do not delay therapy)
- prescribe single dose antibiotics for surgical prophylaxis where antibiotics have been shown to be effective
- document the exact indication on the drug chart (rather than stating long term prophylaxis) for clinical prophylaxis

**THEN FOCUS:**

At 48 – 72 hours; review the patient and make a clinical decision "the Antimicrobial Prescribing Decision" on the need for on-going antibiotic therapy.

Does patient's condition and/or culture result(s) necessitate:

- Stop of antibiotic therapy (if no evidence of infection)
- Switch from intravenous to oral therapy
- Change: de-escalation/substitution/addition of agents
- Continuation of current therapy
- Outpatient Parenteral Antibiotic Therapy (OPAT)

} Document Decision & Next Review Date or Stop Date in clinical notes and drug chart

Reference: Antimicrobial Stewardship Toolkit for Secondary Care: Start Smart – then Focus  
Available at: <https://www.gov.uk/government/publications/antimicrobial-stewardship-start-smart-then-focus>  
SSTF was developed by Public Health England and the Department of Health expert advisory committee on Antimicrobial Resistance and Healthcare Associated Infection (ARHAI)

**EUROPEAN ANTIBIOTIC AWARENESS DAY**

18 NOVEMBER

ANTIBIOTIC GUARDIAN AND EAAD ARE SUPPORTED BY:



**ANTIBIOTIC GUARDIAN**

Keep Antibiotics Working



**EUROPEAN ANTIBIOTIC AWARENESS DAY**

A European Health Initiative

**CHOOSE A PLEDGE AND JOIN THE ANTIBIOTIC GUARDIANS. RALLY TOGETHER AT ANTIBIOTICGUARDIAN.COM**



**Taking ANTIBIOTICS when you don't need them puts you and your family at risk**



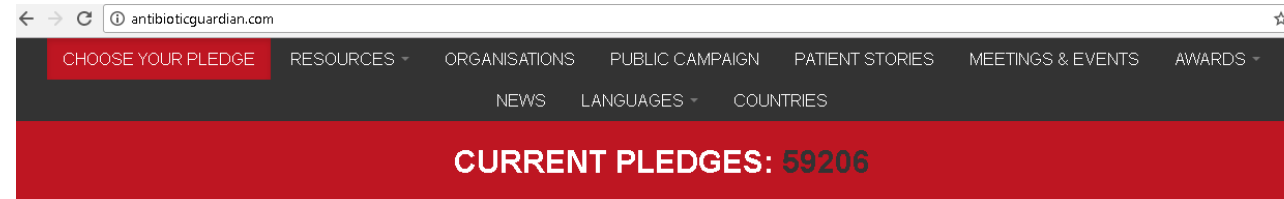
**TAKE YOUR MIDWIFE'S ADVICE**

Keep Antibiotics Working

# BECOME AN ANTIBIOTIC GUARDIAN

As of 12 February 2018, there are 59,206 Antibiotic Guardians.

The Antibiotic Guardian website reflected updated branding for healthcare professionals and students that allowed them to support antibiotic awareness campaigns in the UK.



## BECOME AN ANTIBIOTIC GUARDIAN

Keep Antibiotics Working



To enable subtitles for the video, click on cc (lower right section of the video screen)

Keep **Antibiotics** Working

### Antibiotic resistance is one of the biggest threats facing us today.

**Why it is relevant to you:** without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy and animal health all rely on access to antibiotics that work.

**What we want you to do:** To slow resistance we need to cut the unnecessary use of antibiotics. We invite the public, students and educators, farmers, the veterinary and medical communities and professional organisations, to become Antibiotic Guardians.

**Call to action:** Choose one simple pledge about how

**ANTIBIOTIC RESISTANCE IN NUMBERS**

- 25%** The number of people who die each year from antibiotic resistance is expected to increase to 33 million by 2050.
- 13%** The number of antibiotic-resistant infections in the UK is expected to rise to 1.3 million by 2050.
- 10%** The number of antibiotic-resistant infections in the UK is expected to rise to 10 million by 2050.
- £6.6 billion** The cost of antibiotic resistance in the UK is expected to reach £6.6 billion by 2050.

**BECOME AN ANTIBIOTIC GUARDIAN**

Protect yourself, your family, friends, colleagues and patients against the spread of antibiotic resistance.

Join us at [antibioticguardian.com](http://antibioticguardian.com)

Keep Antibiotics Working





# SOCIAL MEDIA

Graphics and tweets were used in conjunction for World Antibiotic Awareness Week and European Antibiotic Awareness Week to connect with the general public via social media outlets.

**facebook** Sign Up

**Fight antibiotic resistance**  
What can we do to improve antibiotic prescribing?

**ANTIBIOTIC GUARDIAN**  
I will promote a culture of responsible use of antibiotics within my professional network

**Cambridge University Hospitals NHS Foundation Trust**  
17 November at 09:09 · €

This week our staff have been busy signing up to be Antibiotic Guardians and pledging to keep #KeepAntibioticsWorking!

4.4k Views

## The Numbers

- 11.217M **IMPRESSIONS**
- 5,737 **TWEETS**
- 2,333 **PARTICIPANTS**
- 40 **AVG TWEETS/HOUR**
- 2 **AVG TWEETS/PARTICIPANT**

[Tweet](#)  
[Like](#)

Tweet data from the [#AntibiotciGuardian](#) hashtag from Sun, November 12<sup>th</sup> 2017, 11:25AM to Sat, November 18<sup>th</sup> 2017, 11:25AM (Europe/London).

Public Health England **Keep Antibiotics Working** **NHS**

It is estimated that at least **5,000 deaths** are caused **every year** in England because antibiotics no longer work for some infections.

**4 in 10** patients with an **E.coli** infection in England do not respond to the commonest antibiotic used in hospitals.

**Antibiotic resistance** is set to rise with experts predicting that in just over 30 years antibiotic resistance **will kill more people worldwide** than cancer and diabetes combined.

From the 1930s to the 1960s, **14 classes of antibiotic** were introduced, but since 1968 there have been only five new drug classes developed. Since 1984, no new registered classes of antibiotics for human treatment have been developed.

**1 in 3** people in England takes at least one course of antibiotics each year.

Over **850 million** antibiotics tablets or capsules were prescribed in England in 2016.

Over **5 million bottles** of antibiotics were prescribed in England in 2016. These are usually given to young children, under 10 and more usually under 6.

Pledge to become an **ANTIBIOTIC GUARDIAN** and select the simple action you can take which will protect our antibiotics.

**BECOME AN ANTIBIOTIC GUARDIAN**

Keep Antibiotics Working

# SENIOR SUPPORT FOR ANTIBIOTIC GUARDIAN

Antibiotic Guardian has received support from high-profile individuals including Jeremy Hunt and Professor Sally Davies.

Pinned Tweet

**Prof Sally Davies** @CMO\_England · Oct 25

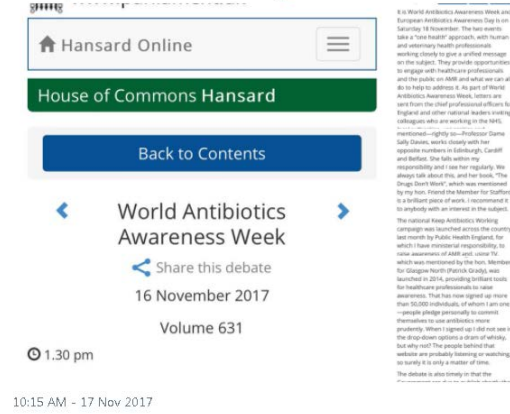
It is essential we [#keepantibioticsworking](#) – everyone has a role to play. It's really important to trust your doctor



The Chief Medical Officer on the catastrophic threat of antimicrobial...  
www.youtube.com

16 100 103

World [#AntibioticAwarenessWeek](#) & [#EAAD](#) @UKParliament. TY @BrineMinister [hansard.parliament.uk/Commons/2017-1](http://hansard.parliament.uk/Commons/2017-1) ... [#AntibioticGuardian](#) [#KeepAntibioticsWorking](#)



10:15 AM - 17 Nov 2017

Keep **Antibiotics** Working

**Jeremy Hunt** @Jeremy\_Hunt

Delighted to become an [#AntibioticGuardian](#) following [#improvePC](#) event – must all take action to safeguard antibiotics for future generations [#StopSuperBugs](#)

**Elizabeth Beech** @elizbeech

Delighted @Jeremy\_Hunt agreed to pledge to be [#AntibioticGuardian](#) at [#improvePC](#) today @DrDianeAshiru Look forward to the photo [#evidence](#) If you have not yet pledged please do so a...

Keith Ridge Retweeted

**Steve Brine MP** @BrineMinister

I have today pledged to be an [#AntibioticGuardian](#) to [#KeepAntibioticsWorking](#). Our actions protect [#antibiotics](#). Join me at



Antibiotic Guardian  
antibioticguardian.com

15/11/2017, 15:00

hansard.parliament.uk

www.parliament.uk

Hansard Online

House of Commons Hansard

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World Antibiotics Awareness Week

Share this debate

16 November 2017

Volume 631

1:30 pm

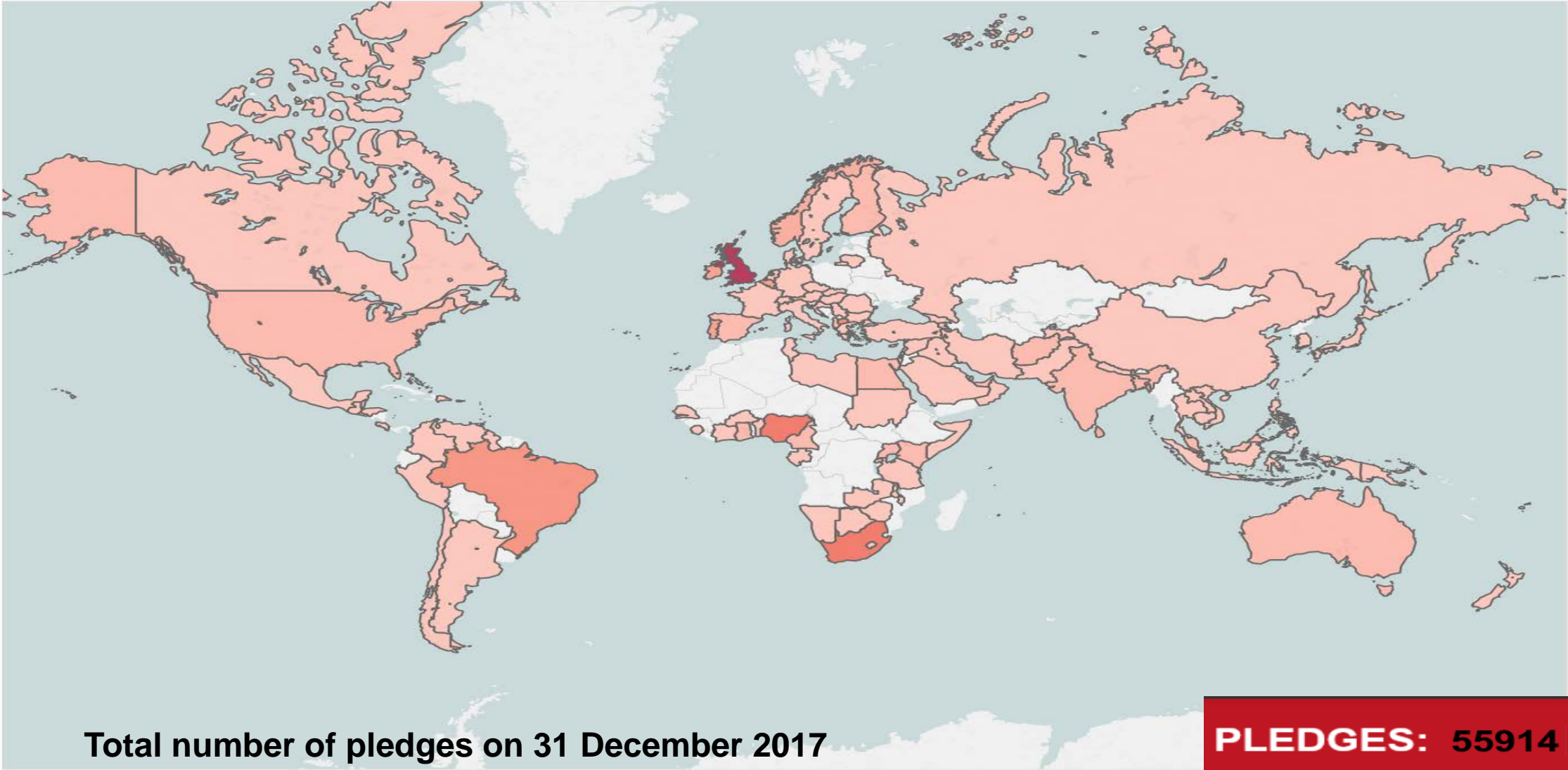
Julian Sturdy (York Outer) (Con)

I beg to move,

That this House has considered World Antibiotics Awareness Week.

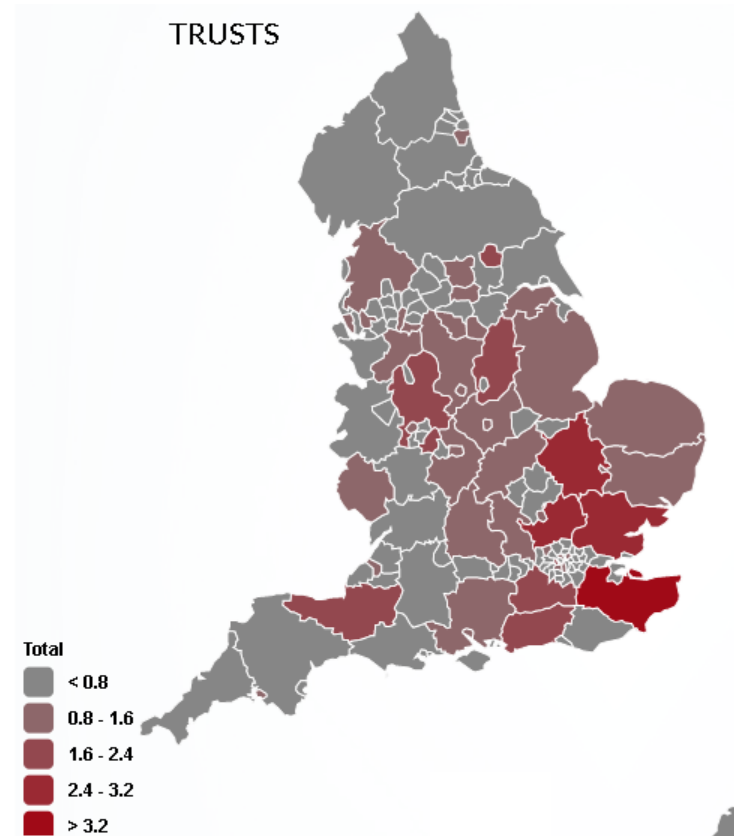
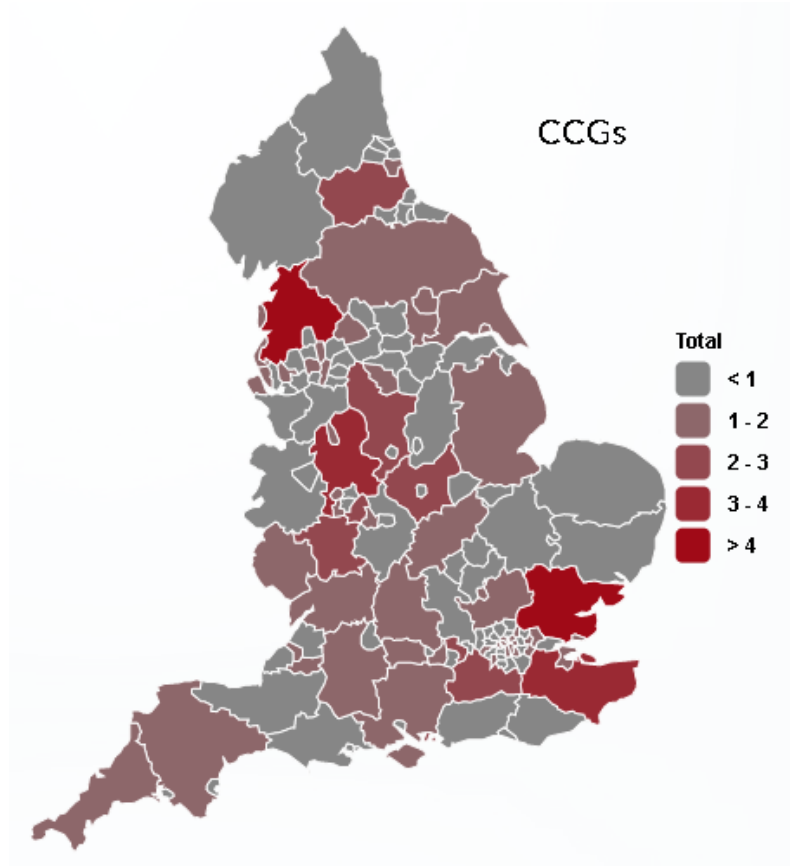


# ANTIBIOTIC GUARDIAN REACH



# CCGs AND TRUSTS THAT REGISTERED PLANNED ACTIVITIES FOR 2017 WAAW

## Coverage in England



In 2017, 149 organisations registered planned activities, leading to a 166% increase in registrations from the prior year (90 organisations).

<http://antibioticguardian.com/registered-organisations/>

These are showcased in the following slides.

# EXAMPLES OF ACTIVITIES LED BY INDIVIDUAL ORGANISATIONS

Bath and North east Somerset, which continued use of the #SeeltSnapItShareIt campaign materials to deliver AMR messaging all winter in 2017 and for 2018 plan to focus on Antibiotic Amnesty – adopt/adapt Imperial and CPPE campaign to encourage public to return unused antibiotics to community pharmacies.

University Hospitals of Leicester (UHL), working in conjunction with local CCGs, community pharmacies, Universities and County Scout Group to deliver a regional campaign.

Bristol City Council, where activities were run teaching children an understanding of resistance and the importance of handwashing, alongside social media engagement, for example, development of a superbug Snapchat geofilter by e-Bug and NICE.

University of Manchester, where events and workshops were run, alongside international school outreach initiatives/.

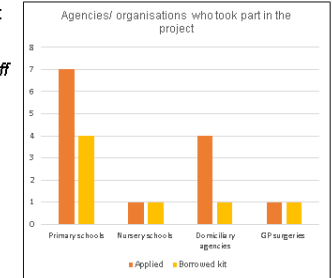
Wiltshire Council, where ‘glow and show’ kits were developed for local libraries that provided information on handwashing and infection prevention and control.

More information on participating organisations, both locally and internationally available at the Antibiotic Guardian website: <http://antibioticguardian.com/news/>

## Wiltshire Council

### Glow and show kits in local libraries – feasibility project

- One library used – Trowbridge
- Presentation and information folder provided to library staff
- Invitations to take part in project:
  - For example - Local hotels; pharmacies; dentists; schools; domiciliary care agencies..... (80)
- List of applicants supplied to library staff
- Voucher system used by borrower



### Feedback:

- ...used as part of science PSHE to look at spreading infection.....
- It's been valuable to use the kit. It made teaching handwashing much more inspiring/ real
- We used worksheets and lesson materials suggested in the kits and on the cares website
- Really enjoyed it – good learning point for all

### Next steps:

- Obtain sponsorship for consumables
- Agree how it will be managed
- Roll out to two other main libraries in Wiltshire
- Wider publicity

## University of Manchester - 2017

- **Manchester Body Experience**
  - Direct engagement with >800 of the 2,500 visitors; 22 parents wanted us to run workshop at their school, hundreds signed up to be Antibiotic Guardians on [I pads](#)
- **Launch of 'OUTBREAKAMR' – novel scavenger-hunt team-based game, combined with mobile App.**
  - Piloted with 81 people across ten teams. Fantastic feedback
- **WAAW17**
  - Focus on 'One-Health – AMR and ecology'.
  - Partnership with Man. Met. Univ.
  - Led by team of 27 students
  - All Faculties represented. Events on five days
  - Seminar series, 'bug club' and evening symposium,
    - 207 attendees
  - Outreach with school children in Nigeria





# Veterinary Medicines Directorate

Twitter campaign recycling previous infographics and key messages

Twitter polls to determine public knowledge on AMR

Supported other organisations via their twitter campaigns e.g .retweeting

VMD Stand at the London Vet Show

RUMA/VMD conference – fully booked (~200 attendees, including national press); Lord Gardiner opened the day; launch of VARSS and Sector Specific Targets; CVO interviewed at BBC breakfast

## Antibiotic facts in animals

By law antibiotics for use in animals can only be bought with a prescription

which can only be issued by a vet

who can only prescribe for animals under their care



Department for Environment Food & Rural Affairs

The use of antibiotics in animals is tightly regulated, just like in people

## Antibiotic facts in animals

When any food-producing animal is given antibiotics

by law there is a minimum time period that must pass following treatment

before the animal (or its milk or eggs) can be sold as food



Department for Environment Food & Rural Affairs

This period ensures that antibiotics are effectively eliminated from the animals' systems

## Antibiotic facts in animals

People get sick, animals get sick

some infections in both are caused by bacteria

which require antibiotics to kill the bacteria



Department for Environment Food & Rural Affairs

Antibiotics are essential for treating sickness in both people and animals

Survey <https://www.surveymonkey.co.uk/r/WTM2568>

The Bella Moss Foundation  
Celebrating 10 years 2006 - 2016



NOAH  
National Office of Animal Health



ANTIBIOTIC  
GUARDIAN



# Veterinary Medicines Directorate

## Other activities from stakeholders

**Liverpool University** – debates on antimicrobial use and stewardship between medical and veterinary students. Blogpost on AMR publicised on the university Facebook page with ~3000 followers; blog on AMR for dairy farmers.

**FSA** – Combined their AMR messages with some of MHRA's. Launched an EU AMR survey.

**RUMA** – released case study videos daily over WAAW on reduced antibiotic use on farm. Supported a One-Health conference with PHE. Many networking opportunities as a result. RUMA/VMD AMR conference.

**NOAH/Bella Moss Foundation** – launch of survey to assess understanding of how antimicrobial works amongst general public. Survey closes 18 March.

**AHDB** – recycled infographics and pushed via social media with a focus on the sheep industry. Generated valuable discussion around antibiotics usage data.

**British Equine Veterinary Association** – launched a campaign to encourage people to discuss how antibiotic use has been successfully reduced. Results to be shared as case studies for 2018 EAAD

**Nottingham university** – One-health society united for an annual AMR project – treasure hunt to identify antibacterial properties within samples collected from the environment

**BVA** – created a blog to discuss work achieved to address AMR. Published information on their website.

**Red Tractor** – shared and retweeted messages. New standards were launched 1<sup>st</sup> October

**Scotland** – promoted the issue of AMR with information on human and animal isolates on the Scottish animal health website. Publication of their one-health report.

**Northern Ireland:** AMR workshop organised by the NI Department of health – 145 people took part.



# 2017 WAAW/EAAD activities in Scotland, Wales and Northern Ireland



# SCOTTISH ANTIMICROBIAL PRESCRIBING GROUP FOR NHS SCOTLAND 2017

## WAAW/EAAD OVERVIEW OF ACTIVITIES

Keep Antibiotics Working posters and leaflets displayed in all Community Pharmacies during Oct and Nov.

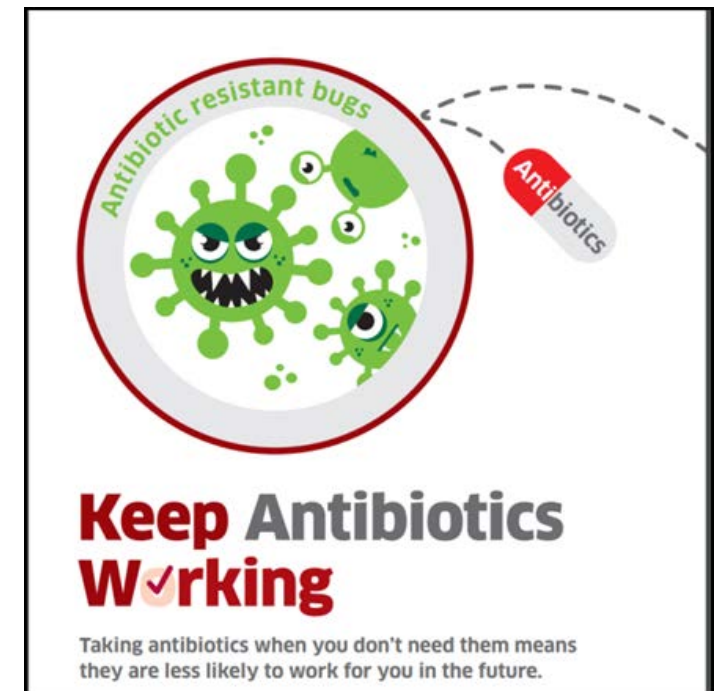
Printed posters, leaflets, colouring sheets, pens and stickers supplied by SAPG to health boards for use in hospital and community settings

Letter from Scottish Government to health boards seeking support for local EAAD activities.

Blog aimed at care providers and parents about eye infections in young children.

Antimicrobial pharmacists visited schools to promote e-bug.

Novel approaches - one board made video featuring school children and one board featured treasure hunt for beach pebbles painted with antibiotic pictures and messages.



# EXAMPLES OF 2017 WAAW/EAAD IN SCOTLAND



## ANTIBIOTIC GUARDIAN WORKSHOPS, AWARDS & AMR SCOTLAND



Antibiotic resistance is one of the biggest threats facing us today!

SIGN UP TO OUR NEWSLETTER

VIEW WEBINARS

### Why it is relevant to you:

Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy all rely on access to antibiotics that work.

### What we want you to do:

To slow resistance we need to cut the use of unnecessary antibiotics. November 18th is European Antibiotic Awareness Day. As part of that we're asking everyone in the UK, the public and the medical community to become Antibiotic Guardians.

### Call to action:

Choose one simple pledge about how you'll make better use of antibiotics and help save this vital medicine from becoming obsolete. To ensure that the information and knowledge on Antibiotic Stewardship is disseminated to those practising healthcare across the nation, a series of awareness and educational events have been developed. These educational workshop events, to be held in Leeds, Bristol and London, will provide guidance, resources and information for practitioners on topics associated with antibiotic awareness. The events will provide an opportunity to understand how you and your organisation can support combat the global challenge faced by antibiotic resistance whilst gaining advice, support and resources to inform patients and staff.



**Sarah Thomson** @SarahJ\_Thomson · Jan 14

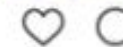
2017 #EAAD bug rock turned up in Broughty Ferry today - just about surviving the Scottish winter! #AntibioticGuardian #KeepAntibioticsWorking #CarnoustieRocks #NHSTayside



13\_fali, guasnoxes, ejanni, dale\_brucey, tanttaka, susanita.39 and carnoustierocks like this

azulnacer\_ What a beautiful surprise! I'll fight against the abuse of antibiotics @carnoustierocks #carnoustierocks #nhs

Sarah's post



13\_fali, guasnoxes, ejanni, dale\_brucey, tanttaka, susanita.39 and carnoustierocks like this

azulnacer\_ What a beautiful surprise! I'll fight against the abuse of antibiotics @carnoustierocks #carnoustierocks #nhs

# NHS WALES 2017 OVERVIEW OF ACTIVITIES

- Nov 2017 Welsh Government funding £21k for targeted public health campaign as part of AMR plan
- Community Pharmacy Wales:
  - One of two Public Health Campaigns a year, supported by Chief Pharmacists
  - Materials included posters, leaflets, prescription inserts, AG pledges and staff evaluation
  - Clinical focus on UTI prophylaxis and patient education
  - All 700 community pharmacies in Wales participated
  - Photoshoot plus media launch in University Hospital Wales, Cardiff
- AG campaign, aimed at general public plus all health care professionals – approx. 3000 pledges
- WCPPE and RPS support incl. podcast (general public) and webinar (pharmacists & GPs)
- Targeted social media campaign run by PHW, women 25-40, 345k hits across multiple platforms
- Cardiff Uni Mpharm student workshops & AG pledges
- Extensive work in HBs, stands and visits on 5 days WAAW with different themes each day
- Vet and farming communities mirrored human campaign including 262 AG pledges

# EXAMPLES OF 2017 WAAW/EAAD IN WALES



# PUBLIC HEALTH AGENCY – NORTHERN IRELAND 2017 OVERVIEW OF ACTIVITIES

Public Engagement event at W5 interactive science discovery centre – 18 Nov  
“Become an antibiotic guardian”

In partnership with Centre from Excellence for Public Health Northern Ireland and the STEM Ambassador Hub based at W5

Children and their families journeyed through W5 with an Antibiotic Guardian Passport which they had to complete by attending the different activities and demonstrations on each level of W5. Activities included:

- Visual and interactive demonstrations showing the children what different microbes are and how antimicrobial resistance develops
- An interactive game to help older children decide do they need an antibiotic or not.
- Engagement with parents and younger children to discuss antibiotics and when they are needed.
- ‘Design your own Microbe’ colouring in activity.
- The use of IPads and Tablets for children to play antimicrobial resistance games. <https://longitudeprize.org/superbugs>
- Various antimicrobial resistance videos and cartoons on display throughout event.

Those who completed their passport received a certificate

Feedback from the event was extremely positive - 89% of those who completed our evaluation forms would attend this event again and felt that the information provided had given them a better understanding of when antibiotics are necessary.



# EXAMPLES OF 2017 WAAW/EAAD AT PUBLIC HEALTH AGENCY – NORTHERN IRELAND

Public Engagement event at the Northern Ireland Science Festival, University of Ulster “The Antibiotic Apocalypse”

This event was targeted at adults and children aged 16 years and over and approximately 120 people attended. Members of the audience watched a short film about AMR called “Catch”. This was followed by presentations from local AMR experts including one from Public Health. This was an opportunity to share key messages about reducing the burden of AMR through careful antibiotic use and preventing infections in the first instance. The presentations were followed by a panel discussion which gave the audience an opportunity to ask questions.

E Bug resources were launched in Northern Ireland in partnership with Centre from Excellence for Public Health Northern Ireland and the STEM Ambassador Hub based at W5.



# CONCLUSION

2017 World Antibiotic Awareness Week continued to expand interest, raise awareness and increase engagement with healthcare professionals across all UK countries.

The fourth year of the Antibiotic Guardian campaign continued to gain support and engagement, expanding to include more activities, as evidenced by the first student national AMR Conference, the updated branding in relation to the public's 'Keep Antibiotic Working' campaign and other activities.

The video for the Keep Antibiotics Working campaign across England was viewed 10 million times on social media platforms with 81% of the audience agreeing with the message that 'Taking antibiotics when you don't need them puts you and your family at risk of antibiotic resistant infections'.



# SAVE THE DATE

**World Antibiotic Awareness Week  
12-18 November 2018**



**European Antibiotic Awareness Day  
18 November** (Focussed activities on 14 and 15 November)

Toolkits for UK countries via <http://antibioticguardian.com/healthcare-professionals/>



A European Health Initiative



Our actions protect antibiotics

**BECOME AN  
ANTIBIOTIC GUARDIAN**

Join us at [antibioticguardian.com](http://antibioticguardian.com)

Keep **Ant**ibiotics Working