Toolkit
Toolkit Materials

- Secondary care
- Primary care
- The public - DH
- Leaflets, posters and non prescription pads

In 2011, toolkit materials were available for:

European Antibiotics Awareness Day November 2011
ECDC Toolkit materials were amended for use within England:

- Fact sheets for prescribers
- Prescriber's checklists - secondary care
- DH leaflets and posters for the public
- Slide presentation (hospital)
- Advertorial (hospital)
- Online banner
- Screen saver

**Antibiotics**

**Secondary Care Prescriber's Checklist:**

- Measure leads to antibiotic resistance
- START SMART:
- Do not start antibiotics in the absence of evidence of bacterial infection
- **Handle with Care!**
- Consult clinical guidelines
- Check local antibiotic prescribing policy
- Check local antibiotic formulary
- **Document:**
  - Duration of treatment
  - Antibiotics
  - Side effects
  - Adjuncts

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DH materials
Created 2008/09 - reissued 2011

European Antibiotics Awareness Day November 2011
European Antibiotic Awareness Day 2011: antibiotics—a powerful tool and a dwindling resource

Dominik Zennern* and Nandini Shetty

*Health Protection Service, Health Protection Agency, Al Caledonia Avenue, London NW3 1EQ and Department of Clinical Microbiology and Virology, Vauxhall Sheffield Trust and Health Protection Agency, University College London, 49 Wimpole Street, London W1G 9RD, UK.

Correspondence to Dominik Zennern, Health Protection Service, Health Protection Agency, Al Caledonia Avenue, London NW3 1EQ, UK. Email: dominik.zennern@healthprotection.org.uk

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The increasing resistance of microorganisms to a range of antibiotics is of growing concern to healthcare professionals worldwide. A correlation between antibiotic resistance and high prescribing rates has long been established. However, despite numerous awareness campaigns, antibiotic prescribing rates are still high and increasing in many countries including the UK. The European Antimicrobial Awareness Day on 16 November 2011 provides a platform to remind prescribers and the general public about the dangers of antibiotic overuse. The key message is to encourage prudent antibiotic prescribing so that antibiotics remain a safe and effective resource for the future.

Keywords: Antimicrobial agents, awareness, drug resistance, monitoring, inappropriate prescribing.

The global spread of antibiotic resistant microorganisms is a growing concern for health professionals. Antibiotic resistance in certain microbial populations varies substantially between different countries. This is immediately obvious when comparing headline resistance in the Netherlands (4-7%) with that prevalent in France (25%). The main threat is, for example, emerging from prescribing antibiotics and therefore getting the normal flora in a patient with a real illness. However, implementing the simple principles of prudent antibiotic use is challenging and variable between countries in the current availability of antibiotics and poor monitoring. Processes are still a global reality and still occur in some European countries.


Pharmacists have a critical role in the conservation of effective antibiotics

Thu, 13/10/2011 - 14:39

By Naomi Fleming, Sue Barber and Diane Ashiro-Oredope

In these days of speed and efficiency in community pharmacy, we all breathe a sigh of relief when we get a quick, easy prescription for an antibiotic. However, we should really stop and consider this prescription, because it could require an important clinical intervention.

The Standing Medical Advisory Committee recommended that the prescription of an antibiotic should be "seen as a serious step, similar to the prescription of steroids or any other potentially harmful medication." Since their discovery, antibiotics have contributed to the reduction in mortality and morbidity from infectious disease and have made other treatments and procedures such as cancer treatments and organ transplantation possible. However, there are individual adverse consequences of antibiotic therapy, for example side effects such as Clostridium difficile infection and tetracyclines as well as contribution to the development of resistance both in the individual patient and the general population.2,3

Naomi Fleming, Sue Barber and Diane Ashiro-Oredope. Pharmacists have a critical role in the conservation of effective antibiotics. The Pharmaceutical Journal 2011;287:465
Promoting EAAD
Societies/Professional Bodies

EAAD appeared as a news article/item on websites/publications/journals of many societies and professional bodies.
NHS Choices Website
- provided links to DH materials

The Antibiotic Awareness Campaign

About antibiotic awareness
Antibiotics are important medicines. They help fight infections that are caused by bacteria. Antibiotic resistance (when an antibiotic is no longer effective) is a major problem. It is one of the most significant threats to patients' safety in Europe. Antibiotic resistance is driven by overusing antibiotics and prescribing them inappropriately. It's important that we use antibiotics the right way, to slow down resistance and make sure these life-saving medicines remain effective for us and future generations.

Watch the "Take care, not antibiotics" videos on this page

European Antibiotic Awareness Day (EAAD)
Every year, European Antibiotic Awareness Day is held on November 18. It's a Europe-wide public health initiative which encourages responsible use of antibiotics. The initiative is supported in England by the Department of Health and its Advisory Committee on Antimicrobial Resistance and Healthcare Associated Infections (ARMA).

What is the problem?
Protecting our futures - preventing antibiotic resistance

The number of infections due to antibiotic-resistant bacteria is growing rapidly and is related to increased use of antibiotics in both humans and animals. The European Centre for Disease Prevention and Control (ECDC) has produced a series of guidelines on antibiotic resistance, and a procedure for national action plans. The measures include surveillance and control of antibiotic resistance, education and communication, and monitoring of antibiotic use. The guidelines are based on evidence-based recommendations and are intended to help countries develop effective strategies to combat antibiotic resistance.

Chemists and Pharmacists:

Effectively combating antibiotic resistance requires a multi-disciplinary approach, involving doctors, nurses, pharmacists, and other healthcare professionals. Chemists and pharmacists play a crucial role in monitoring antibiotic resistance patterns and ensuring the appropriate use of antibiotics. They also contribute to the development of new antimicrobial agents and the modification of existing ones.

European Antibiotics Awareness Day - November 2011

British Infection Society

Chemist and Druggist
HEALTHCARE INFECTION SOCIETY

Wednesday, 21 December 2011

Home > Latest News > HIS supports Antibiotic Action Initiative

News Item

HIS supports Antibiotic Action Initiative

The Healthcare Infection Society is highly supportive of Antibiotic Action, the global call for action to develop new antibiotics. The current worldwide epidemic of multi-resistant micro-organisms has been driven by uncontrolled use of antimicrobial agents in human and veterinary medicine and creates an enormous challenge for the Infection Prevention community. HIS urges policy makers and the pharmaceutical industry to work with healthcare professionals and charities to promote the responsible use of antimicrobial agents. Further research into the development of new antimicrobial agents is a matter of the highest priority.

Adam Praise
HIS Chairman

Message from the President of the British Society for Antimicrobial Chemotherapy:

"As you may be aware as President of the British Society for Antimicrobial Chemotherapy I am leading Antibiotic Action, a global initiative that seeks to rekindle interest in the discovery, research and development of anti-bacterial agents. Part of this initiative comprises a petition which I encourage you to sign as soon as possible. It has already been signed and supported by many leading experts in microbiology and other health professionals from around the world.

Health Infection Society

Infection Prevention Society
Hospitals urged to think hard before using antibiotics

November 17, 2011

Doctors and nurses are being asked to think twice before they prescribe antibiotics in a bid to prevent patients being given them too much and developing resistance to these life saving drugs.

The Department of Health has today published new guidance on the use of antibiotics in hospitals ahead of European Antibiotics Awareness Day on Friday 16 November.

The new guidance, 'Start Smart. Then Focus', provides hospital prescribers with best practice advice on antimicrobial prescribing. It will help ensure patients receive the right drug, at the right time, at the right dose and for the individual - avoiding unnecessary lengthy duration of antibiotic treatment and inappropriate use of broad-spectrum antibiotics.

Department of Health

European Centre for Disease Prevention and Control
By providing information from the central source, professionals were able to promote antibiotic awareness locally.
Good antibiotic face-use is essential for ensuring that infection is treated and that antibiotic resistance is not spread. Antibiotics are available to treat some infections. Please ensure that:

- Antibiotics are prescribed appropriately.
- Antibiotics are administered appropriately.
- Antibiotics are prescribed and administered as per the guidelines.

Please refer to the prescribing guidelines for further information.

For further information on good antibiotic prescribing, please refer to the prescribing guidelines. For more information about antibiotic prescribing, please visit the concourse display area on Friday, 18 November, where there will be more information available.

You should always consider the use of antibiotics in the treatment of bacterial infections, as antibiotic resistance is a major concern in healthcare settings.
Blackpool Teaching Hospitals NHS Foundation Trust

Friday, November 18th 2011

PRESS RELEASE

European Antibiotics Awareness Day

BLACKPOOL Teaching Hospital NHS Foundation Trust is supporting European Antibiotics Awareness Day on November 18th 2011 and helping to tackle the rise in antibiotic resistance.

This annual Europe-wide public health initiative aims to encourage responsible use of antibiotics and tackle the rise in antibiotic resistance, which is one of the most significant threats to patient safety across Europe.

Dr Rashmi Sharma, Consultant Clinical Microbiologist and Deputy Director of Infection Prevention & Control at the Trust, said: "Antibiotics, also known as antimicrobial drugs, are medicines that can kill or inhibit the growth of bacteria to cure infections in people.

"Because antibiotics are used a lot and sometimes used inappropriately, antibiotic resistance is becoming an open problem. It occurs when bacteria causing infection change so that antibiotics don’t work effectively to fight them anymore. Resistant bacteria survive in the presence of the antibiotic and continue to multiply causing longer illness or even death. Infections caused by resistant bacteria may require more care as well as alternative and more expensive antibiotics, which may have more severe side effects. Excessive and inappropriate use of antibiotics accelerates the emergence and spread of antibiotic-resistant bacteria. These resistant bacteria may spread and cause infections in other people who have not taken antibiotics."

Antibiotics should be taken sensibly and members of the public should be aware of the following issues around the use of antibiotic medicines:

- When antibiotics are used for the wrong reason: most colds and flu are caused by viruses against which antibiotics are NOT effective. In such cases, the condition is not improved by taking antibiotics: antibiotics don’t lower fever or symptoms like sneezing.
- When antibiotics are used incorrectly: if the duration of treatment is shortened, doses are lowered, right frequency is not complied with (taking the drug once a day instead of 2 or 3 times a day as directed), you won’t have enough drug in your body and the bacteria will survive and may become resistant.

Dr Sharma added: "It is essential that you follow your doctor’s directions carefully. If you are given antibiotic medication then it is essential that you take the medicine responsibly. Don’t save some of the medicine for the next time you’re sick. If you skip even one or two doses, some bacteria might be left in your body and resist future antibiotic treatment."

To reduce the risk of antibiotic resistance, it is also essential that we all practice good hand hygiene. Regular hand washing will help keep you healthy and reduce the need for antibiotics.

The Trust launched the ‘Clean Hands Save Lives’ video earlier in the year which encourages staff, patients and visitors to have good hand hygiene. http://www.youtube.com/user/BFHospitals

The inappropriate use of antibiotics within the healthcare setting and the rise of antibiotic-resistant bacteria have all contributed to the increasing number of antibiotic-resistant infections, which is why the Trust is involved in a variety of activities to bring this awareness day to the attention of staff and members of the public.

Caption: Dr Rashmi Sharma, Consultant Clinical Microbiologist and Deputy Director of Infection Prevention & Control at Blackpool Teaching Hospitals NHS Foundation Trust

For further information about this Press Release, please call Chris Curnill, Communications Officer, on 01253 300059 or email Chris.Curnill@bthospitals.nhs.uk
Dear Consultant,

You may already be aware from various professional societies (BSAC, BHS, RCoCA, AAOS), European Antibiotics Awareness Day supported by Department of Health is on the 18th of November. Follow this link below and can also be downloaded:


We wanted to keep you informed about the day and the plans within BHR hospitals:

- The antibiotic prescribing checklist issued by the department of health will be printed in pocket size, laminated and given to doctors on the day.
- As recommended by DH, the antibiotic prescribing checklist will be used as a desktop image on all Trust computers.
- A national advertisement will be included in the Link.
- We are having stands in the atriums of Queens on the 17th and King George on the 19th November 2011 — safeguarding the public on when antibiotics should be used, what they treat and alternative options. There will also be information for clinical staff on the importance of prudent antibiotic prescribing to ensure that the antibiotics we have remain effective in treating life threatening illness and to prevent illnesses associated with antibiotic overuse e.g. clostridium difficile.
- The pharmacy team will be giving out leaflets to patients and public. These are Department of Health leaflets on take care not antibiotics.
- Infection control nurses will be taking part on the day and will have the role of spreading good hand washing techniques. They will be using the UV light box for hand washing techniques (for both staff and public).
- The following leaflets will be handed out to doctors and hospital staff:

The following will be handed out to the general public:

If you have any questions on EAAD or any antibiotic queries or suggestions, please do not hesitate to contact us via our group email antibiotic.pharmacists

Thank you very much.

BHR Hospitals
Exhibition/Stands
Promoting the Day Locally

European Antibiotics Awareness Day November 2011