

October 2010
Gateway ref 14953

Dear colleague,

European Antibiotic Awareness Day (EAAD) - 18th November 2010

We are contacting you to highlight the above European-wide initiative.

Antibiotic resistance is, as you know, a phenomenon linked to the extent and the way in which antibiotics are used, and inappropriate use of antibiotics is the main driver of antibiotic resistance. Misuse of antibiotics has been shown to cause patients to become colonised or infected with antibiotic-resistant bacteria, such as trimethoprim-resistant or multi-resistant *E.coli*, meticillin-resistant *Staphylococcus aureus* (MRSA), and other highly-resistant Gram-negative bacilli, as well as being associated with increased incidence of *Clostridium difficile* infections in the community.

Antibiotic resistance is one of the most important threats to patient safety in hospitals in Europe. This year, EAAD focuses on working with hospital prescribers. However, we also need to reinforce appropriate prescribing in primary care as antibiotic prescribing in this setting has increased by 30% since 2000. We know that the RCGP is launching the MARTI e-learning module on its website for EAAD and would like you to consider further activity on the day.

The Department of Health will be re-issuing its antibiotic campaign materials (a leaflet, posters and non-prescription pads). These can be downloaded or hard copies requested from DH publications. Orderline: 0300 123 1002; url: www.orderline.dh.gov.uk. Product Codes: 290981; 284682; 290508; 290980

ECDC has also produced some short videos, including, saving the light bulb, a sneezing panda/hedgehog, as a fun way to remind people to 'Take care, not antibiotics'. These are available to download at [EAAD 2010 - The Lightbulb TV Spot/Online web ad](#); [EAAD 2010 - Hedgehog Animation TV Spot/Online web ad](#)

In order to assist healthcare professionals promote this day, a number of toolkit materials have been created and are available for download from

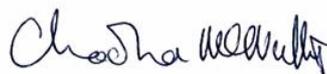
http://www.dh.gov.uk/en/Publichealth/Antibioticresistance/DH_120871

We would be grateful to receive feedback on which of these materials were most useful and the various activities planned in individual Trusts (press releases, stands, workshops).

Thank you very much for your support in promoting and participating in this initiative.



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