RESOURCES TOOLKIT FOR HEALTHCARE PROFESSIONALS IN ENGLAND

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

<table>
<thead>
<tr>
<th>1.</th>
<th>Campaign Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Resources for Local Activities</td>
</tr>
<tr>
<td></td>
<td>a) Key Messages</td>
</tr>
<tr>
<td></td>
<td>b) Social Media Support</td>
</tr>
<tr>
<td></td>
<td>c) Quick Individual Actions</td>
</tr>
<tr>
<td></td>
<td>d) Posters</td>
</tr>
<tr>
<td></td>
<td>e) Leaflets</td>
</tr>
<tr>
<td></td>
<td>f) Puzzles (Crosswords and Quizzes)</td>
</tr>
<tr>
<td>3.</td>
<td>Professional Toolkits</td>
</tr>
<tr>
<td>4.</td>
<td>Ordering Printed Resources</td>
</tr>
<tr>
<td>5.</td>
<td>Antibiotic Guardian logo download</td>
</tr>
<tr>
<td>6.</td>
<td>How to add the e-signature banner</td>
</tr>
<tr>
<td>7.</td>
<td>Conferences / events</td>
</tr>
<tr>
<td>8.</td>
<td>Slides for professional presentations</td>
</tr>
<tr>
<td>9.</td>
<td>Summary</td>
</tr>
<tr>
<td>10.</td>
<td>Acknowledgments</td>
</tr>
</tbody>
</table>

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), Veterinary Medicines Directorate (VMD), 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.

Developed by Public Health England
RESOURCES FOR LOCAL ACTIVITIES

HTTP://BIT.LY/EAAD2014

• The pack contains highlights of the resources available 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. Download from - http://bit.ly/EAAD2014
• A selection of the resources are available for printing via NHS Supply chain (slide 17)
• 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 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 at www.antibioticguardian.com 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, please 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
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)
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
SOCIAL MEDIA GRAPHICS

For copies of Tweetable graphics or messages, email: socialmedia@phe.gov.uk. They can also be shared from PHE Social media platforms

Twitter: https://twitter.com/PHE_UK  Facebook: www.facebook.com/PublicHealthEngland

Antibiotic resistance in numbers

- 25k: The number of people who die each year across Europe from infections resistant to antibiotics.
- 30 years: The period of time since a new class of antibiotic was last introduced.
- 40%: The likelihood of GPs prescribing antibiotics for coughs & colds increased by 40% between 1999-2011.
- 10%: Research has shown that only 10% of sore throats and 20% of coughs benefit from antibiotic treatment.

1.5 billion: Annual EU-wide cost of healthcare expenses and lost productivity due to antibiotic-resistant bacteria.

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.

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.

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.
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

**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

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

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. 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.
RESOURCES: PROFESSIONALS

PRESCRIBERS CHECKLIST

• 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 Prescriber’s Checklist

Antibiotics

– Overuse and incorrect use drives resistance

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

START SMART:

☑ Obtain cultures prior to commencing therapy if appropriate
☑ Take a history to establish drug-related allergies
☑ If there is evidence/suspicion of bacterial infection, use local guidelines to
# RESOURCES: PROFESSIONALS

## TREATING YOUR INFECTION LEAFLET

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

### Treating your infection

<table>
<thead>
<tr>
<th>Patient Name</th>
<th>Your doctor or nurse recommends that you self-care</th>
<th>Back-up antibiotic prescription issued</th>
</tr>
</thead>
</table>

<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>
<th>When should you get help:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle-ear infection</td>
<td>4 days</td>
<td>• Have plenty of rest.</td>
<td>Contact your GP practice or contact NHS 111 (England), NHS 24 (Scotland dial 111), or NHS Direct (Wales dial 0845 4647)</td>
</tr>
<tr>
<td>Sore throat</td>
<td>7 days</td>
<td>• Drink enough fluids to avoid feeling thirsty.</td>
<td></td>
</tr>
<tr>
<td>Common cold</td>
<td>10 days</td>
<td>• Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both).</td>
<td></td>
</tr>
<tr>
<td>Sinusitis</td>
<td>18 days</td>
<td>• 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 are uncomfortable as a result of a fever.</td>
<td></td>
</tr>
<tr>
<td>Cough or bronchitis</td>
<td>21 days</td>
<td>• Other things you can do suggested by GP or nurse:</td>
<td></td>
</tr>
<tr>
<td>Other infection</td>
<td>... days</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Back-up antibiotic prescription to be collected after ... days only if you do not feel better or you feel worse.

- Collect from: [ ] GP reception [ ] GP or nurse [ ] Pharmacy
- Cold, most coughs, sinusitis, ear infections, sore throats, and other infections often get better without antibiotics, as your body can usually fight these infections on its own.
- The more we use antibiotics, the greater the chance that bacteria will become resistant to them so that they no longer work on our infections.
- Antibiotics can cause side effects such as rashes, thrush, stomach pains, diarrhoea, reactions to sunlight, other symptoms, or being sick if you drink alcohol with metronidazole.

Never share antibiotics and always return any unused antibiotics to a pharmacy for safe disposal.

Leaflet developed in collaboration with these professional societies.

**Developed by Public Health England**
ORDERING PRINTED RESOURCES

Some of the previous resources are available to order printed from the NHS Supply Chain. For print order enquiries email: Sharron.alderman@supplies-team.co.uk

<table>
<thead>
<tr>
<th>Item</th>
<th>Code</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>SSTF Prescribers Checklist A4</td>
<td>WYV1847</td>
<td>£32.81</td>
</tr>
<tr>
<td>SSTF Prescribers Checklist A6</td>
<td>WYV1857</td>
<td>£39.37</td>
</tr>
<tr>
<td>Treating your infection Leaflet</td>
<td>WYV1848</td>
<td>£32.81</td>
</tr>
<tr>
<td>AG Challenge Crossword / Crossword #2</td>
<td>WYV1849/50</td>
<td>£40.83</td>
</tr>
<tr>
<td>AG Quiz</td>
<td>WYV1851</td>
<td>£40.83</td>
</tr>
<tr>
<td>AG Infographic 3-fold leaflet (folded)</td>
<td>WYV1852</td>
<td>£43.74</td>
</tr>
<tr>
<td>Get well soon without antibiotics leaflet A5</td>
<td>WYV1853</td>
<td>£36.45</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>EAAD-AG Central Logo/Info Poster A2</td>
<td>WYV1854/55</td>
<td>£94.77</td>
</tr>
<tr>
<td>No Amount of Antibiotics Poster A3</td>
<td>WYV1856</td>
<td>£72.90</td>
</tr>
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</table>
ANTIBIOTIC GUARDIAN LOGO DOWNLOAD

To download the Antibiotic Guardian logo please visit the following:

- You will be asked for your email and be then be able to save the logos in high resolution
- The logos are in PNG format
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 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>AMR in Dentistry Summit</td>
<td>10 November</td>
<td></td>
</tr>
<tr>
<td>Longitude Prize</td>
<td>18 November</td>
<td></td>
</tr>
</tbody>
</table>

If you are hosting or know of others not listed please contact EAAD & AG Chair Dr Diane Ashiru-Oredope via [espaur@phe.gov.uk](mailto:espaur@phe.gov.uk)
SLIDES FOR PRESENTATIONS

The following two slides can be used in presentations. Please do not alter the format, however you are free to add your organisation's logo in support of Antibiotic Guardian or remove any of the text from the right hand side.

To access the slide in PowerPoint format, please email ESPAUR@phe.gov.uk. We would be grateful if you could supply us with the title of your presentation and where you will be presenting, we will use this to inform our 2014 evaluation. We will send you the PowerPoint file for you to insert into your presentation.
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 VMD, 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

Developed by Public Health England
ACKNOWLEDGEMENTS

We would like to thank the following organisations for their involvement in planning for EAAD 2014 and support for Antibiotic Guardian campaign:

- Department of Health expert advisory committee on Antimicrobial Resistance and Healthcare Associated Infection (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
- Centre for Postgraduate Pharmacy Education (CPPE)
- Department for Environment, Food and Rural Affairs (DEFRA)
- Department of Health
- Devon Council Local Authority
- Faculty of General Dental Practice UK
- Health and Social Care Information Centre
- Health Education England
- Health Improvement Scotland
- Healthcare Infection Society (HIS)
- Infection Prevention Society
- Northern Ireland Public Health Agency
- National Pharmacy Association
- National Prescribing Centre / NICE
- NHS England
- Northern Ireland Antimicrobial Pharmacist Network
- PAGB & Self-Care Forum
- Patients’ Association
- Prescribing Advisers Group
- Public Health England (PHE)
- PHE/DH Strategic Partners Group
- Primary Care Pharmacist
- 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
- Scottish Antimicrobial Prescribing Group
- The Independent Pharmacy Federation
- United Kingdom Clinical Pharmacy Association
- Veterinary School, University of Liverpool
- Veterinary Medicines Directorate
- Wales General Practice Representation
- West Sussex CCG

Developed by Public Health England