



## EUROPEAN ANTIBIOTIC AWARENESS DAY

European Antibiotic Awareness Day (EAAD) is a Europe-wide initiative that takes place annually on 18 November. Public Health England (PHE) is leading the co-ordination of EAAD activities in England in collaboration with Veterinary Medicines Directorate (VMD), the Department of Health, devolved administrations, and other professional bodies/organisations in a coordinated One Health approach.

The main objective for EAAD 2014 is to have 10,000 Antibiotic Guardians in the UK. The pledges that Antibiotic Guardians can choose from are tailored for various professional groups and members of the public.

### What is One Health?

- the health of people, animals and the environment are inextricably linked; the concept of 'One Health' is that antibiotic resistance affects us all
- medical and veterinary practice relies on the availability of effective antibiotics to treat infections
- although antibiotic resistance cannot be eradicated, joint human health and veterinary efforts in a one health approach can help limit its threat and minimise the impact.

## ANIMAL HEALTH AND ANTIBIOTIC RESISTANCE

### Why is it relevant?

- many routine procedures like treating open wounds or infections and basic operations will become increasingly dangerous for both humans and animals without effective antibiotics
- antibiotics need to be prescribed and used appropriately to preserve these important medicines both now and for future use in animal and humans

### What can I do?

- to slow resistance we need to cut inappropriate use of antibiotics
- as part of EAAD we're asking everyone in the UK to become Antibiotic Guardians at [www.antibioticguardian.com](http://www.antibioticguardian.com)
- choose one simple pledge about how you'll protect antibiotics and help save these vital medicines from becoming obsolete for both humans and animals

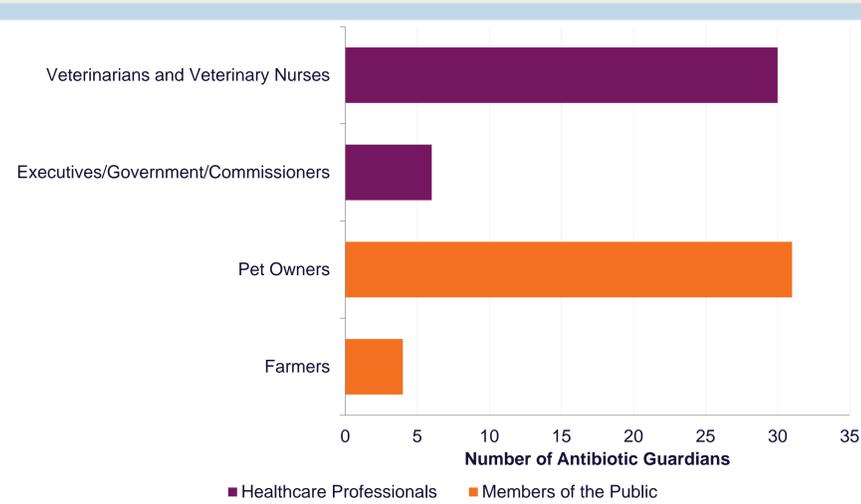
Currently 71/1607 pledges (4%) are from the animal health sector, represented by Veterinarians and Veterinary Nurses, Organisational leaders in animal health, Pet Owners and Farmers. Examples of the pledges for veterinary practitioners and pet owners are shown in Figures 2 and 3.

## WWW.ANTIBIOTICGUARDIAN.COM

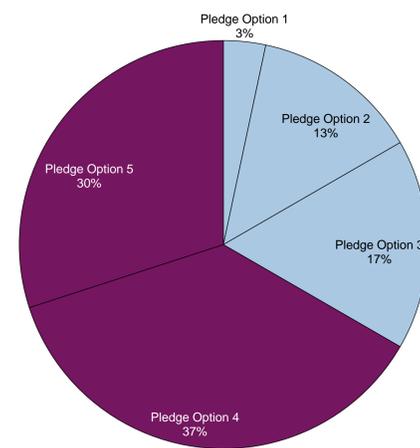


# ANTIBIOTIC GUARDIAN

UK SUPPORT FOR EUROPEAN ANTIBIOTIC AWARENESS DAY



**Figure 1.** Animal Health Antibiotic Guardians represented by Veterinarians and Veterinary Nurses, Executives, Government or Commissioners, Pet Owners and Farmers as of 08 October 2014, n=71. This represents 4% of the total Antibiotic Guardians.



### Veterinarians and Veterinary Nurses

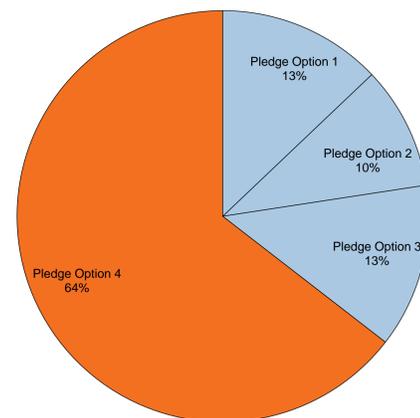
#### Pledge Option 4

If there is a need to prescribe antibiotics I will use narrow spectrum drugs wherever possible

#### Pledge Option 5

When dispensing antibiotics I will explain the importance of following the labelling instructions and giving the full course

**Figure 2.** Distribution of Veterinarian and Veterinary Nurse Antibiotic Guardian pledges as of 08 October 2014, n=30.



### Pet Owners

#### Pledge Option 4

To help reduce the need for antibiotics I will keep my animal healthy through exercise, good nutrition, relevant vaccination, and by having regular veterinary health checks

**Figure 3.** Distribution of Pet Owner Antibiotic Guardian pledges as of 08 October 2014, n=31.

## ANTIBIOTIC GUARDIAN PLEDGES

The Antibiotic Guardian pledge campaign will provide an outcome measure and act as a driver to increase engagement. The pledge system will also help people feel that they have taken 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. Resources for local campaigns are freely available online at <http://bit.ly/EAAD2014>

## CONCLUSION

The health of people, animals and the environment are inextricably linked; this is the concept of 'One Health'. Veterinary surgeons and veterinary nurses in clinical practice and animal and livestock owners are called upon to make a pledge about how they will continue to ensure the prudent use of antibiotics and help save these vital medicines for the future. Further engagement from human and animal health colleagues is required to demonstrate a One Health approach.

## ACKNOWLEDGEMENTS

We would like to acknowledge the EAAD Planning Groups (led by PHE for human health and VMD for animal health) for their role in helping to develop and launch the Antibiotic Guardian campaign and resources.

The Antibiotic Guardian website and logo have been kindly sponsored by the British Society for Antimicrobial Chemotherapy (BSAC)

Visit the Antibiotic Guardian website at: [www.antibioticguardian.com](http://www.antibioticguardian.com)