



Public Health
England



Department
of Health &
Social Care



To:

Heads of Medicines Optimisation
Director of Quality
Accountable Officer

Cc:
CCG Clinical Leads Pharmaceutical
Advisers Communication Leads
Chief Clinical Officers, CCGs

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07 November 2018

Dear Colleague

Thank you for your ongoing commitment to tackling antimicrobial resistance (AMR) and reducing drug resistant infections. Healthcare staff in CCGs have a key role to play in the drive to prevent serious infections and reduce inappropriate antibiotic use. The purpose of this letter is to draw your attention to forthcoming awareness weeks and actions you and colleagues can take.

In England there have been measurable improvements in antibiotic prescribing over the last 5 years with reductions in overall primary care prescribing and shifts from broad to narrow spectrum antibiotics in secondary care. However, we have seen a continued rise in bloodstream infections with microbiology laboratories reporting increased antibiotic resistance.

You will be aware of the national ambitions in support of our drive to tackle AMR underpinned by a drive for innovation, improved surveillance and adoption of timely, patient-centred, cost-effective diagnostics;

- To halve Gram-negative HCAI bloodstream infections by 2020/21
- To halve inappropriate prescribing in humans by 2020/21
- To reduce antibiotic use in animals to 50mg/kg by 2018

Ensuring that we protect the effectiveness of our existing antibiotics and engaging with healthcare staff and the public to raise awareness remains a priority. International Infection Prevention and Control Week (14-20 October), World Antibiotic Awareness Week (WAAW, 12-18 November) and European Antibiotic Awareness Day (EAAD, 18 November) provide excellent opportunities to engage with healthcare professionals and the public on the contributions they can make to tackle AMR.

As part of your WAAW and EAAD activities you are invited to:

Register your organisation's AMR awareness activities by 31 December 2018 using the

[online registration form](#) (this will take less than five minutes). 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 for healthcare professionals. Following registration you will receive an email with your certificate for your organisation which can be displayed (Figures 1, 2).

Visit the improvement hub for Gram- negative bloodstream infections to develop local collaborative actions across local health economies to reduce these infections:

<https://improvement.nhs.uk/resources/preventing-gram-negative-bloodstream-infections/>

Use the Keep Antibiotics Working campaign materials in your activities to raise awareness amongst the public. In 2017 a new national campaign '[Keep Antibiotics Working](#)' was launched by PHE to reduce public expectations for antibiotics and help ease pressure on health care professionals to prescribe. The campaign will run from 23 October to 16 December 2018 and features advertising on TV, radio, digital and social media, in addition to PR. Resources are available free for healthcare professionals to order to use in local awareness campaigns, e.g. during WAAW or during the campaign period to prime the public ahead of WAAW from the [PHE campaign resource centre](#).

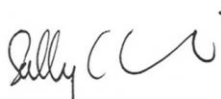
We have included other actions for consideration as well as useful resources for tackling AMR and for use in local campaigns in the appendix to this letter.

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

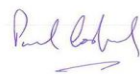
Thank you in advance for helping to promote these important initiatives.

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 Paul
Cosford**
Medical Director
Public Health England



Professor Keith Ridge
Chief Pharmaceutical
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**Professor Ian
Cumming**
Chief Executive
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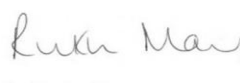
**Professor Jane
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Professor Sara Hurley
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National Director for
Infection Prevention
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Professor Steve Powis
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As an Antibiotic Guardian champion you can:

- **Forward** this letter to those on the copy (cc) list in your organisation
- **Encourage** colleagues/members, family, friends and patients to join almost 62,500 individuals who have personally pledged an action to help to tackle antimicrobial resistance by choosing an organisation pledge at the [Antibiotic Guardian website](#)¹
- **Get creative ideas** via the shared learning pages on the Antibiotic Guardian website that highlight recent local and regional projects/campaigns on AMR that were peer-reviewed and shortlisted for the 2018 [Antibiotic Guardian awards](#) These can provide useful ideas for local activities
- **Use social media:** use your professional 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**. Social media images and messages are available via <https://app.box.com/s/w8sagjklatrvids6l4pn2b2e6wj64irz>
- **Engage** with the Keep Antibiotics Working campaign on the Antibiotic Guardian website
- **Display your Antibiotic Guardian organisation's certificate** available following registration. <http://antibioticguardian.com/organisations/>



Figure 1. Example of page shown when you register your planned activity for WAAW/EAAD



Figure 2. Antibiotic Guardian organisation certificate

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

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:

AMR Resources	Click on URLs below to access resources
<p>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</p>	<p>NHS Improvement, NHS England, Health Education England, NICE Public Health England</p>
<p>Improvement hub for Gram-negative bloodstream infections to develop local collaborative actions to reduce these infections</p>	<p>https://improvement.nhs.uk/resources/preventing-gram-negative-bloodstream-infections/</p>
<p>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</p>	<p>http://fingertips.phe.org.uk/profile/amr-local-indicators</p>
<p>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</p>	<p>http://fingertips.phe.org.uk/profile/amr-local-indicators/data#page/3/gid/1938132929/pat/46/par/E39000030/ati/153/are/E38000010/iid/92019/age/1/sex/4</p>
<p>The Royal Pharmaceutical Society AMR campaign and CPPE provide specific resources for pharmacists</p>	<p>http://www.rpharms.com/ams https://www.cppe.ac.uk/therapeutics/ams</p>
<p>The TARGET Antibiotics toolkit for primary care are available from the RCGP website and include a range of resources specific for general practice</p>	<p>http://www.rcgp.org.uk/TARGETantibiotics</p>

Key AMR resources are also available (contd):

AMR Resources	Click on URLs below to access resources
<p>The dental AMS toolkit provides a set of resources to help primary care practitioners promote the appropriate use of antibiotics in dental care.</p>	<p>https://www.gov.uk/guidance/dental-antimicrobial-stewardship-toolkit</p>
<p>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_</p>	<p>http://bit.ly/AG-healthcare-student-champions</p> <p>https://www.e-lfh.org.uk/programmes/antimicrobial-resistance/</p>
<p>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</p>	<p>http://www.e-bug.eu/</p> <p>http://antibioticguardian.com/Resources/junior-family-antibiotic-guardian/</p>
<p>Guidelines and guidance for vets, farmers and animal keepers on the responsible use of antimicrobials are available through Veterinary Medicines Directorate and Defra</p>	<p>http://antibioticguardian.com/Resources/veterinary-medicine-livestock/</p>

