



# Communicating about prudent antibiotic use: European Antibiotic Awareness Day

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European Centre for Disease Prevention and Control (ECDC)

*Italian EU Presidency conference:*

*"Fighting Antimicrobial Resistance: smart weapons against smart microorganism"*

*Rome, 22-23 December 2014*

# European Antibiotic Awareness Day



- 1. Background about EAAD history**
- 2. Social marketing approach and tailored national communication activities – ECDC training module**
- 3. EAAD objectives, toolkits and material on self-medication with antibiotics**
- 4. Review of main activities and impact in 2014**

# A bit of history about the EAAD...



- EU Council recommendation on prudent use of antimicrobial agents in human medicine adopted in 2001
- **Successful awareness campaigns in e.g. Belgium and France**
- Cooperation with the Network of AMR focal points in the EU Member States / candidate countries and political support at EU level
- Concept of EAAD publicly launched at the European Parliament in 2007
- ECDC sets up a Technical Advisory Committee (TAC) in early 2008
- Social marketing approach: creation of focus groups to test key messages and visuals

# Social marketing

*“The design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product, planning, pricing, communication and market research”*



It is the utilisation of marketing theories and techniques to promote voluntary behaviour change in order to achieve a social goal



# EAAD objectives



- Support national activities aimed at raising awareness of prudent antibiotic use among the general public as well as particular target audiences such as primary care prescribers and hospital prescribers
- Support national activities aiming at maintaining the efficacy of antibiotics and slowing down the emergence and spread of resistant bacteria.

**European Antibiotic Awareness Day provides a platform and support to national campaigns about prudent antibiotic use in the community and in hospitals.**

# Capacity building at national level: ECDC training module on developing national prudent antibiotic use campaigns



- Back in 2011, EAAD was in a consolidation phase and ECDC intended to support **national campaigns capacity strengthening**.
- A framework contract was signed with the **Karolinska Institutet**
- A face-to-face training took place in July 2013 with over 30 country representatives and observers from WHO Europe and Canada
- Final material available on ECDC extranets

The **main aim** of this training module on the development, implementation and evaluation of prudent antibiotic use campaigns is to **have a reference curriculum** and **materials** that can be used as a basis to organise **training courses** at **national level** that will strengthen the **participant knowledge** and skills on **running campaigns** on prudent antibiotic use.

# Training material



# European Antibiotic Awareness Day, 2008-2014

2008 Toolkit for the general public  
32 countries participated

2009 Toolkit for primary care prescribers

2010 Toolkit for hospital prescribers and  
and hospitals  
Matched Get Smart week in the U.S.  
and the campaign in Canada

2011 Patient stories and Euronews movie  
37 countries participated

2012 Collaboration with WHO/Europe:  
43 countries participated  
First EAAD Twitter chat  
Australia becomes a partner

2013 Start work on self-medication with  
antibiotics, with PGEU and CPME

2014 Revised toolkit for the general public  
on self-medication with antibiotics  
New Zealand becomes a partner  
Global Twitter conversation and European Twitter chat

EUROPEAN  
ANTIBIOTIC  
AWARENESS DAY



A European Health Initiative



COLD? FLU?



GET WELL  
WITHOUT  
ANTIBIOTICS

EUROPEAN  
ANTIBIOTIC  
AWARENESS DAY



A European Health Initiative



For more information, visit  
[antibiotic.ecdc.europa.eu](http://antibiotic.ecdc.europa.eu)



# EAAD toolbox



**Antibiotiki – uporabljajte previdno!**  
Predpisovanje antibiotikov – seznam opomnikov

- ☐ Ali so bile ustrezne kulture zbrane pred začetkom zdravljenja z antibiotiki?
- ☐ Ali rezultati kultur kažejo potrebo po začetku zdravljenja z antibiotiki ali po spremembi obstoječega zdravljenja z antibiotiki?
- ☐ Kakšno je optimalno trajanje zdravljenja z antibiotiki pri tej vrsti okužbe, pri tem bolniku?
- ☐ Kakšen je primeren odmerek antibiotika pri zdravljenju takšne okužbe pri tem bolniku?
- ☐ Ali je izbira zdravljenja z antibiotiki v skladu z bolnišničnimi vzorci odpornosti na antibiotike (antibiogram)?
- ☐ Ali ste se posvetovali z zdravnikom za nalezljive bolezni, mikrobiologom ali farmaceutom?

**Prelevare campioni per le colture prima di iniziare la terapia antibiotica**

**Important: Please Read**

Dear Primary Care Prescriber:

As part of a European-wide initiative, we are contacting you to call your attention to the warning risk in antibiotic resistance across Europe and to ask for you to support our efforts to fight this trend. The use of misuse of antibiotics is a further highlighted by the threat posed by pandemic influenza.

The European Centre for Disease Prevention and Control has, together with health authorities across the European Union, launched European Antibiotic Awareness Day, a European public health message which is shared annually on 28 November. The aim of the European Antibiotic Awareness Day campaign is to raise awareness of antibiotic resistance and the risks of inappropriate use of antibiotics and to promote responsible use of antibiotics and to promote antibiotic stewardship.

Antibiotic resistance has increased in the past years to the point where it is now a major threat to the future effectiveness of antibiotics. Combating this with the currently unimpaired pharmaceutical pipeline of new antibiotic treatments, the increase in drug-resistant bacteria has become a serious risk to public health.

Antibiotic resistance is, as you know, a phenomenon linked to the extent and the way in which antibiotics are used. Primary care is particularly important in this context as primary care doctors are responsible for the majority of antibiotic prescriptions. However, studies show that in many cases these prescriptions may not be necessary, but are driven by patient demands and diagnostic uncertainty. Studies in some European countries have shown that a decrease in antibiotic prescribing in primary care results in decreased rates of antibiotic resistance. Therefore, there is a definite need to promote appropriate use of antibiotics with primary care prescribers throughout Europe.

Your contribution to the promotion of antibiotic awareness is invaluable at your advice is able to impact like no one other: patient, prescriber and antibiotic resistance towards their illness and their personal need for antibiotics.

In order to support you in making your practice and in educating them about antibiotic use, we have prepared a few information materials. In particular, please find attached a fact sheet displaying the extent of antibiotic resistance in Europe and in **your country**. A brochure may also be found in German to provide information about the appropriate use of antibiotics and a checklist providing tips on handling patient demands for antibiotics. The European Antibiotic Awareness Day website ([www.eaadd.eu](http://www.eaadd.eu)) also offers additional resources for communicating antibiotic awareness in primary care, such as a demonstration of a poster display, material for an antibiotic stewardship training programme, patient leaflets for antibiotics stewardship and other training and decision-making tools for patients.

We would like to thank you in advance for your support and cooperation. With your help, we hope to achieve a decrease in unnecessary use of antibiotics and to promote the correct use of these life-saving medicines in order to keep antibiotics effective in the future.

**Antibiotic Awareness**  
Member of EAAD: **Antibiotic Awareness**  
EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL



**Remember**

- Antibiotics won't work in the case of a cold or the flu
- Take antibiotics responsibly and only when they are prescribed by your doctor
- Keeping antibiotics effective is everybody's responsibility

**When you do need them, make sure you take antibiotics responsibly**

When you receive a prescription for antibiotics, you must follow the doctor's instructions in order to minimise the risk of developing resistant bacteria.

If you do not follow the instructions correctly, for example if you shorten the length of time of treatment, if you take a lower dose or if you do not take the antibiotics at the correct time interval prescribed by your doctor, bacteria can become resistant to antibiotics.

Resistant bacteria can stay with you and can also be passed on to others. This may put you and others at risk of not responding to antibiotics next time you need them.


- Follow your doctor's advice on when and how to take antibiotics
- Don't use "left-over" antibiotics
- Ask your doctor or your pharmacist about how to dispose of any remaining antibiotics

**Antibiotic Awareness**  
**Keep Antibiotics Effective**

For more information on antibiotic awareness please visit: <http://antibiotic.ecdc.europa.eu>


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As seen on  [ecdc.europa.eu](https://ecdc.europa.eu)

## Patient stories

Stories of people whose lives were dramatically changed by  
antibiotic-resistant superbugs

by  EAAD 19 days ago 794 Views ▾



**Paolo**  
(Italy)



<http://antibiotic.ecdc.europa.eu>



# Self-medication is not an option!



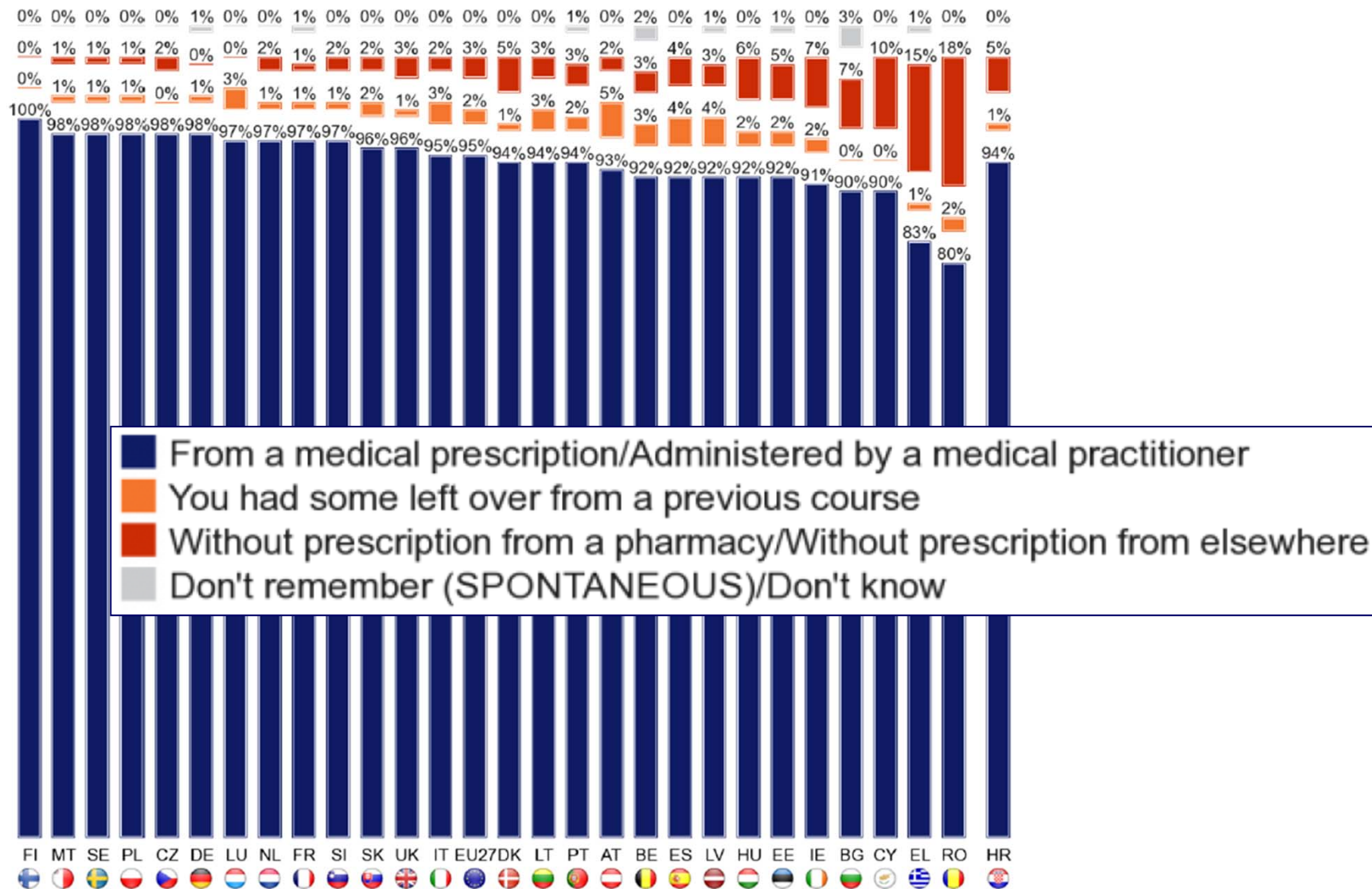
Self-medication with antibiotics is not a responsible use of antibiotics.

Self-medication is when taking (or want to take) antibiotics without first consulting a medical doctor by:

- using leftover antibiotics from previous treatments; or,
- getting antibiotics at the pharmacy without a prescription.



# Eurobarometer, 2013: how did Europeans obtained their last course of antibiotics?



Source: Special Eurobarometer 407 / 79.4 "Antimicrobial resistance", May-June 2013.

# GIORNATA EUROPEA DEGLI ANTIBIOTICI



UN'INIZIATIVA EUROPEA  
PER LA SALUTE

italiano (it)



[Pagina iniziale](#)

[Giornata europea degli antibiotici](#)

[Materiali per la campagna](#)

[Campagne nazionali](#)

[Contatti](#)

[Comunicato stampa](#)

La Giornata europea degli Antibiotici si svolge ogni anno il 18 novembre. La Giornata europea degli antibiotici 2014 è dedicata all'automedicazione con gli antibiotici.

State organizzando una campagna sull'automedicazione con gli antibiotici? Volete scoprire perché gli antibiotici devono sempre essere prescritti da un medico e usati attenendosi scrupolosamente alle istruzioni? Leggi i materiali della campagna



**Materiali per  
la campagna**



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**Campagne  
nazionali**



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<http://antibiotic.ecdc.europa.eu>

## Materiale rivolto al grande pubblico riguardante l'automedicazione con gli antibiotici

Il materiale offre consigli agli organizzatori di campagne informative su come coinvolgere il pubblico generico per promuovere un uso appropriato e responsabile degli antibiotici.

Il pacchetto contiene modelli di materiali e alcuni messaggi chiave riguardanti l'automedicazione con gli antibiotici, idee per attività di sensibilizzazione e suggerimenti riguardanti le strategie da adottare per comunicare all'opinione pubblica, in particolare alle persone che sono solite ricorrere all'automedicazione, i messaggi riguardanti un uso prudente degli antibiotici.

I destinatari specifici di questo materiale sono la popolazione attiva, ossia le persone in età lavorativa (18-55 anni).

Messaggi chiave per il pubblico generico: l'automedicazione con antibiotici

Modelli di lettere ai farmacisti e ai medici di base

### Poster: l'automedicazione con antibiotici



Vai al poster

Vai al poster

Vai al poster

Vai al poster

Vai al poster

Vai al poster

Scarica i file grafici

Scarica i file grafici

### EAAD animations



European Antibiotic Awareness Day - Box and blister (text only)  
18 November 2014



European Antibiotic Awareness Day - Box and blister (voice over)  
18 November 2014

### Pharmacy bags: Self-medication with antibiotics [IT]



See visuals [IT]

Scarica i file grafici

### Instructions for use of these materials

For further detailed information and ideas how to use these materials and organise a campaign on self-medication with antibiotics, please see the [Guidance note](#).

### Terms of use

Permission to use the European Antibiotic Awareness Day campaign communication materials is granted to all non-profit organizations and healthcare associations as well as all European healthcare authorities and governmental bodies conducting campaigns aimed at reducing antibiotic resistance and promoting the appropriate use of antibiotics.

Any other entities must obtain the consent of the ECDC before using the European Antibiotic Awareness Day campaign communication materials. To obtain permission for use of these materials, please contact: [EAAD@ecdc.europa.eu](mailto:EAAD@ecdc.europa.eu)

### ECDC would like to hear from you!

ECDC would be interested to know how and where the campaign communication materials are used, particularly if you think that your initiatives could be listed on the 'National activities' page of this website. For any questions you may have on the materials, please contact: [EAAD@ecdc.europa.eu](mailto:EAAD@ecdc.europa.eu)



# EUROPEAN ANTIBIOTIC AWARENESS DAY



English (en)

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## Self-medication with antibiotics: Key messages for the general public



Antibiotic-resistant bacteria are a danger to us all because they cause infections that are difficult to treat.

If we take antibiotics repeatedly and improperly, we contribute to the increase in antibiotic-resistant bacteria, one of the world's most pressing health problems [1-6].

So if at some point in time you, your children or other family members need antibiotics, they may no longer work [7].

Self-medication with antibiotics is not a responsible use of antibiotics [8].

Self-medication is when you take (or want to take) antibiotics without first consulting a medical doctor by:

- using leftover antibiotics from previous treatments; or,
- getting antibiotics at the pharmacy without a prescription.

*Note: With the word "antibiotics", ECDC means antibacterial agents or antibacterials.*

### 1. Antibiotics can only be prescribed by a medical doctor who has examined you

Many winter illnesses can cause the same symptoms, but they might not require the same treatment. If you have been prescribed an antibiotic for a previous illness and have recovered well, it is tempting to want to use the same antibiotic if you have similar symptoms. However, only a medical doctor who has examined you can ascertain if a winter illness requires treatment with antibiotics.

- Never try to buy antibiotics without a prescription.
- Never save antibiotics for later use.
- Never use leftover antibiotics from previous treatments.
- Never share leftover antibiotics with other people.

Do not keep leftover antibiotic treatments [8]. If you received more antibiotic doses (e.g. tablets, gel caps) than you were prescribed, ask your pharmacist about how to dispose of the remaining doses.

# EUROPEAN ANTIBIOTIC AWARENESS DAY



English (en)



## 2. Antibiotics are not painkillers and cannot cure every illness

Antibiotics do not work like painkillers and cannot relieve headaches, aches, pains or fevers.

- Antibiotics are only effective against bacterial infections and cannot help you recover from infections caused by viruses such as the common cold or the flu [9-12, 14].
- Up to 80% of winter illnesses affecting your nose, ears, throat and lungs are of viral origin, so taking antibiotics will not make you feel better [11, 12].

## 3. Taking antibiotics for wrong reasons, such as against colds and flu, will not help you feel better faster, and may cause side-effects

Taking antibiotics against a cold or the flu has no benefit for you: antibiotics simply do not work against viral infections [9-12]. In addition, antibiotics may cause several unpleasant side effects such as diarrhoea, nausea or skin rashes [9, 10, 13-15].

Taking antibiotics to fight mild bacterial infections, such as rhinosinusitis, sore throats, bronchitis or earaches, is often unnecessary [15-19] since, in most cases, your own immune system is able to deal with such mild infections.

Most symptoms can be alleviated with over-the-counter medicines. Taking antibiotics will not reduce the severity of your symptoms and will not help you feel better faster [10, 12, 15, 17].

If your symptoms persist or if you have any concern, it is important that you see your doctor. If you really have a severe infection such as *bacteria*/pneumonia, your doctor will prescribe antibiotics. Seek help more quickly than other people :

- if you are over 65 years old;
- if you have asthma or diabetes;
- if you have lung disease (e.g. chronic bronchitis, emphysema, chronic obstructive pulmonary disease);
- if you have heart problems (e.g. previous heart attack, angina, chronic heart failure);
- if you have a medical problem where your immune system is suppressed; or
- if you are taking drugs that suppress the immune system (e.g. steroids, chemotherapy for cancer, some drugs used to suppress thyroid gland functions).

*List adapted from 'Genomics to combat resistance against antibiotics in community-acquired LRTI in Europe', a project funded by the European Commission's Directorate-General for Research and Innovation.*

# EUROPEAN ANTIBIOTIC AWARENESS DAY



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## 4. Take the time to get better

Meeting life's demands while being ill can be a source of stress, especially if you are experiencing certain symptoms for the first time. Finding an appropriate time to visit the doctor can be difficult, expensive and time-consuming. Knowing how to manage your symptoms can help you cope better with your illness. Learn how you can take care of yourself without antibiotics.

For most winter illnesses, your condition will improve after two weeks.

### Indicative duration of symptoms for common winter illnesses in adults

|  |                 |
|--|-----------------|
| Ear infection                            | up to 4 days    |
| Sore throat                              | up to 1 week    |
| Common cold                              | up to 1 ½ weeks |
| Flu                                      | up to 2 weeks   |
| Runny or congested nose                  | up to 1 ½ weeks |
| Sinus infection                          | up to 2 ½ weeks |
| Cough (which often happens after a cold) | up to 3 weeks   |

Table adapted from 'Get better without antibiotics', Health Service Executive Ireland, and 'Patients antibiotic information leaflet', Royal College of General Practitioners. If your symptoms persist or if you have any concern, it is important that you consult your doctor.

## 5. Ask your pharmacist for advice: other medicines can help relieve your symptoms

Your pharmacist may recommend over-the-counter medicines to help alleviate your symptoms.

Always ask for advice, especially if you are taking medicines for any other condition.

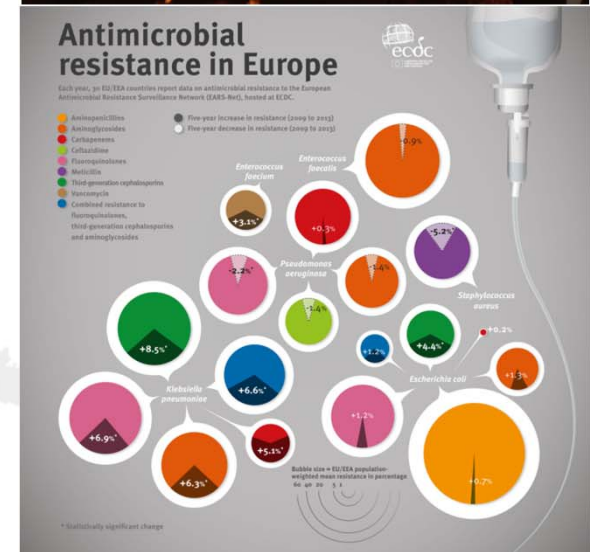
- Painkillers relieve aches, pains and fevers.
- Anti-inflammatory medicines, such as throat sprays or pastilles, help you swallow more easily.
- Oral expectorants clear secretions in your airways.
- Nasal sprays and decongestants help you breathe more comfortably.
- Antihistamines alleviate stuffy, sneezy and itchy noses.

Drinking plenty of fluids and getting some rest will help improve any winter illness.



# Main activities for EAAD 2014

- **New toolkit** on self medication with antibiotics – translated in all EU languages (+IS & NO)
- EU-level **launch event** in Stockholm on 17 Nov in cooperation with European Commission and Swedish Public Health Agency (web streamed)
- **Global Twitter conversation** (#AntibioticDay) and joint experts Twitter chat (ECDC, WHO, EC, EMA and EFSA) (#EAAD) on the 18 Nov
- **Media toolkit** launched to the countries on the 21 October including preview of the latest EU-wide data
- **Lightbulb TV spot** on Euronews during the week of the EAAD
- **Infographic and animated infographic**



# Snapshot of EAAD impact



- **Over 40 countries** participating to EAAD 2014
- **Lightbulb video on Euronews = 13,561,000** people reached (1,131,000 working in Healthcare and Medicines sector)
- **Over 200 media articles** published between **17-19 November** in EU countries *(evaluation still ongoing)*



# Social media statistics #AntibioticDay

## Global Twitter conversation with international Partners

### 18 November



#### The Numbers

41,802,520 Impressions

6,382 Tweets

3,238 Participants

133 Avg Tweets/Hour

2 Avg Tweets/Participant

#### The #AntibioticDay Influencers

##### Top 10 by Mentions

|  |                  |       |
|--|------------------|-------|
|  | @cdc_ehealth     | 1,241 |
|  | @phe_uk          | 670   |
|  | @eaad_eu         | 506   |
|  | @aad_japan       | 434   |
|  | @npsmedicinewise | 269   |
|  | @phac_gc         | 182   |
|  | @cdc_nceid       | 158   |
|  | @microbioblog    | 151   |
|  | @acsqhc          | 148   |
|  | @drdianeashiru   | 136   |

##### Top 10 by Tweets

|  |                  |    |
|--|------------------|----|
|  | @gavalda_j       | 83 |
|  | @drdianeashiru   | 73 |
|  | @eaad_eu         | 67 |
|  | @dobugsneeddrugs | 61 |
|  | @npsmedicinewise | 56 |
|  | @aad_japan       | 54 |
|  | @cdc_ehealth     | 53 |
|  | @aanp_news       | 43 |
|  | @dyupharmd       | 41 |
|  | @susanstopsongs  | 39 |

##### Top 10 by Impressions

|  |               |            |
|--|---------------|------------|
|  | @cdc_ehealth  | 26,845,449 |
|  | @phac_gc      | 1,292,121  |
|  | @webmd        | 1,093,831  |
|  | @phe_uk       | 623,422    |
|  | @pahowho      | 580,302    |
|  | @tomcolicchio | 479,795    |
|  | @nhschoices   | 459,413    |
|  | @kidshealth   | 415,343    |
|  | @healthcanada | 398,670    |
|  | @aanp_news    | 362,755    |

**18 November**  
00:00 UTC #AntibioticDay

24-hour Global Twitter conversation

With partners from Australia, Canada,  
New Zealand and the United States

**EUROPEAN  
ANTIBIOTIC  
AWARENESS DAY**  
A EUROPEAN  
HEALTH INITIATIVE



# Social media statistics #EAAD

## European Joint Twitter Chat

### 18 November



#### The Numbers

14,066,076 Impressions

4,156 Tweets

1,816 Participants

87 Avg Tweets/Hour











2 Avg Tweets/Participant

#### The #EAAD Influencers

##### Top 10 by Mentions

|   |                |     |
|---|----------------|-----|
|    | @eaad_eu       | 831 |
|    | @who_europe    | 392 |
|    | @ecdc_eu       | 247 |
|    | @phe_uk        | 190 |
|    | @drdianeashiru | 164 |
|    | @efsa_eu       | 159 |
|    | @eu_health     | 157 |
|   | @nhschoices    | 115 |
|  | @beuctweet     | 113 |
|  | @rpsscotland   | 104 |

##### Top 10 by Tweets

|   |                |     |
|---|----------------|-----|
|    | @eaad_eu       | 107 |
|    | @gavalda_j     | 83  |
|    | @drdianeashiru | 69  |
|    | @ema_news      | 67  |
|    | @emrsa15       | 61  |
|    | @simonrstones  | 58  |
|    | @complete_cla  | 57  |
|   | @whyinfinity   | 50  |
|  | @rpsscotland   | 48  |
|  | @jonotter      | 43  |

##### Top 10 by Impressions

|   |                  |           |
|---|------------------|-----------|
|    | @who             | 3,608,171 |
|    | @ema_news        | 941,563   |
|    | @soilassociation | 932,565   |
|    | @who_europe      | 783,169   |
|    | @eu_commission   | 599,779   |
|    | @cdc_ehealth     | 506,559   |
|    | @eu_health       | 365,114   |
|   | @consumentenbond |           |
|  | @nhschoices      | 306,303   |
|  | @innovationunion | 178,547   |





# Images from national campaigns on prudent use of antibiotics



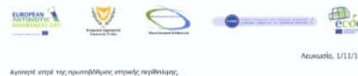


AIFA @Aifa\_ufficiale · 18 nov

Prima regola: usa gli **#antibiotici** solo quando necessario. Senza regole non funzionano **#AIFA** [youtu.be/9xYN0UfZYjk](https://youtu.be/9xYN0UfZYjk)



Visa fler bilder och videor



Antibiotici: 1/11/14

Antibiotici sono farmaci che agiscono contro le infezioni batteriche.

È importante usarli solo quando necessario, secondo le indicazioni del medico, perché un uso scorretto può ridurre la loro efficacia e favorire lo sviluppo di batteri resistenti.

Se non si usano gli antibiotici solo quando necessario, si rischia di non curare le infezioni e di creare batteri resistenti che non possono più essere curati.

Per questo è importante usare gli antibiotici solo quando necessario, secondo le indicazioni del medico, e non abusarne.

È importante anche ricordare che gli antibiotici non funzionano contro le infezioni virali, come il raffreddore o l'influenza.

Se si hanno dubbi sull'uso degli antibiotici, è sempre meglio consultare il medico.

Per informazioni sui farmaci, visitate il sito [www.aifa.gov.it](http://www.aifa.gov.it).

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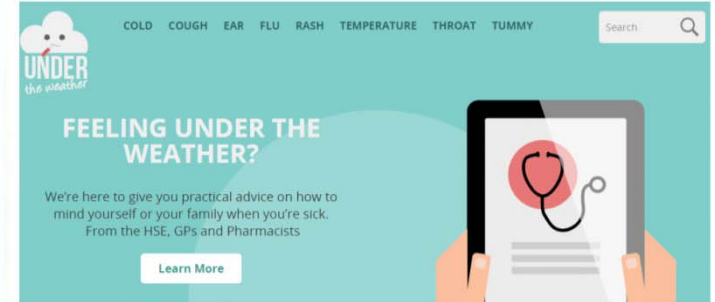
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1 hygiene schritt vor allen infektionen

Die Hände sind die wichtigste Übertragungsroute für Infektionen. Vor jeder Mahlzeit und nach jedem Toilettengang sollten die Hände gründlich gewaschen werden.

Die Hände sollten mindestens 20 Sekunden lang mit Wasser und Seife gewaschen werden.

Die Hände sollten gründlich abgetrocknet werden.

Die Hände sollten nicht mit anderen Personen geteilt werden.

Die Hände sollten nicht in die Augen, Nase oder den Mund gerieben werden.

Die Hände sollten nicht auf Oberflächen gelegt werden.

Die Hände sollten nicht in die Tasche gesteckt werden.

Die Hände sollten nicht in die Haare gerieben werden.

Die Hände sollten nicht in die Kleidung gerieben werden.

Die Hände sollten nicht in die Schuhe gesteckt werden.

Die Hände sollten nicht in die Hosentasche gesteckt werden.

Die Hände sollten nicht in die Jackentasche gesteckt werden.

Die Hände sollten nicht in die Rucksacktasche gesteckt werden.

Die Hände sollten nicht in die Kofferttasche gesteckt werden.

Die Hände sollten nicht in die Koffer tasche gesteckt werden.

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Europäischer Antibiotikaktag

European Antibiotic Awareness Day

European Antibiotic Awareness Day

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**Thank you!**

# EUROPEAN ANTIBIOTIC AWARENESS DAY



A EUROPEAN  
HEALTH INITIATIVE

**18 November 2015**



Website: <http://antibiotic.ecdc.europa.eu>

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