RESOURCES TOOLKIT FOR HEALTHCARE PROFESSIONALS AND PROFESSIONAL BODIES IN ENGLAND

All resources and materials are available via http://bit.ly/EAAD2014
TOOLKIT CONTENTS

1. Campaign Summary
2. Resources for Local Activities
   a) Key Messages
   b) Social Media Support
   c) Quick Individual Actions
   d) Posters
   e) Leaflets
   f) Puzzles (Crosswords and Quizzes)
3. Professional Toolkits
4. How to add the e-signature banner
5. Conferences / events
6. Slides for professional presentations
7. Summary
8. Acknowledgments

CAMPAIGN SUMMARY

- European Antibiotic Awareness Day (EAAD) is a public health initiative aimed at encouraging responsible use of antibiotics held on 18th November every year.

- Public Health England (PHE) have developed the Antibiotic Guardian campaign and associated resources to support EAAD initiatives and activities across the UK with the Department of Health expert advisory committee on Antimicrobial Resistance and Healthcare Associated Infections (ARHAI), Department for Environment Food & Rural Affairs (DEFRA), the Devolved Administrations, Local Government and Professional Organisations.

- EAAD supports the aims of the UK 5 Year Antimicrobial Resistance Strategy 2013 to 2018, which focuses on antibiotics and sets out actions to slow the development and spread of antimicrobial resistance.

- The NHS, local authorities and others are asked to support EAAD which can make a significant impact locally and nationally.
RESOURCES FOR LOCAL ACTIVITIES

HTTP://BIT.LY/EAAD2014

• The pack contains resources which are designed to help support local initiatives and activities to raise public and professional awareness on antibiotic resistance. The resources include posters, leaflets, crosswords and quizzes. Some resources are provided in Word or PowerPoint and can be modified to include your logo.

• It is suggested that the following resources are:
  • exhibited at a staffed display in your organisation, and/or
  • distributed to healthcare professionals via staff rooms, e-mails, bulletins, or perhaps as an integrated part of your organisation’s continued professional development programme

• we welcome other ideas which may enhance your engagement with the public, please share them with us during your EAAD 2014 registration


Developed by Public Health England
QUICK INDIVIDUAL ACTIONS: ALL

• Become an Antibiotic Guardian and share via social media channels (if you have them)
• Print and display your Antibiotic Guardian certificate
• Add the Antibiotic Guardian email banner to your e-signature (instructions on how to do this are at the end of the toolkit)
• Digital promotion - personally use and send to comms leads of organisation
• For social media, pls include the hastag #AntibioticGuardian; for copies of Tweetable graphics or messages, email socialmedia@phe.gov.uk
• Directly encourage 2-5 friends and/or family to visit the antibiotic guardian website to become Antibiotic Guardians
• Send this toolkit to colleagues and other healthcare professionals
• Share the crosswords, quizzes and information leaflet
• Lead a local promotional campaign

Developed by Public Health England
QUICK INDIVIDUAL ACTIONS: HCPs

• Become an Antibiotic Guardian, print and display your certificate
• Present at ground round
• Take the challenge crossword and give to your colleagues
• Try the quizzes
• Provide secondary care prescribers with SSTF checklist (where applicable)
• Promote the toolkits (TARGET and Start Smart then Focus)
• Antimicrobial Pharmacists in Secondary care: If your Trust has not previously not completed the **ESPAUR: Antimicrobial Prescribing and Stewardship Guidelines Survey for Secondary Care** take this opportunity to do so [https://surveys.phe.org.uk/TakeSurvey.aspx?SurveyID=ESPAUR_AMPSGSC](https://surveys.phe.org.uk/TakeSurvey.aspx?SurveyID=ESPAUR_AMPSGSC)
KEY MESSAGES

- This document contains the key messages for European Antibiotic Awareness Day with specific sections for
  
  - Public/Patients
  
  - Animal Keepers/Pet Owners
  
  - Prescribers (Human and Animal Health)
WHAT IS ANTIMICROBIAL RESISTANCE
https://www.youtube.com/watch?v=HN5ultN7JaM

PHE have produced a short 2 minute YouTube video to help explain what antibiotic resistance is and some simple actions they can take to help make a personal impact on preventing the spread of antibiotic resistance. Please share the educational video with others.

Step 1: Don’t demand antibiotics. Ask a pharmacist how to treat your symptoms.

Step 2: Take antibiotics exactly as prescribed. Never save them for later, never give them to someone else.

Step 3: Spread the word.
SOCIAL MEDIA SUPPORT

You may wish to use the attached key messages document to create your own social media posts, or you could simply use the messages below (preferably regularly) from now until European Antibiotic Awareness Day in November. Please include #AntibioticGuardian

#Antibiotic resistance is one of the biggest threats facing us today. You can help by becoming an #AntibioticGuardian http://bit.ly/ABGuardian

What is #antibiotic resistance and why is it a problem? Please help us fight back #AntibioticGuardian http://youtu.be/7PhmyNBWGik

We’re supporting the #AntibioticGuardian campaign to save some of our most precious medicines. Sign up here: http://bit.ly/ABGuardian

Patients, the public, health profs/leaders can all sign up to become an #AntibioticGuardian and save our antibiotics http://bit.ly/ABGuardian

Help save our #antibiotics: Watch this video http://youtu.be/7PhmyNBWGik then sign up to be an #AntibioticGuardian http://bit.ly/ABGuardian

Developed by Public Health England
Infections like sepsis are life threatening without quick antibiotic treatment. We have to safeguard our antibiotics or we won’t be able to fight these serious conditions.

The Department of Health, Public Health England and Royal College of General Practitioners all recommend that antibiotics are not prescribed for simple coughs and colds and viral sore throats.

Around 25,000 people die each year from infections resistant to antibiotic drugs in Europe alone.

Many mild infections; colds, most coughs, ear ache and sore throats, get better without antibiotics. Your pharmacist can give you advice on how to treat your symptoms.

Developed by Public Health England
POSTERS: PUBLIC

CENTRAL POSTER

• There are three posters. The ones in the image below can be printed as large as A2 and work as centrepiece displays. Both are provided in PowerPoint format. The third poster is the DH “no amount of antibiotics will get rid of your cold”

EUROPEAN ANTIBIOTIC AWARENESS DAY

18 NOVEMBER

ANTIBIOTIC GUARDIAN AND EAAD ARE SUPPORTED BY: Insert organisation logo here.

EUROPEAN ANTIBIOTIC AWARENESS DAY

ANTIBIOTIC GUARDIAN

A European Health Initiative

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

EUROPEAN ANTIBIOTIC AWARENESS DAY

18 NOVEMBER

What is antibiotic resistance?
• when bacteria adapt and develop a way to protect themselves from being killed by antibiotics
• bacteria are more likely to develop resistance when antibiotics are overused or not used as prescribed

Why is it a problem?
• infections caused by antibiotic resistant bacteria are more difficult to treat leading to increased levels of disease and death and longer hospital stays
• operations like bone, heart or bowel surgery, and treatments like chemotherapy all require antibiotics to be successful; if our antibiotics do not work these procedures will become impossible without risk of infection

What can I do?
• become an Antibiotic Guardian by choosing a pledge to undertake a simple action that can help prevent the development and spread of antibiotic resistance

YOUR ACTIONS PROTECT ANTIBIOTICS. RALLY TOGETHER AT ANTIBIOTICGUARDIAN.COM

Developed by Public Health England
INFOGRAPHIC LEAFLET

- The A4 3-fold leaflet which gives key facts on antibiotic resistance and encourages members of the public to make antibiotic guardian pledges at: www.antibioticguardian.com. It has been designed to be printed in colour. A second leaflet is the “get well soon without antibiotics” and is available in 11 languages.
The pack contains two crosswords for sharing. The crossword will build public awareness of how to correctly use antibiotics. The challenge crossword is suitable for both the public and healthcare professionals.

Developed by Public Health England
The pack contains 5 quizzes for sharing. There are quizzes for both the public and healthcare professionals. The professional quizzes have a large bank of questions for you to pick and choose if you wish to adapt and create your own.
The pack contains a prescribers checklist for health professionals working in secondary care. The checklist provides practical advice on how to treat infections in a responsible way with regards to antibiotic resistance. Also available on the website are links to the TARGET and Start Smart then Focus toolkits and When Should I Worry booklets to hand to patients.

**Secondary Care Prescribers’ Checklist**

**Antibiotics**

-Misuse leads to antibiotic resistance

Do not start antibiotics in the absence of evidence of bacterial infection

**START SMART:**

- Start prompt effective treatment in patients with life-threatening infection
- Collect appropriate cultures before starting antibiotic therapy
- Prescribe in accordance with local antibiotic policies/guidelines and resistance patterns
- Document indication(s), route, dose and duration for antibiotic prescription on prescription chart and in clinical notes
- Where antibiotics have been shown to be effective for surgical prophylaxis, give a single dose up to 60 minutes before incision
- Consult infection expert(s) and/or pharmacists if appropriate

Developed by Public Health England
RESOURCES: PROFESSIONALS

TREATING YOUR INFECTION LEAFLET
• A leaflet for health professionals working in primary care to use when provide advice to patients. The leaflet provides practical advice on how to treat symptoms of common self limiting infections and warning signs for serious illness.

<table>
<thead>
<tr>
<th>Your infection</th>
<th>Usually lasts</th>
<th>How to treat yourself better for these infections, now and next time</th>
</tr>
</thead>
</table>
| Middle ear infection | 4 days | • Have plenty of rest.  
• Drink enough fluids to avoid feeling thirsty.  
• Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both).  
• Fever is a sign the body is fighting the infection and usually gets better by itself in most cases. You can use paracetamol (or ibuprofen) if you or your child is uncomfortable as a result of a fever.  
• Other things you can do suggested by GP or nurse. |
| Sore throat | 7 days | |
| Common cold | 10 days | |
| Sinusitis | 18 days | |
| Cough or bronchitis | 21 days | |
| Other infection: | ... days | |

When should you get help: Contact your GP practice or contact NHS 111 (England), NHS 24 (Scotland dial 111), or NHS Direct (Wales dial 0845 4647)

1. to 8. are possible signs of serious illness and should be assessed urgently. Phone for advice if you are not sure how urgent the symptoms are.
2. If you develop a severe headache and are sick.
3. If your skin is very cold or has a strange colour, or you develop an unusual rash.
4. If you feel confused or have slurred speech or are very drowsy.
5. If you have difficulty breathing. Signs can include:
   o breathing quickly
   o turning blue around the lips and the skin below the mouth
   o skin between or above the ribs getting sucked or pulled in with every breath.
6. If you develop chest pain.
7. If you have difficulty swallowing or are drooling.
8. If you cough up blood.
9. If you are feeling a lot worse

Less serious signs that can usually wait until the next available GP appointment
10. In children with middle ear infection; if fluid is coming out of their ears or if they have new deafness.
11. Other

Developed by Public Health England
HOW TO ADD THE E-SIGNATURE

1. Copy the e-sig banner to the right. The image has been linked to the website. Right click the image and copy.

2. In Outlook, click “Signature”

3. Type your signature as you want it to appear in your email in the dialogue box that appears.

4. Paste the e-sig banner below your text. Resize as appropriate.
CONFERENCES/EVENTS

Conferences and events featuring EAAD and AG:

<table>
<thead>
<tr>
<th>Conference</th>
<th>2014 Date</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy Show</td>
<td>05-06 October</td>
<td><a href="http://www.thepharmacyshow.co.uk/">http://www.thepharmacyshow.co.uk/</a></td>
</tr>
<tr>
<td>One Health</td>
<td>13 October</td>
<td><a href="http://www.onehealthbmf.com/">http://www.onehealthbmf.com/</a></td>
</tr>
<tr>
<td>GovToday: Reducing HCAIs</td>
<td>03 November</td>
<td><a href="http://www.govtoday.co.uk/health">http://www.govtoday.co.uk/health</a></td>
</tr>
<tr>
<td>British Dental Association Summit</td>
<td>10 November</td>
<td></td>
</tr>
<tr>
<td>FIS</td>
<td>23-26 November</td>
<td><a href="http://www.fis-infection.org.uk/">http://www.fis-infection.org.uk/</a></td>
</tr>
<tr>
<td>Longitude Prize</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you are hosting or know of others not listed please contact the Chair via espaur@phe.gov.uk
The following two slides can be used in presentations. Please do not alter the format, however you are free to add your organisations logo in support of Antibiotic Guardian or remove any of the text from the right hand side.

1. The first slide has a static image of the video.

2. The second slide has the YouTube video embedded. It will appear as 🎥. This is normal, it will display the video when you enter preview (slideshow) mode. You must have an internet connection while presenting for this feature to work.
Become an Antibiotic Guardian

- European Antibiotic Awareness Day (EAAD) takes place annually on 18 November
- As an Antibiotic Guardian, choose a simple action based pledge and encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at: www.antibioticguardian.com
- Resources and promotional materials to support local activities for Antibiotic Guardian and EAAD are available via http://bit.ly/EAAD2014
- The Antibiotic Guardian campaign was established by PHE to improve public and professional knowledge and stimulate engagement on tackling antibiotic resistance
- Public Health England is leading the co-ordination of EAAD activities in England in collaboration with Defra, Department of Health, devolved administrations, and other professional organisations

Become an Antibiotic Guardian at: www.antibioticguardian.com
Become an Antibiotic Guardian

- **European Antibiotic Awareness Day** (EAAD) takes place annually on **18 November**
- **As an Antibiotic Guardian**, choose a simple action based pledge and encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at: [www.antibioticguardian.com](http://www.antibioticguardian.com)
- The Antibiotic Guardian campaign was established by PHE to improve public and professional knowledge and stimulate engagement on tackling antibiotic resistance
- Public Health England is leading the co-ordination of EAAD activities in England in collaboration with Defra, Department of Health, devolved administrations, and other professional organisations

Become an Antibiotic Guardian at: [www.antibioticguardian.com](http://www.antibioticguardian.com)
SUMMARY

• Antibiotic resistance is a serious problem that requires health care professionals and members of the public to change their attitudes and behaviours towards antibiotics.

• European Antibiotic Awareness Day (EAAD) is a major public health initiative that aims to encourage responsible use of antibiotics and tackle the global issue of antibiotic resistance.

• This presentation provides guidelines on how your organisation can set up your own campaign using Public Health England resources which are centrally hosted on http://bit.ly/EAAD2014

• If you have any questions, please contact: espaur@phe.gov.uk

• Don’t forget to register your organisations planned activities for EAAD. Only registered activities will be discussed in the EAAD 2014 Evaluation Report. https://surveys.phe.org.uk/TakeSurvey.aspx?SurveyID=EAAD2014Registration
ACKNOWLEDGEMENTS

We would like to thank the following organisations for their involvement in planning for EAAD 2014

ARHAI
Association of Anaesthetists of Great Britain and Ireland (AAGBI)
Bella Moss Foundation
British Infection Association
British Medical Journal
British Orthopaedic Association
British Paediatric Allergy, Immunology and Infectious Diseases Group (BPAIIG)
British Society for Antimicrobial Chemotherapy
British Veterinary Association
Care Quality Commission
Centre for Pharmacy Postgraduate Education
Chartered Society of Physiotherapist
College of Podiatrists
CPPE
Department for Environment, Food and Rural Affairs (DEFRA)
Department of Health
Faculty of General Dental Practice UK
Head of Medicines Management West Sussex CCG
Health and Social Care Information Centre
Health Education England
Health Improvement Scotland
Healthcare Infection Society (HIS)
Infection Prevention Society
N. Ireland
National Pharmacy Association
National Prescribing Centre / NICE

NHS England
Northern Ireland Antimicrobial Pharmacist Network
PAGB & Self-Care Forum
Patients' Association
PHE
Primary Care Pharmacist
PHE contact Strategic Engagement
RCGP
RCGP/NHS Connecting for Health
Royal College of General Practitioners (RCGP)
Royal College of Midwives
Royal College of Nursing
Royal College of Paediatrics and Child Health (RCPCH)
Royal College of Pathologists (RCPath)
Royal College of Physicians (RCP)
Royal College of Veterinary Surgeons (RCVS)
Royal Pharmaceutical Society
Royal Veterinary College
Scotland: Communications Officer National Services
Scottish Antimicrobial Prescribing Group
Scottish National Stewardship Committee
Social Marketing Manager Public Health Local Gov Rep
The Independent Pharmacy Federation
United Kingdom Clinical Pharmacy Association
Veterinary School, University of Liverpool
Veterinary Medicines Directorate
Wales General Practice Representation
Prescribing Advisers Group

Developed by Public Health England