



**BECOME AN
ANTIBIOTIC
GUARDIAN**

RESOURCES TOOLKIT FOR HEALTHCARE PROFESSIONALS IN ENGLAND

**FOR
WORLD ANTIBIOTIC AWARENESS WEEK &
EUROPEAN ANTIBIOTIC AWARENESS DAY**

Keep  Working

**WORLD ANTIBIOTIC
AWARENESS WEEK**



**EUROPEAN
ANTIBIOTIC
AWARENESS DAY**

A European Health Initiative 

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All resources and materials are available via <http://bit.ly/eaad-resources> .

Some materials for download are available via <https://app.box.com/s/9jq51dsf8pb9lbijeryha73zl4dhdqx>



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CAMPAIGN SUMMARY

- Antimicrobial resistance threatens the future of healthcare.
- In 2014, Public Health England (PHE) developed the **Antibiotic Guardian campaign** and associated resources to provide educational resources to help **tackle antimicrobial resistance** in the UK. This was in collaboration with the Department of Health, Veterinary Medicines Directorate (VMD), the Devolved Administrations, Local Government and Professional Organisations
- **Keep Antibiotics Working (KAW)** raises awareness of antibiotic resistance amongst the general public and encourages greater trust in doctors' advice when it comes to whether consumers need antibiotics or not. On **23rd October 2017** PHE will launch a national campaign 'Keep Antibiotics Working' across England to support the government's efforts to reduce inappropriate prescriptions for antibiotics by raising awareness of the issue of antibiotic resistance and reducing demand from the public using TV, radio and social media.
- European Antibiotic Awareness Day (EAAD) is a public health initiative aimed at encouraging responsible use of antibiotics held on **18th November** every year. In 2017, World Antibiotic Awareness Week (WAAW) will take place from **13 to 19 November**
- Antibiotic Guardian, EAAD and WAAW support 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 impact/evaluation study of Antibiotic Guardian demonstrated that the campaign increased commitment to tackling AMR in both healthcare professional and member of the public, increased self-reported knowledge and changed self-reported behaviour particularly among people with prior AMR awareness.¹

The NHS, local authorities, professional bodies/organisations, universities/educators and others are asked to support Antibiotic Guardian, EAAD and WAAW which can make a significant impact locally and nationally

- **You are invited to register your organisations planned activities for EAAD:**

<http://antibioticguardian.com/organisations/>



WHY IS TACKLING ANTIMICROBIAL RESISTANCE IMPORTANT?



WHO IS PRESCRIBING?



General practice



Hospital inpatients



Hospital outpatients



Dental practices



Other community settings

EUROPE



25,000

people die each year
as a result of hospital infections caused by

5 key
resistant
bacteria



GLOBAL

A failure to address the problem of
antibiotic resistance could result in:



10m
deaths
by 2050

Costing
£66
trillion



**ANTIBIOTIC
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KEEP ANTIBIOTICS WORKING AND ANTIBIOTIC GUARDIAN CAMPAIGNS

Bringing together the purpose and credibility of the Antibiotic Guardian Programme with the scale and recognition of the nationwide Consumer Campaign to establish **Keep Antibiotics Working** as the unifying brand to manage AMR



My actions protect antibiotics

BECOME AN ANTIBIOTIC GUARDIAN

Join me at antibioticguardian.com

Keep **Antibiotics** Working

Keep **Antibiotics** Working

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EVALUATION OF ANTIBIOTIC GUARDIAN

Evaluation of the antibiotic guardian campaign highlighted that it is an effective for increasing knowledge and changing behaviour (self reported) particularly among members of public – peer reviewed publications

[Activities overview slide show](#) provides an opportunity to view antibiotic awareness activities over the last few years.

Click on images for access to documents



A process evaluation of the UK-wide Antibiotic Guardian campaign: developing engagement on antimicrobial resistance

Alex Bhattacharya¹, Susan Hopkins¹, Anna Sallis², Emma L. Budd¹, Diane Ashiru-Oredope¹

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Chaintarli et al. BMC Public Health (2016) 16:393
DOI 10.1186/s12889-016-3057-2

BMC Public Health

RESEARCH ARTICLE

Open Access



Impact of a United Kingdom-wide campaign to tackle antimicrobial resistance on self-reported knowledge and behaviour change

Katerina Chaintarli^{1,2*}, Suzanne M. Ingle², Alex Bhattacharya³, Diane Ashiru-Oredope³, Isabel Oliver^{1,2} and Maya Gobin^{1,2}

Kesten et al. BMC Public Health (2018) 18:5
DOI 10.1186/s12889-017-4552-9

BMC Public Health

RESEARCH ARTICLE

Open Access



The Antibiotic Guardian campaign: a qualitative evaluation of an online pledge-based system focused on making better use of antibiotics

Joanna May Kesten^{1,2*}, Alex Bhattacharya³, Diane Ashiru-Oredope³, Maya Gobin^{1,4} and Suzanne Audrey⁵

Abstract

Background: The Antibiotic Guardian Campaign was developed to increase commitment to reducing Antimicrobial Resistance (AMR), change behaviour and increase knowledge through an online pledge system for healthcare professionals and members of the public to become Antibiotic Guardians (AG). This qualitative evaluation aimed to understand AG experiences of the campaign and perceived impact on behaviour.

Methods: Ninety-four AGs (48 via a survey and 46 who had agreed to future contact) were invited to participate in a telephone semi-structured interview. The sample was based on self-identification as a healthcare professional or a member of the public, pledge group (e.g. adults, primary care prescribers etc), pledge and gender. Interviews explored how participants became aware of the campaign, reasons for joining, pledge choices, responses to joining and views about the campaign's implementation. Interviews were analysed using the Framework Method.

Results: Twenty-two AGs (10 healthcare professionals and 12 members of the public) were interviewed. AGs became aware of the campaign through professional networks and social media, and were motivated to join by personal and professional concern for AMR. Choice of pledge group and pledge were attributed to relevance and potential impact

Keep Antibiotics Working

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WHAT CAN OUR ORGANISATION DO FOR WAAW?

- **Register your organisation's planned local activities by 01 November** via the Antibiotic Guardian website (organisational AG) (this will take less than five minutes). (367 organisations in 2016)
<http://antibioticguardian.com/organisations/>
- Use [the resources toolkit](#)
- Forward WAAW/EAAD letter to those on the copy (cc) list in your organisation
- Encourage colleagues/members to join almost 50,000 individuals who have personally pledged an action to help to tackle antimicrobial resistance by choosing an organisation pledge at the Antibiotic Guardian website
- Get creative ideas via the shared learning pages on the Antibiotic Guardian website that highlight recent local and regional projects/campaigns on AMR that were peer-reviewed and shortlisted for the 2017 Antibiotic Guardian awards.
- Comms activities to consider – Comms approach presentation (PHE Comms)
 - Use Social Media: use your professional and/or organisation's social media (Facebook, Twitter) channels to engage and promote key messages on AMR throughout the winter season using #AntibioticGuardian
 - Use ESPAUR data for local press activity
 - Demonstrate the impact of resistance – source case studies who have been impacted by resistance
 - Engage with local spokespeople who can help to communicate about resistance and bring the issue to life

REGISTER YOUR ORGANISATIONS PLANS FOR WAAW

- **Register your organisation's planned local activities by 01 November** via the Antibiotic Guardian website (organisational AG) (this will take less than five minutes). (367 organisations in 2016) <http://antibioticguardian.com/organisations/> **A certificate and web banner is sent by email following registration. These can be displayed**

Organisation AG certificate

ORGANISATION REGISTRATION: PLANNED LOCAL ACTIVITIES FOR WORLD ANTIBIOTIC AWARENESS WEEK AND EUROPEAN ANTIBIOTIC AWARENESS DAY

Your support for European Antibiotic Awareness Day (EAAD) since 2008, World Antibiotic Awareness Week (WAAW) since 2015 and the four years of the Antibiotic Guardian campaign has made these initiatives successful.

For World Antibiotic Awareness Week and European Antibiotic Awareness Day 2017, senior colleagues in organisations or their representatives are invited to choose a pledge on behalf of the organisation and as with previous years register planned activities for EAAD/WAAW.

Thank you for your support and for taking a few minutes to register with us below for EAAD/WAAW 2017. Please feel free to share this link with other organisations who may wish to support the campaigns.

As with previous years, there are centrally hosted educational materials that can be used locally, and are freely available online in printer friendly formats.

The EAAD/AG resources are available freely here.
The Keep Antibiotics Working resources are available freely here

Please share pictures from your local activities in support of Antibiotic Guardian or EAAD with ESPAUR@phe.gov.uk so we may include as part of the annual evaluation.



Organisation AG web-banner/email signature



Organisation AG certificate & web banner will be sent to the email of the person who registered organisation once registration complete

Keep Antibiotics Working

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The Antibiotic Guardian logo, featuring two hands holding a pill, with the text "ANTIBIOTIC GUARDIAN" below it.

ANTIBIOTIC GUARDIAN

WHAT CAN MY COLLEAGUES AND I DO TO MAKE A DIFFERENCE?

Share your own pledge on social media using #AntibioticGuardian and encourage others who pledge to do the same

Support the PHE National AMR Campaign for the public by displaying leaflets or through social media



WORLD ANTIBIOTIC AWARENESS WEEK



YOU CAN ALSO IMPROVE YOUR KNOWLEDGE ON ANTIMICROBIAL RESISTANCE BY COMPLETING THIS 30 MINUTE BASIC E-LEARNING

The screenshot shows the e-LfH website interface. At the top left is the e-LfH logo with the tagline 'e-Learning for Healthcare'. To its right is a quote: 'An extraordinary project in terms of breadth and skill of content' attributed to 'e-Learning Age - Judges citation'. Further right are 'Register' and 'Log in' buttons, and the NHS Health Education England logo. A navigation bar contains links for Home, Programmes, About, Latest News, Support, Demo, and Contact Us, along with a search box. The main content area features a large header for 'Reducing Antimicrobial Resistance' with a sub-header: 'An e-learning package to support staff in understanding the threats posed by antimicrobial resistance'. Below this is a menu with options: 'Antimicrobial Resistance' (selected), 'Resources for all staff working in health and social care', 'Resources for all staff working in primary care (including GPs)', 'Meet the team', 'Open access session', and 'How to access'. The main text describes the programme's purpose and content, mentioning its development by Health Education England in collaboration with Public Health England and NHS England. It also notes the programme's partnership with NHS Health Education England.

Complete this e-learning module and share the link which is freely available with colleagues.

<http://www.e-lfh.org.uk/programmes/antimicrobial-resistance/>



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VIEW YOUR AMR LOCAL INDICATORS

Areas **All in Central Midlands NHS region** **All in England**  Export table as image

Antibiotic Guardians per 100,000 population per calendar year by CCGs 2016

Area	Count	Value
England	12,755	23.3
NHS Bath And North East S...	248	134.1
NHS Chorley And South Rib...	227	131.6
NHS South Reading CCG	130	117.1
NHS Southwark CCG	295	95.5
NHS Wolverhampton CCG	233	91.6
NHS Dudley CCG	252	79.6
NHS Greater Huddersfield...	192	78.7
NHS Southampton CCG	193	77.3
NHS Birmingham Crosscity...	522	70.5
NHS Hammersmith And Fulha...	121	67.4
NHS Sutton CCG	130	65.0
NHS Central Manchester CC...	115	60.9
NHS Wiltshire CCG	282	58.0
NHS Leicester City CCG	179	52.2
NHS Harrogate And Rural D...	82	52.2
NHS South Tees CCG	137	49.9
NHS Liverpool CCG	237	49.5
NHS West London (K&C & QP...	107	47.4
NHS Surrey Heath CCG	44	45.9

AMR Indicators contain a selection of data on AMR and HCAI related indicators. These data include trends for antibiotic prescribing in primary care and HCAI in acute NHS Trusts. Available on <http://fingertips.phe.org.uk/profile/amr-local-indicators>

A large number of Antibiotic Guardians were signed up in **Bath and North East** due to a variety of engagement activities. You could also hold a stall within your organisation to display materials and sign up people to become Antibiotic Guardians.



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KEEPING ANTIBIOTICS WORKING (KAW) CAMPAIGN



**Taking
ANTIBIOTICS
when you don't
need them puts
you and your
family at risk**



**TAKE YOUR
NURSE'S ADVICE**



It is estimated that 5,000 deaths are caused every year in England because antibiotics no longer work for some infections and this figure is expected to rise.

Antibiotics help ward off infections during chemotherapy, caesarean sections and other surgery.

The campaign will support health care professionals by boosting support for alternatives to prescribing antibiotics.

TV, radio and social media will be utilised to provide a broad reach in promoting the campaign.

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KEEPING ANTIBIOTICS WORKING (KAW) CONSUMER CAMPAIGN

Key audiences:

- Women aged 20-45, who have primary responsibility for family health across SEG groups
- Older men and women aged 50+, with a focus on those with recurrent conditions and high levels of contact with GPs.



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KEEPING ANTIBIOTICS WORKING (KAW) CALL TO ACTION – TAKE YOUR HEALTH PROFESSIONAL’S ADVICE



‘Take your nurse’s advice’

Leaflets and posters, will be available for healthcare settings including GP surgeries and pharmacists. Resources are available free to healthcare professionals and are available from the [PHE campaign resource centre](#).



‘Take your midwife’s advice’

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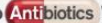
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WHEN IT COMES TO ANTIBIOTICS,
TAKE YOUR DOCTOR'S ADVICE

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WEB BANNERS AND SCREENS



Keep **Antibiotics** Working

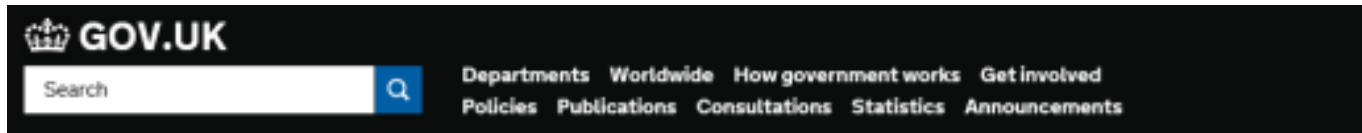
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ANTIBIOTIC AWARENESS RESOURCES



Collection

Antibiotic awareness resources:

From: [Public Health England](#)
First published: 4 October 2013
Last updated: 6 October 2015, [see all updates](#)

Antibiotic Guardian is a UK-wide campaign which aims to improve behaviours around antibiotic prescribing and use.

Contents

- [Resources](#)
- [Continuing professional development](#)
- [Campaign evaluation](#)

Public Health England (PHE) established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance. This campaign supports the [UK 5 Year Antimicrobial Resistance Strategy 2013 to 2018](#), which sets out actions to slow the development and spread of antimicrobial resistance.

There are a number of antibiotic awareness resources available for you to use to promote your local campaign: for you to use to promote your local campaign: <https://www.gov.uk/government/collections/european-antibiotic-awareness-day-resources>

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Resources for local activities

<http://bit.ly/eaad-resources>

- 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/eaad-resources> and via WAAW Appbox folder
- A selection of the resources are **available for printing via NHS Supply chain**
- It is suggested that the resources provided 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
 - Used on social media
- We welcome other ideas which may enhance engagement with the public, please share them with us during your WAAW/EAAD 2017 registration
- **Please register your organisations planned activities for EAAD. Only registered activities will be discussed in the EAAD 2017 Evaluation Report.**
- <http://antibioticguardian.com/organisations/>

KEY MESSAGES

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)

Public Health England
Protecting and improving the nation's health

Antibiotic Awareness Key Messages

World Antibiotic Awareness Week
European Antibiotic Awareness Day
Antibiotic Guardian

Tackling antimicrobial resistance

WE ALL HAVE A ROLE TO PLAY

GPs
Can advise a patient on whether a prescription is needed and if so, ensure the patient understands the correct use of the medicine and when to stop taking it.

Local Authorities
Should provide information on antimicrobial resistance to the public, and work with the public to reduce the use of antibiotics.

Pharmacists
Should ensure the public get the right care advice and play a role in antibiotic stewardship.

Nurses
Can advise patients about the importance of hygiene in reducing infection risk and encourage responsible use of antibiotics.

Medical Royal Colleges & Health Education England
Underpin and promote antibiotic stewardship and antibiotic use and resistance.

Hospital prescribers
Review patients prescribed antibiotics at 48-72 hours and regularly thereafter.

Division of Infection Prevention and Control
Should ensure that they have an active surveillance programme of antibiotic resistance and antibiotic use.

YOUTUBE VIDEO

WHAT IS ANTIMICROBIAL RESISTANCE

<https://www.youtube.com/watch?v=HN5ultN7JaM>

PHE 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.

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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 hashtag #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



QUICK INDIVIDUAL ACTIONS - HCPs

- Become an Antibiotic Guardian, print and display your certificate
- Present at recent antibiotic related audits to colleagues
- Take the challenge crossword and give to your colleagues
- Try the Antibiotic Guardian Quiz and encourage patients to take it
 - <https://surveys.phe.org.uk/antibioticquiz>
- Provide secondary care prescribers with SSTF checklist (where applicable)
- Promote the national antimicrobial stewardship toolkits ([TARGET](#) and [Start Smart then Focus](#))
- Share the blog 10 reasons you should be worried about antibiotic resistance: <http://bit.ly/11fB4ck> with colleagues and patients
- Ask the Comms lead of your organisation to request a Comms pack via socialmedia@phe.gov.uk



POSTERS: PUBLIC

CENTRAL POSTER

- There are five 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. Other posters can be printed as A4 or A3

EUROPEAN ANTIBIOTIC AWARENESS DAY

18 NOVEMBER

ANTIBIOTIC GUARDIAN AND EAAD ARE SUPPORTED BY:



ANTIBIOTIC GUARDIAN
Keep Antibiotics Working




EUROPEAN ANTIBIOTIC AWARENESS DAY
A European Health Initiative


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

EUROPEAN ANTIBIOTIC AWARENESS DAY

18 NOVEMBER



ANTIBIOTIC GUARDIAN
Keep Antibiotics Working

Developed by  Public Health England

What is antibiotic resistance?

- when microbes adapt and develop a way to protect themselves from being killed by antibiotics
- microbes 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

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ANTIBIOTIC GUARDIAN

POSTERS: PUBLIC



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**ANTIBIOTIC
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LEAFLETS: HEALTHCARE WORKERS & ENGAGED PUBLIC

INFOGRAPHIC LEAFLET

- The A4 3-fold leaflet which gives key facts on antibiotic resistance and encourages healthcare workers and engaged members of the public to make antibiotic guardian pledges at: www.antibioticguardian.com.

ANTIBIOTIC RESISTANCE IN NUMBERS

25K The number of people who die each year across Europe from infections resistant to antibiotics

30 YEARS Borum dollum quiae. Et quas aliqua plique par poo trum expe rup get tatum nat ut omniolores et quas ali quia pli que parum experup.

40% Borum dollum quiae. Et quas aliqua plique parum experup tatum nat ut aliqua plique parum experup tatum.

10% Borum dollum quiche. Et quas aliqua plique parum experup tatum nat ut aliqua plique parum experup tatum.

1.5 BILLION EUROS

Public Health England (PHE) leads the co-ordination of Antibiotic Awareness activities in England in collaboration with the Veterinary Medicines Directorate (VMD) of the Department for Environment, Food and Rural Affairs (DEFRA), the Department of Health, devolved administrations, and other professional organisations.

PHE established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance.

You are invited to become an Antibiotic Guardian

As an Antibiotic Guardian, encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at antibioticguardian.com

Please share on social media using [#AntibioticGuardian](https://twitter.com/AntibioticGuardian)

Resources and promotional materials for Antibiotic Guardian and EAAD are available via bit.ly/eaad-resources

BECOME AN ANTIBIOTIC GUARDIAN

Protect yourself, your family and friends against the spread of antibiotic resistance.

Join us at antibioticguardian.com

Keep Antibiotics Working

WHAT IS ANTIBIOTIC RESISTANCE?

The problem

Occullab iit, simus, int omnis soluptincti cusam re eos as sus di at dolores timelessed ut explignis veliquatur si con prae. Duntion sequid modion peliqui delessi mporibusam nimumus dolectent earume solorum vendit aliquam lam in estrunt fugiandis porro etus sum quatur, custard.

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What can we do?

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A WORLD WITHOUT ANTIBIOTICS

Pre-antibiotic age

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Antibiotic age

Occullab iit, simus, int omnis soluptincti cusam re eos as sus di at dolores timelessed ut explignis veliquatur si con prae. Duntion sequid modion peliqui delessi mporibusam nimumus dolectent earume solorum vendit aliquam lam in estrunt fugiandis porro etus sum quatur, custard.

Post-antibiotic age

Occullab iit, simus, int omnis soluptincti cusam re eos as sus di at dolores timelessed ut explignis veliquatur si con prae. Duntion sequid modion peliqui delessi mporibusam nimumus dolectent earume solorum vendit aliquam lam in estrunt fugiandis porro etus sum quatur, custard.

ANTIBIOTIC RESISTANCE? WHAT CAN I DO?

Be an Antibiotic Guardian

Occullab iit, simus, int omnis soluptincti cusam re eos as sus di at dolores timelessed ut explignis veliquatur si con prae. Duntion sequid modion peliqui delessi mporibusam nimumus dolectent earume solorum vendit aliquam lam in estrunt fugiandis porro etus sum quatur, custard.

Take these simple actions

- Occullab iit, simus, int omnis soluptincti cusam re eos as sus di at dolores timelessed.
- Butt explignis veliquatur si con prae. Duntion sequid modion peliqui delessi mporibusam
- pimumus dolectent ploip me solorum vendit aliquam lam in estrunt.

Sign up and learn more

Occullab iit, simus, int omnis soluptincti cusam. Duntion sequid modion peliqui delessi mporibusam nimumus dolectent earume solorum vendit aliquam lam in estrunt fugiandis porro etus sum quatur, custard.

Keep  Working

WORLD ANTIBIOTIC AWARENESS WEEK



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LEAFLETS: PUBLIC

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.

Public Health England NHS

Taking ANTIBIOTICS when you don't need them puts you and your family at risk

Taking antibiotics encourages harmful bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them. This puts you and your family at risk of a more severe or longer illness.

Take your doctor or nurse's advice when it comes to antibiotics.

Keep Antibiotics Working

No one likes being sick and it's especially upsetting when your child is ill.

REMEMBER IF YOU'RE FEELING UNWELL ANTIBIOTICS AREN'T ALWAYS NEEDED

How to look after yourself and your family:

- Ask your pharmacist to recommend medicines to help with symptoms or pain.
- Get plenty of rest.
- Make sure you or your child drink enough to avoid feeling thirsty.
- Fever is a sign that the body is fighting infection and most fevers will get better on their own. Use paracetamol if you or your child are feeling uncomfortable.
- Make sure to use a tissue for your nose and wash your hands frequently to avoid spreading your infection to family and friends.

How long should you wait?
Here are a few guidelines to help you judge how long some common illnesses and symptoms should last for.

Common illnesses	Most people are better by
Earache (middle ear infection)	8 days
Sore throat	7-8 days
Sinusitis (adults only)	14-21 days
Cold	14 days
Cough or bronchitis	21 days

If you're not starting to improve by these guide times, or feel a lot worse, contact your GP or call 111.

These symptoms are possible signs of serious illness and should be assessed urgently:

- If you develop a severe headache and are sick.
- If your skin is very cold or has a strange colour, or you develop an unusual rash.
- If you feel confused or have slurred speech or are very drowsy.
- If you have difficulty breathing. Signs that suggest breathing problems can include:
 - Breathing quickly
 - Turning blue around the lips and the skin below the mouth
 - Skin between or above the ribs getting sucked or pulled in with every breath.
- If you develop chest pain.
- If you have difficulty swallowing or are drooling.
- If you cough up blood.

Go to Accident & Emergency (A&E) immediately or call 999

For more information visit nhs.uk/keepantibioticsworking

WHEN ANTIBIOTICS ARE NEEDED

Antibiotics are needed for serious bacterial infections including:

- Sepsis
- Pneumonia
- Urinary tract infections
- Sexually transmitted infections like gonorrhoea
- Meningococcal meningitis

If you're worried, speak to a doctor who will be able to advise you on the best treatment for your symptoms.

For more information on antibiotics visit nhs.co.uk/keepantibioticsworking

Become an Antibiotic Guardian and protect yourself, your family and friends against the spread of antibiotic resistance. Join us at antibioticguardian.com

LETTERS

Each year letters are written to inform about antibiotic awareness campaigns and request organisations to [register their activities](#) with PHE, these letters are published online;




In 2016,
Letters signed by the CMO, PHE CEO and NHS
Director of Patient Safety were written to :

- NHS: Primary Care
- NHS: Secondary Care
- Local Authority
- Professional Organisations

A letter signed by the CMO, CVO, CPO, CNO, CDO
and CEOs of PHE and HEE was written for:

- Universities

[The letters can be found here](#) (2017 letters will be available 31 October)



To: Head of Schools of Medicine, Nursing, Pharmacy, Dentistry and Veterinary Medicine
National School of Healthcare Science
HEE Directors of Education and Quality, LETB Directors

Cc: Medical Schools Council
Pharmacy Schools Council
Dental Schools Council
Council of Deans of Health
Health and Care Professions Council
General Medical Council
General Pharmaceutical Council
Nursing and Midwifery Council
General Dental Council
Presidents of Health Students Associations

PHE Gateway Number: 2016-387
NHS Gateway Number:

25 October 2016

Dear Colleague

Thank you for your ongoing commitment to reducing antimicrobial resistance. As a lead educator of future prescribers and healthcare professionals, your contribution to raising awareness about prudent antibiotic use is crucial.

Please sign up to become an [Antibiotic Guardian](#) and [register your University's activities](#) to support [World Antibiotic Awareness Week \(WAAW\)](#) (14-20 November 2016) and [European Antibiotic Awareness Day \(EAAD\)](#) (18 November 2016).

As you will no doubt be aware, one of the greatest threats we face globally is that resistance to existing antibiotics is increasing. Our UK Independent Review on AMR, led by Lord Jim O'Neill and published in May highlighted that unless we act to tackle this issue now, by 2050 there could be up to 10 million deaths and an economic cost of £66 trillion¹.

Last year a number of you kindly completed the gap analysis survey led by Health Education England on embedding national antimicrobial prescribing and stewardship competences into curricula. We are pleased to let you know that the [report is now published](#) including recommendations for Health Education England, universities and professional bodies. The executive report is attached.



**ANTIBIOTIC
GUARDIAN**

Keep  Working

**WORLD ANTIBIOTIC
AWARENESS WEEK**

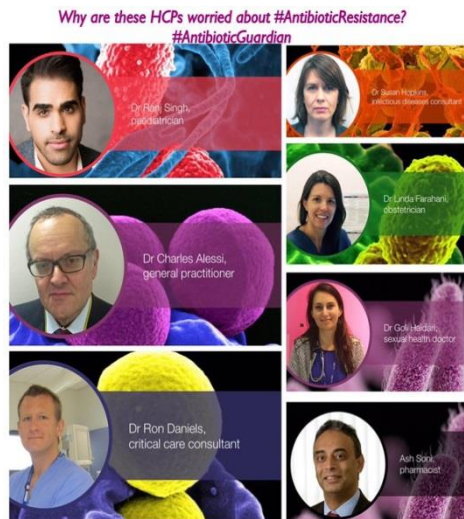


**EUROPEAN
ANTIBIOTIC
AWARENESS DAY**

A European Health Initiative 

BLOGS

- There are a range of blog posts on Antimicrobial resistance that can be shared with others or used to develop own materials, training or blog. <https://publichealthmatters.blog.gov.uk/category/priority3/antimicrobial-resistance/>



Tackling antibiotic resistance - how can schools get involved?

Diane Ashiru-Oredope and Wendy Nicholson, 31 October 2016 — Antimicrobial resistance

If you're a teacher or school nurse, or you work in an educational setting, you have the opportunity to educate young people about one of the biggest health threats we face globally - antimicrobial resistance. Our antibiotics are under threat. ...

How pharmacists can help in tackling antimicrobial resistance

Diane Ashiru-Oredope, 9 November 2016 — Antimicrobial resistance

When it comes to fighting antimicrobial resistance (AMR), spreading the message is an important part of tackling the issue and community pharmacists are well placed to help get that message across. We need to make people aware that the over ...

10 reasons YOU should be worried about antibiotic resistance

ANTIBIOTIC GUARDIAN
IN SUPPORT FOR EUROPEAN ANTIBIOTIC AWARENESS DAY

Please make a pledge and save our antibiotics at antibioticguardian.com

Keep  Antibiotics Working

Antimicrobial resistance

Why students are joining the fight against antibiotic resistance

Diane Ashiru-Oredope, 10 November 2016 — Antimicrobial resistance

Are you a healthcare student? If so, as a future professional or prescriber of medicine we need you to play your own vital role in slowing the rise of antibiotic resistance. Because just like current health professionals and leaders you ...

WORLD ANTIBIOTIC AWARENESS WEEK



SOCIAL MEDIA IMAGES

To obtain the images and other messages for use on social media please request for a social media pack by emailing: 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

Pledge to become an **ANTIBIOTIC GUARDIAN** and select the simple action you can take which will protect our antibiotics.



BECOME AN ANTIBIOTIC GUARDIAN

Keep Antibiotics Working



10 million people could die every year, by 2050, due to drug resistant infections.

Take **ANTIBIOTICS** exactly as prescribed, never save them for later, never share them with others.



BECOME AN ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

Take **ANTIBIOTICS** exactly as prescribed, never save them for later, never share them with others.



BECOME AN ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

SOCIAL MEDIA SUPPORT: SUGGESTED TWITTER POSTS

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>
- *Know your numbers – data on rates of infection across the country is available on PHE’s Fingertips site* <http://bit.ly/2xK9BnF>
- *We’re supporting the #AntibioticGuardian campaign to save some of our most precious medicines. Sign up here:* <http://bit.ly/ABGuardian>
- *Visit the e-Bug website <http://www.e-bug.eu/> to access materials and guidance on promoting handwashing in schools*
- *Help save our antibiotics: Watch this video <http://youtu.be/7PhmyNBWGik> then sign up to be an #AntibioticGuardian* <http://bit.ly/ABGuardian>
- *Antibiotic resistance is one of the biggest threats facing us today #AntibioticGuardian* <http://bit.ly/ABGuardian>
- *We risk losing some of our most precious medicines unless we work together. Sign up to be an #AntibioticGuardian:* <http://bit.ly/ABGuardian>
- *#AntibioticGuardian: Please retweet, sign up & save our #antibiotics* <http://bit.ly/ABGuardian>

SOCIAL MEDIA SUPPORT: SUGGESTED TWITTER POSTS (CONTD)

- 10 reasons you should be worried about antibiotic resistance: <http://bit.ly/11fB4ck>
#AntibioticGuardian (add image e.g.)



- 7 health professionals share their antibiotic resistance fears <http://bit.ly/1MPyY9M>
#AntibioticGuardian



- We must fight back against bacteria to save our antibiotics <http://bit.ly/1LYLNes>
#AntibioticGuardian



- 7 more reasons YOU should be worried about antibiotic resistance <http://bit.ly/1PzJAdt>
#AntibioticGuardian



SOCIAL MEDIA SUPPORT: SUGGESTED FACEBOOK POSTS

- *Antibiotic resistance is one of the biggest threats facing us today – if we don't work together and take action we risk losing some of our most precious medicines. You can help by becoming an #AntibioticGuardian <http://bit.ly/ABGuardian>*
- *What is antibiotic resistance and why is it a problem? Watch this video to find out then sign up to become an #AntibioticGuardian <http://youtu.be/7PhmyNBWGik>*
- *Did you know that antibiotic resistance is one of the biggest threats facing us today? Here are 10 reasons you should be worried about it: <http://bit.ly/11fB4ck>*
- *"I need antibiotics that work"- 7 health professionals share their antibiotic resistance fears #AntibioticGuardian <http://bit.ly/1MPyY9M>*
- *All campaign graphics can be uploaded to support these posts*

INTRANET OR WEB ARTICLE COPY: amend/use as necessary

- **Help tackle antibiotic resistance (121 words)**

Antibiotic resistance is one of the biggest threats facing us today and the overuse or misuse of antibiotics is making the problem worse. Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, transplants, even chemotherapy all rely on access to antibiotics that work. To slow resistance we need to cut the use of unnecessary antibiotics.

Antibiotic Guardian is a campaign run by Public Health England and a range of partners. Health professionals, health leaders and those who work with, own or treat animals are being encouraged to visit www.antibioticguardian.com and choose a pledge that they can fulfil and play their part in protecting some of our most precious medicines.

- **Become an antibiotic guardian (75 words)**

Antibiotic resistance is one of the biggest threats facing us today. Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy all rely on access to antibiotics that work. You can play your part by becoming an antibiotic guardian and choosing one simple pledge about how you'll make better use of antibiotics and help stop these vital medicines from becoming obsolete. Visit: www.antibioticguardian.com

- **Have you heard of antibiotic resistance? (30 words)**

It's one of the biggest threats facing us - we risk losing some of our most precious medicines. Visit www.antibioticguardian.com to find out more.



**ANTIBIOTIC
GUARDIAN**

CROSSWORDS

CROSSWORDS

- 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



QUIZZES

- 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



ANTIBIOTICS

HOW MUCH DO YOU KNOW?
TRY OUR QUIZ FOR HEALTHCARE STAFF

Are the following statements True or False?

- | | | |
|---|---|--------------|
| 1 | Antibiotic resistance is when an antibiotic no longer works. The more you use an antibiotic, the more bacteria become resistant to it | True / False |
| 2 | Antibiotic resistance is just a UK problem and is not a problem world wide | True / False |

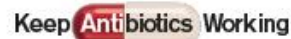


ANTIBIOTICS AND INFECTION CONTROL

HOW MUCH DO YOU KNOW?
TRY OUR QUIZ FOR NURSES

Are the following statements True or False?

- | | | |
|---|--|--------------|
| 1 | Antibiotic empirical (best guess) guidelines recommend the same antibiotic for the same condition in every Trust in UK | True / False |
| 2 | Antibiotic resistance is due to the human body, not the bacterial cell | True / False |



ANTIBIOTICS & INFECTION PREVENTION

HOW MUCH DO YOU KNOW?
TRY OUR QUIZ FOR PHARMACY AND LAB STAFF

Are the following statements True or False?

- | | | |
|---|---|--------------|
| 1 | Gentamicin dosing is based on actual body weight so obese patients will need a significantly higher dose than lean patients | True / False |
| 2 | IV Flucloxacillin plus IV vancomycin is a useful combination to treat a patient with MRSA bacteraemia | True / False |



ANTIBIOTICS

HOW MUCH DO YOU KNOW?
TRY OUR QUIZ FOR PRESCRIBERS: Principles of antimicrobial prescribing

Are the following statements True or False?

- | | | |
|---|---|--------------|
| 1 | Do not start antibiotics without clinical evidence of bacterial infection | True / False |
| 2 | Broad spectrum antibiotic use promotes <i>C. difficile</i> infections | True / False |



THE ANTIBIOTIC GUARDIAN QUIZ

Winter is coming...

- Antibiotics are not effective against coughs, colds, flu and most sore throats...**
 - since these are mostly caused by viruses, which antibiotics do not work against
 - but antibiotics sometimes work against viruses, so I should take them just in case
 - however antibiotics work against everything
- When I have a cough, cold or sore throat, I should...**
 - book an appointment with my GP for all mild symptoms or illness
 - seek immediate emergency medical attention
 - check with a pharmacist about how to treat my symptoms
- There are lots of colds going around. I've been told taking antibiotics 'just in case' can drive up the number of drug-resistant infections, but...**
 - taking antibiotics when you don't need to allows bacteria to develop a resistance to the antibiotic
 - only older people can get drug-resistant infections
 - taking antibiotics will help build up your defences and stop you getting a cold in the first place



ANTIBIOTIC GUARDIAN

The general antibiotic guardian quiz is available to print and as an online quiz:

Online quiz via

<https://surveys.phe.org.uk/antibioticquiz>

Download quiz via:

<https://www.gov.uk/government/publications/european-antibiotic-awareness-day-quizzes-and-crosswords>



THE ANTIBIOTIC GUARDIAN QUIZ

Winter is coming...

- 1. Antibiotics are not effective against coughs, colds, flu and most sore throats...**
 - A. since these are mostly caused by viruses, which antibiotics do not work against
 - B. but antibiotics sometimes work against viruses, so I should take them just in case
 - C. however antibiotics work against everything
- 2. When I have a cough, cold or sore throat, I should...**
 - A. book an appointment with my GP for all mild symptoms or illness
 - B. seek immediate emergency medical attention
 - C. check with a pharmacist about how to treat my symptoms
- 3. There are lots of colds going around. I've been told taking antibiotics 'just in case' can drive up the number of drug-resistant infections, but...**
 - A. taking antibiotics when you don't need to allows bacteria to develop a resistance to the antibiotic
 - B. only older people can get drug-resistant infections
 - C. taking antibiotics will help build up your defences and stop you getting a cold in the first place

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.



ANTIBIOTIC GUARDIAN
Keep Antibiotics Working



EUROPEAN ANTIBIOTIC AWARENESS DAY
A European Health Initiative

HANDLE WITH CARE!

Secondary Care Prescriber's Checklist
Antibiotics
–Overuse and incorrect use drives resistance


START SMART:

- do not start antimicrobial therapy unless there is clear evidence of infection
- take a thorough drug allergy history
- initiate prompt effective antibiotic treatment within one hour of diagnosis (or as soon as possible) in patients with severe sepsis or life-threatening infections. Avoid inappropriate use of broad-spectrum antibiotics
- comply with local antimicrobial prescribing guidance
- document clinical indication (and disease severity if appropriate), drug name, dose and route on drug chart and in clinical notes

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.



Treating your infection

Patient Name

Your doctor or nurse recommends that you self-care Back-up antibiotic prescription issued

Your infection	Usually lasts	How to treat yourself better for these infections, now and next time	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)
<input type="checkbox"/> Middle-ear infection	4 days	<ul style="list-style-type: none"> • 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 are uncomfortable as a result of a fever. • Other things you can do suggested by GP or nurse: 	<p>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.</p> <ol style="list-style-type: none"> 1. If you develop a severe headache and are sick. 2. If your skin is very cold or has a strange colour, or you develop an unusual rash. 3. If you feel confused or have slurred speech or are very drowsy. 4. If you have difficulty breathing. Signs can include: <ul style="list-style-type: none"> 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. 5. If you develop chest pain. 6. If you have difficulty swallowing or are drooling. 7. If you cough up blood. 8. If you are feeling a lot worse. <p>Less serious signs that can usually wait until the next available GP appointment:</p> <ol style="list-style-type: none"> 9. If you are not improving by the time given in the 'Usually lasts' column. 10. In children with middle-ear infection: if fluid is coming out of their ears or if they have new deafness. 11. Other
<input type="checkbox"/> Sore throat	7 days		
<input type="checkbox"/> Common cold	10 days		
<input type="checkbox"/> Sinusitis	18 days		
<input type="checkbox"/> Cough or bronchitis	21 days		
<input type="checkbox"/> Other infection: days









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

- Colds, 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.

Keep  Working

**WORLD ANTIBIOTIC
AWARENESS WEEK**



**EUROPEAN
ANTIBIOTIC
AWARENESS DAY**

A European Health Initiative 




**ANTIBIOTIC
GUARDIAN**


RESOURCES: PROFESSIONALS

COMMUNITY PHARMACY: SELF CARE GUIDE TO TREAT INFECTION LEAFLET

- A leaflet for Community Pharmacists 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.



Self-care guide to help you treat your infection



Patient Name Self-care advice provided












Product(s) suggested/supplied Patient advised to contact GP

Your infection	Usually lasts	How to treat yourself better for these infections, now and next time	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)
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- Colds, 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.
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- 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.

Find out more about how you can make better use of antibiotics and help keep this vital treatment effective by visiting and pledging at www.antibioticguardian.com

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

This leaflet for community pharmacy was developed in collaboration with these professional societies.



ANTIBIOTIC GUARDIAN

Keep Working

WORLD ANTIBIOTIC AWARENESS WEEK




EUROPEAN ANTIBIOTIC AWARENESS DAY

A European Health Initiative


RESOURCES: PROFESSIONALS

OUT OF HOURS: TREAT INFECTION LEAFLET

- A leaflet for Out of Hours prescribers 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









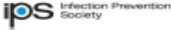

Patient Name
Doctor or Nurse Practitioner recommends that you self-care

Your infection	Usually lasts	How to treat yourself better for these infections, now and next time	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)
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- 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.
- Find out more about how you can make better use of antibiotics and help keep this vital treatment effective by visiting and pledging at [www. antibioticguardian.com](http://www.antibioticguardian.com)

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

This leaflet for 'Out of Hours' was developed in collaboration with these professional societies.



ANTIBIOTIC GUARDIAN

Keep Working

WORLD ANTIBIOTIC
AWARENESS WEEK



EUROPEAN
ANTIBIOTIC
AWARENESS DAY

A European Health Initiative

Resources: Dental toolkit – poster and patient information leaflet



NHS

antibiotics **DON'T** cure toothache!

- Toothache is **usually** caused by decay, which may lead to dental infection
- The best way to treat a toothache is to remove the cause of infection
- Contact your dentist for the most appropriate advice and treatment
- If you don't have a dentist and require urgent care call NHS 111



www.antibioticguardian.com



antibiotics **DON'T** cure toothache!

WHAT IF I'M WORRIED OR FEEL WORSE AFTER SEEING THE DENTIST?

Contact your dentist or phone NHS 111 if any of the following occur:

- You develop a fever over 102°F (38°C).
- You develop redness and swelling of your face, jaw or neck.
- You are unable to open your mouth.
- You have severe pain uncontrolled by pain medicine.
- You have difficulty swallowing.


Your dentist will advise you on the most appropriate treatment for you.

Encourage patients and colleagues to become an antibiotic guardian
www.antibioticguardian.com



antibiotics
DON'T cure
toothache!

Contact information for out of hours dental advice:
T NHS 111

ANTIBIOTICS: THERE ARE BETTER WAYS TO MANAGE TOOTHACHE & INFECTION

TOOTHACHE CAN BE CAUSED BY MANY THINGS SUCH AS;

- Tooth decay
- Broken teeth
- Gum disease
- Abscesses or infections
- Jaw problems

CAN I HAVE ANTIBIOTICS FOR TOOTHACHE?


- Your dentist will decide whether antibiotics are appropriate for your dental problem.
- Antibiotics on their own do not remove the infection or stop pain. Dental treatment is usually needed as well.
- Antibiotics, like other medicines, can also have side-effects so won't be prescribed unless absolutely necessary.

ANTIBIOTIC RESISTANCE is one of the biggest threats facing the world today.

- Unlike many things in medicine antibiotics work less effectively the more often they are taken
- Be aware that antibiotics are not always the best way to manage toothache and dental infection

HOW IS TOOTHACHE TREATED?

- A dentist needs to examine your mouth and decide the cause of the pain.
- Dental treatment may then be needed, such as fillings, root treatment or sometimes extraction of the tooth.
- Pain killers can help - Paracetamol and, if you can safely take it, ibuprofen. Both can be bought from pharmacies.
- Always read the patient information leaflet and check it is safe for you to take either medicine. You can ask your pharmacist for advice.



How to guides: community pharmacy, healthcare students



- ABOUT US
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SHARE

ANTIMICROBIAL STEWARDSHIP (AMS)

Quick reference guide

Antimicrobial resistance is recognised as a global public health threat and the UK Government is committed to antimicrobial stewardship (AMS) as a means to slow the development and spread of antimicrobial resistance.¹ In 2016, the UK Government set a target to reduce inappropriate prescribing of antimicrobials by 50% by the year 2020.²

All pharmacists, regardless of setting, have AMS obligations and with over 1.6 million visits each day, community pharmacy teams have a key role in contributing to this target by educating patients and the public on the appropriate, and more importantly inappropriate, use of antimicrobials. Advising on the prevention and self-care of minor ailments and supporting appropriate use of NHS resources are key roles in AMS.

This guide will look at how pharmacists and their teams working in community pharmacy can contribute to AMS: it will look at how roles and services already provided by community pharmacy contribute to AMS and consider what else can be done.

Although aimed at community pharmacy in GB, much of the information in this guidance is relevant to pharmacists in other settings especially those working in primary care or care homes.

Details

DATE
31 Aug 2017

STATUS
Current



How To Develop a Public Engagement Workshop

David G. Allison (david.allison@manchester.ac.uk) & Hannah Bloor, Manchester Pharmacy School

Manchester Pharmacy School adopted a novel approach to raising awareness about antibiotic resistance development by targeting year 10/11 High School pupils. Presentations in the form of either a year group assembly or a 60-90min hands-on, interactive workshop were offered to High Schools and delivered by 3rd year MPharm students to much acclaim. At the end of either presentation pupils were encouraged to become Antibiotic Guardians, and to help spread the message they were issued with credit-card sized information cards with key messages printed on one side and the Antibiotic Guardian logo and website details on the other. Our step-by-step guide to achieving this was as follows:



WORLD ANTIBIOTIC AWARENESS WEEK

SECTIONS ON THIS PAGE



A GUIDE FOR STUDENTS ON RUNNING AN AMR CAMPAIGN DURING WORLD ANTIBIOTIC AWARENESS WEEK

Developed by
Public Health England

Information on why you should run a campaign and how to promote it in the student community

Keep Antibiotics Working

WORLD ANTIBIOTIC AWARENESS WEEK



YOUR ACTIONS PROTECT ANTIBIOTICS, RALLY TOGETHER AT
ANTIBIOTICGUARDIAN.COM



ANTIBIOTIC GUARDIAN CHAMPION (STUDENTS)

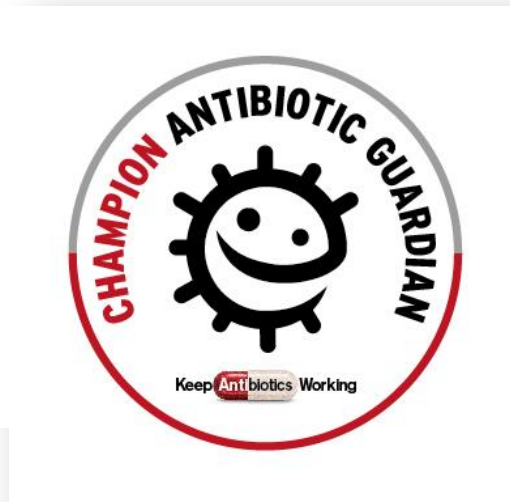
- University healthcare and pre-registration students can now earn virtual badges to add to their LinkedIn accounts . Available under healthcare professionals resources on the [Antibiotic Guardian website](#)
- Students can [click here](#) to find out more and register for the first national AMR student conference on 18 November 2017

Healthcare Students – Antibiotic Guardian Champion Badge

Become an Antibiotic Guardian Champion

As part of UK's activities for World Antibiotic Awareness Week (WAAW) (14 – 20 November 2016) and European Antibiotic Awareness Day (18 November) we are inviting healthcare students and pre-registration professionals to become Antibiotic Guardian Champions. Earn your badge by completing the tasks via [Open Badge Academy](#) and [sharing your evidence](#). You can add your badge to your LinkedIn account.

We also encourage you to share actively via social media using #AntibioticGuardian



A poster for the Antimicrobial Resistance Conference. The title is 'Antimicrobial Resistance Conference: advocating a behaviour change'. Below the title, it says 'The UK's first multidisciplinary national student conference on AMR! Learn how antimicrobial resistance will change the face of medicine and impact patient care!'. The poster lists various activities: Keynote address, Interactive Workshops, Awards, Teas and Lunch, Organisation Stands, and Poster Presentation. It also lists speakers: Dr Diane Ashiru-Oredope (Public Health England), Dr Susan Hopkins (Public Health England & Royal Free Hospital), and Professor Liz Sockett (University of Nottingham). There is a 'CALL FOR POSTERS' section asking for abstracts. The event is on 18th November 2017, 9.30am - 5pm at Strand Campus, King's College London. Logos for Public Health England, King's College London, Knowlex, Abpi, and NHS are shown at the bottom, along with social media handles #AGCstudents, #AntibioticGuardian, and #AMRABC.

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JUNIOR AND FAMILY ANTIBIOTIC GUARDIAN

Task 2 | I am a Junior Antibiotic Guardian

For this task, produce either a poster, powerpoint or video showcasing your knowledge on Antibiotics and Antibiotic resistance. Use the resources below to gather information for your piece of work. Once you have completed your research and poster/presentation/video, upload it as badge evidence. The title of your poster, presentation or video should be I am a junior Antibiotic Guardian

Take a look at some [resources](#) to help you along the way.

[Senior Antibiotic Revision Guide](#)

Extension / challenge opportunity for task 2 - if you have had a session with your school nurse, include a comment, film with the School Nurse, highlight, image etc.



- Junior and Family Antibiotic Guardian have been developed in collaboration with Makewaves, for children, young adults and their families/carers to complete tasks and earn badges. This is as part of the commitment to school nursing and improving outcomes for children and young persons. The badges have been designed to coincide with WAAW and EAAD but are available to be earned all year round

[Click here to find out more](#)

Task 3 | Encourage 2 to 5 members of your family or family friends to become Antibiotic Guardians

For this task, watch the Antibiotic Guardian video with your parents/carers, grandparents, older siblings, uncles, aunts, family friends (you can also send them website name so they can watch from anywhere including their mobile devices). Encourage them to choose a pledge (promise) on the website and sign up to become Antibiotic Guardians

Tell them to choose Junior/Family AG in the "how did you hear about us" section of the website

For evidence: in the box below tell us how many adults you watched video with or send links to and who they are.

For example: I watched the video with 3 adults - my mum, grandpa and older sister and I sent the link to 5 of my uncles and aunts/ parents friends

For additional evidence you can upload photographs of the adults holding their certificates, screenshot/printed picture.

ANTIBIOTIC GUARDIAN PARTICIPATOR BADGE



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[Click here to find out more](#)

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Antibiotic Guardian Participator

To earn this badge you need to show you have participated and shown your support in the fight against Antibiotic Resistance.

Start this badge mission

Task 1 | Participate

You need to have completed and provide evidence of ONE of the following of your choice:

- Complete the [e-Bug games](#) or host/participate in a debate using the [e-Bug Antibiotic debate kit](#).
- Produce either a poster, presentation or video showcasing your knowledge on Antibiotics and Antibiotic resistance. You can use [these resources](#) to help you.
- Join over 47,000 adults by choosing one of [these promises](#) of how you can help do your part in the fight against antibiotic resistance
- Attended a presentation, lecture or school lesson on Antimicrobial resistance.

Evidence

Your evidence could be photographs or a video of you carrying out one of the activities, or a copy of your presentation that you have created. You can also upload screenshots or copy and paste your promise using the text evidence option. If you have attended a lecture/lesson, your evidence can be details of the presenter, the date and one thing you remember from the lesson.



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e-Bug

Spread e-Bug not infection

e-Bug is a **free** educational resource for classroom and home use that makes learning about microbes, the spread, treatment and prevention of infection and antibiotics fun and accessible for all.

Teaching Resources

In the teachers section of the e-Bug website you will find a variety of free resources that have been designed to complement the National Curriculum.



These include:

- ☆ Lesson plans
- ☆ Presentations
- ☆ Worksheets
- ☆ Activities

Student Resources

The student pages complement the teacher resources by providing online games, revision pages and lots more for students to continue learning at home.



These include:

- ☆ Games
- ☆ Disease fact files
- ☆ Quiz
- ☆ Home science

Community resources

e-Bug have developed a community hygiene course called **Beat the Bugs** which aims to increase awareness and change behaviour around antibiotic use.

The course is suitable for a range of community groups and can be downloaded from the Beat the Bugs webpage: www.e-bug.eu/beat-the-bugs

www.e-bug.eu/beat-the-bugs

Follow us on
twitter!
@eBug_UK



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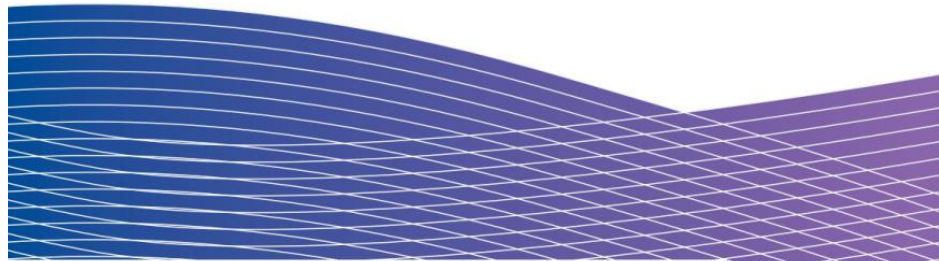
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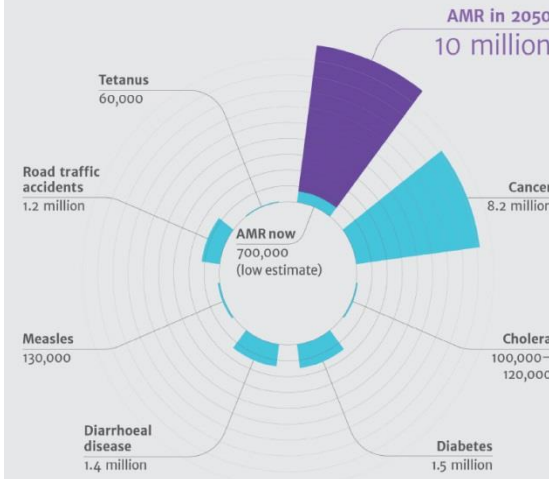
OTHER AMR RESOURCES: AMR REVIEW



TACKLING DRUG-RESISTANT INFECTIONS GLOBALLY: FINAL REPORT AND RECOMMENDATIONS

THE REVIEW ON ANTIMICROBIAL RESISTANCE
CHAired BY JIM O'NEILL

Deaths attributable to AMR every year compared to other major causes of death



The O'Neill Review, commissioned by the UK Government and the Wellcome Trust, sets out the recommendations to tackle AMR globally

TACKLING ANTIMICROBIAL RESISTANCE ON TEN FRONTS

- Public awareness
- Sanitation and hygiene
- Antibiotics in agriculture and the environment
- Vaccines and alternatives
- Surveillance
- Rapid diagnostics
- Human capital
- Drugs
- Global Innovation Fund
- International coalition for action



OTHER AMR RESOURCES: PHE HEALTH MATTERS ON AMR

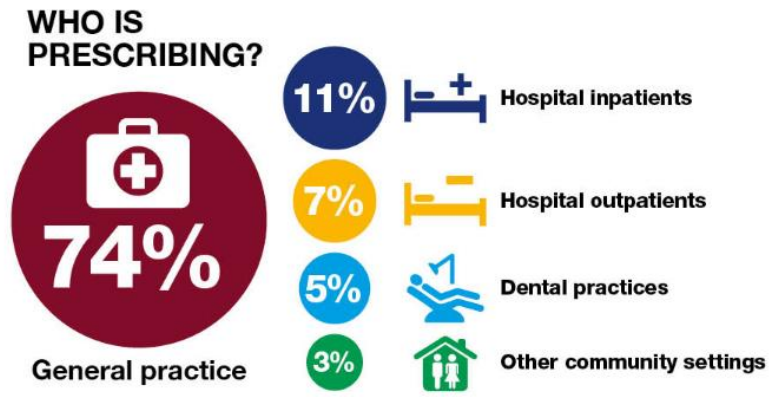
GOV.UK

Public Health England [See more information about this Guidance](#)

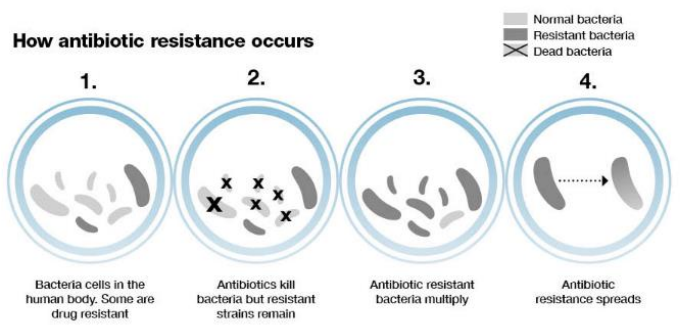
Guidance
Health matters: antimicrobial resistance

Published 10 December 2015

Contents
 Summary
 The scale of the problem
 What is fuelling antibiotic resistance
 Why we need to act now
 Encouraging responsible prescribing
 We all have a role to play



This [resource](#) provides information on AMR, sets out effective methods to avoid unnecessary prescribing of antibiotics and provides advice for healthcare professionals



GLOBAL A failure to address the problem of antibiotic resistance could result in:

10m deaths by 2050

Costing £66 trillion



ORDERING PRINTED RESOURCES

- Select Antibiotic Guardian resources printing can be sourced via local printing arrangements. High resolution files are also available at Bbanner and 4AllofUs where resources can be ordered from including
 - Posters
 - Leaflets
 - Badges
 - Magnets
 - Stickers
 - Pens

For all print order enquiries email: lesley.greenhalgh@bbanner.co.uk

- Keep Antibiotics Working leaflets and poster are available at no cost to organisations in England via [PHE campaign resource centre](#)
- Full details of available items are available here: <https://www.gov.uk/government/publications/european-antibiotic-awareness-day-resources-toolkit-for-healthcare-professionals-in-england>



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ANTIBIOTIC GUARDIAN LOGO/VIDEO DOWNLOAD

To download the Antibiotic Guardian logo please visit the following:

https://surveys.phe.org.uk/AG_LogoVideo

- 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
- The video is uploaded via Dropbox
 - There is both a subtitled and non-subtitled version available



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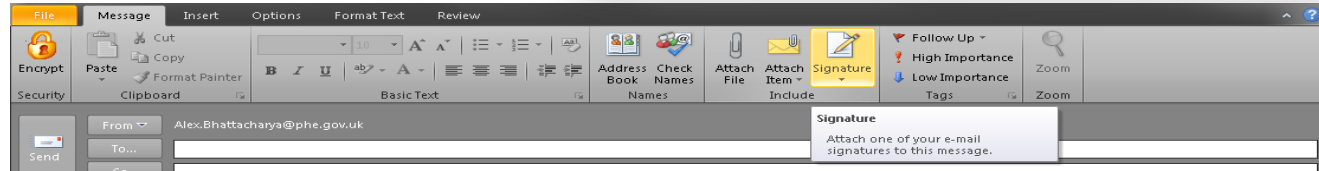


HOW TO ADD THE E-SIGNATURE

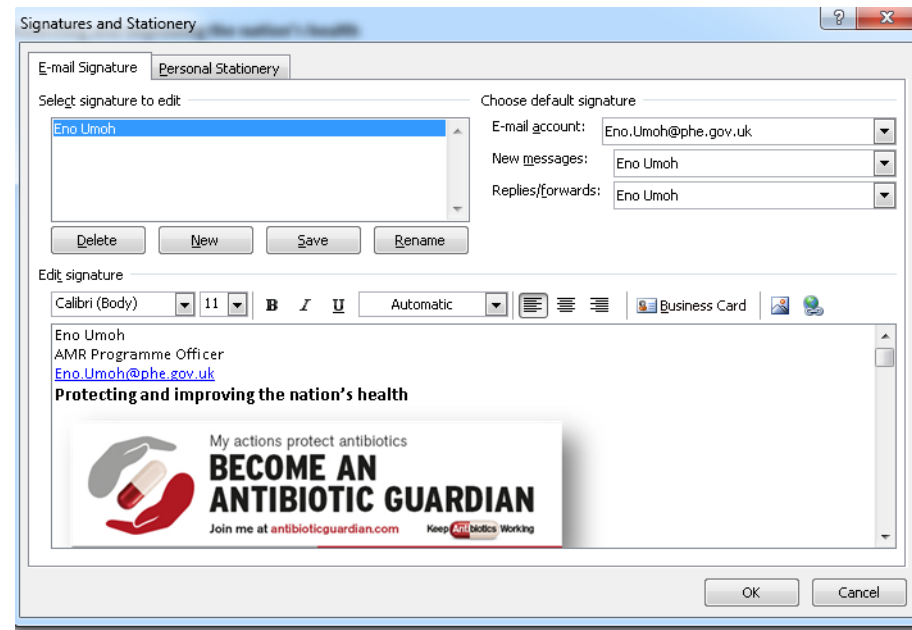
1. Copy the e-sig banner to the right. The image has been linked to the website. Right click the image and copy.



2. In Outlook, click "Signature"



3. Type our 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.

Shared Learning pages

<http://antibioticguardian.com/shared-learning/>

ANTIBIOTIC GUARDIAN AWARDS 2017 – WINNERS



AWARDS

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Shared Learning: Innovation

Projects that demonstrated innovative approaches to tackling antimicrobial resistance and Heart of England NHS Foundation Trust (Winner – Antibiotic ... [Continued](#))



Shared Learning: Prescribing and Stewardship

Prescribing and Stewardship projects The Nottinghamshire Antimicrobial Stewardship Committee (Winner – Antibiotic Guardian Awards 2017) Name: Amelia Joseph, Nottingham ... [Continued](#)



Shared Learning: Staff Engagement

Projects focused on staff engagement NHS Tayside (Antibiotic Guardian 2017 Awards – Winner) Name: Jo McEwen, Advanced Nurse Practitioner, Antimicrobial ... [Continued](#)



Shared Learning: Community – Communications

Projects focused on communications within the community The University of Manchester (Winner – Antibiotic Guardian Awards 2017) Name: Roger Hamison ... [Continued](#)



Shared Learning: Community – Engagement

Projects focused on community engagement NHS Bath and North East Somerset (Winner – Antibiotic Guardian Awards 2017) Name: Sarah Pritchard ... [Continued](#)



Shared Learning: Children and Family





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National Awards

2018 (date TBC), London

Categories include:

Staff engagement: How have staff promoted Antibiotic Guardian and stewardship within their organisation?

Community: How has your organisation worked within the community to highlight Antibiotic Guardian?

Prescribing: How has your organisation tackled prescription and prescribing antibiotics effectively?

Innovation: Tell us how you have demonstrated innovation to address Antimicrobial Resistance?

Antibiotic Stewardship: How have you improved or measured antibiotic usage in your area or community?

AMS Research: How have you demonstrated development of research to support Antimicrobial Stewardship?

Community Pharmacy, Healthcare Students, Junior/Family Antibiotic Guardian champions

To view 2017 winners and shortlisted go to:

<http://antibioticguardian.com/antibiotic-guardian-awards-2017/>

(Details for 2018 awards will be available early 2018)

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SLIDES FOR PRESENTATIONS

The following are PowerPoint slide options 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.

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 inform our 2017 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**
- **World Antibiotic Awareness Week (13– 19 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/eaad-resources>
- 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

You are invited to become an Antibiotic Guardian today
and to ask others to join you
(You can also do so via your mobile device)



My actions protect antibiotics

BECOME AN ANTIBIOTIC GUARDIAN

Join me at antibioticguardian.com Keep  Antibiotics Working



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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.
- Antibiotic Guardian and Keep Antibiotics Working campaigns, European Antibiotic Awareness Day (EAAD) and World Antibiotic Awareness Week are major public health initiatives that aim to encourage responsible use of antibiotics and tackle the global issue of antibiotic resistance.
- This toolkit 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/eaad-resources>
- 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 2017 Evaluation.

<http://antibioticguardian.com/organisations/>



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ACKNOWLEDGEMENTS

We would like to thank the following organisations for their involvement in planning for WAAW/EAAD and support for Antibiotic Guardian campaign over the last four years

Department of Health expert advisory committee on Antimicrobial Resistance and Healthcare Associated Infection (ARHAI)
Association of Anaesthetists of Great Britain and Ireland (AAGBI)
Association of Pharmacy Technicians UK (APTUK)
Bella Moss Foundation
British Infection Association
British Medical Journal
British Orthopaedic Association
British Paediatric Allergy, Immunology and Infectious Diseases Group (BPAIG)
British Society for Antimicrobial Chemotherapy
British Pharmaceutical Students Association (BPSA)
British Veterinary Association
Care Quality Commission
Centre for Pharmacy Postgraduate Education
Chartered Society of Physiotherapist
College of Podiatrists
Centre for Postgraduate Pharmacy Education (CPPE)
Community Pharmacy West Yorkshire (CPWY)
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 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
Pharmaceutical Negotiating Services Committee (PSNC)
Pharmacy Voice
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 (VMD)
Wales General Practice Representation
West Sussex CCG



APPENDIX A - Antibiotic Guardian Visual assets

Website homepage banner



Email signature 1 (for individuals)



Email signature 2 (for organisations)



Roll-out banner



T-shirt branding (example designs)



Lanyard branding (example designs)



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APPENDIX A - Antibiotic Guardian Visual assets

General Badge



General Badge with url



Certificate 1 (for individuals)



Badge with e-bug



Badge for AG Champion



Certificate 2 (for organisations)



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APPENDIX A - Antibiotic Guardian Visual assets

Protective Hands KV (key visual)



Social post image templates



Hands/AG/KAW/ lockup



3-fold Leaflet



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