



European Antibiotic Awareness Day

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This presentation



- 1. About European Antibiotic Awareness Day
- 2. EAAD materials
- 3. Planned activities in 2015
- 4. Support from stakeholders
- 5. Forward look How can we collaborate in the future?

What is European Antibiotic Awareness Day

- European Antibiotic Awareness Day is marked across Europe on 18 November
- The campaign builds on successful national campaigns to raise awareness about the threat to human health of antibiotic resistance and communicate about prudent antibiotic use
- EAAD was **launched in 2008** with support from the European Commission, European Parliament, EU Member States and non-governmental health stakeholders across the EU.

Campaign 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.

What is this campaign about?



The campaign aims at promoting prudent use of antibiotics by raising awareness of **everyone's role** in keeping antibiotics effective for future generations.

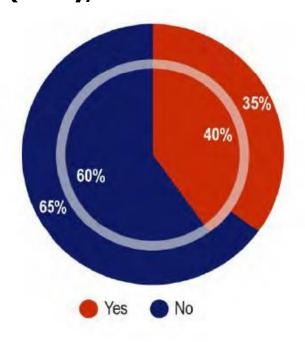
People should be encouraged to always follow their doctor's advice on when and how to use antibiotics in a responsible way and not to use antibiotics for the wrong reasons or incorrectly.

Health professionals have a key role to play:

- in primary care, by ensuring that patients are well informed about when and how to take antibiotics, especially during the winter season;
- in hospitals, by ensuring the correct prescribing, dosage, duration and selection of antibiotics.

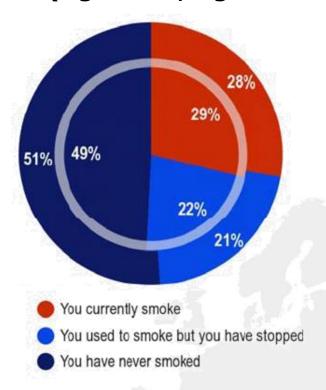
Behaviour of European citizens, 2009-2013 oral antibiotics vs. smoking

Taking antibiotics(orally, in the last 12 months)



Inner pie: 2009 (EB72.5 11-12) Outer pie: 2013 (EB79.4 05-06)

Smoking (cigarettes, cigars or a pipe)



Inner pie: EB72.3 Oct. 2009

Outer pie: EB77.1 Feb.-Mar. 2012

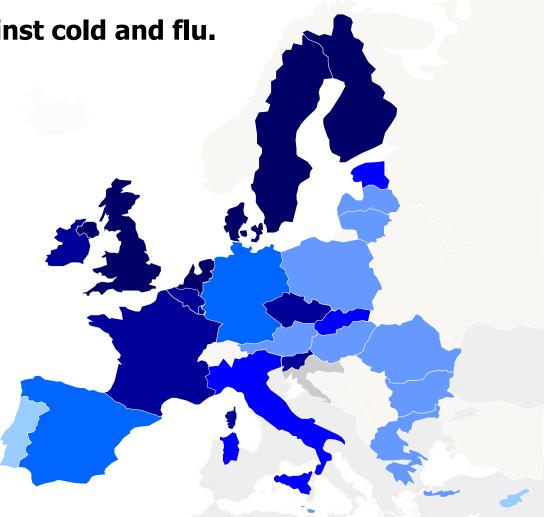
Eurobarometer opinion poll, May-June 2013



Antibiotics are effective against cold and flu. True or false?

% respondents with correct answer (i.e., "false"): 52% (range: 24 – 77%)

- ≥ 70%
- 60 69%
- 50 59%
- 40 49%
- 30 39%
- <30%



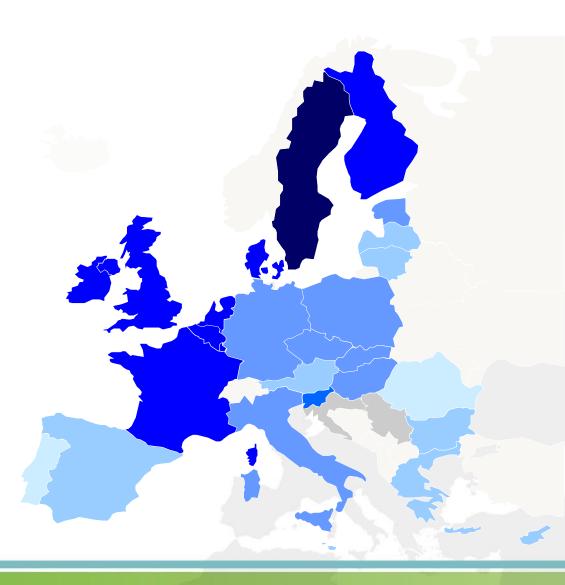
Eurobarometer opinion poll, May-June 2013



Antibiotics kill viruses. True or false?

% respondents with correct answer (i.e., "false"): 40% (range: 15 – 74%)

- ≥70%
- 60 69%
- 50 59%
- 40 49%
- 30 39%
- 20 29%
- <20%



European Antibiotic Awareness Day, 2008-2015

| 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 Social media guidance |
| | 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 |
| | Training module and pilot course |
| 2014 | Revised toolkit for the general public on self-medication with antibiotics |
| | New Zealand becomes a partner |

European Twitter chat

2015

Global Twitter conversation

Participation in the first WAAW



A European Health Initiative









GET WELL WITHOUT ANTIBIOTICS



For more information, visit antibiotic.ecdc.europa.eu

EAAD toolbox





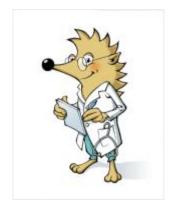




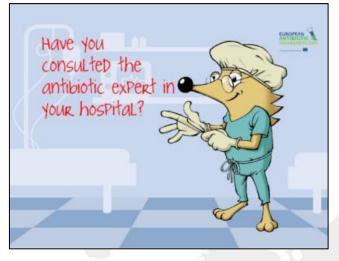


Target antibiotic therapy











Toolkit on self-medication with antibiotics



- Key messages
- Template letters to pharmacists and primary care prescribers
- Posters
- Animation
- Visual for pharmacy bag



granted to all non-profit organizations and healthcare associations as well as all European

ECDC contribution to EAAD in 2015



2015

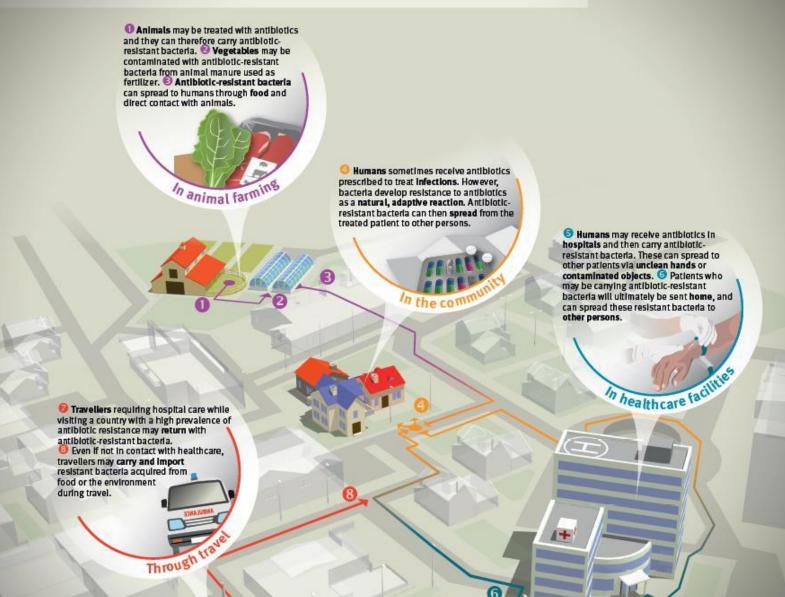
- EAAD will consolidate its work, and providing related tools, to raise awareness about the risks linked with self-medication with antibiotics.
- Map awareness raising initiatives on prudent use of antibiotics (other than EAAD)
- Promote a pledge to use antibiotics wisely (video) from countries, partners and stakeholders for social media use & promotion
- Other:
- Translate animation
- Infographic on AMR and animation
- expanding the self-medication toolkit with WHO/Europe
- Work with global partners and WAAW



How does antibiotic resistance spread?

Antibiotic resistance is the ability of bacteria to combat the action of one or more antibiotics. Humans and animals do not become resistant to antibiotic treatments, but bacteria carried by humans and animals can.





ECDC contribution to EAAD in 2016/2017



2016

- Launch of the new elements of the self-medication toolkit
- Develop a revised toolkit for hospitals/hospital prescribers.
 Reducing the duration of antibiotic therapy could be an objective.
 The antibiotic stewardship indicators of TATFAR could be used.
- Note: The final results from the ARNA project will be available at some point in 2016.
- Work closely with WHO/Europe in support of the global activities

2017

- Launch of the revised toolkit for hospitals/hospital prescribers
- Note: The results of the 2nd ECDC point prevalence survey (PPS) in European acute care hospitals will only be available at the end of 2018.

EAAD video pledge



- Objective: promote prudent antibiotic use by identifying concrete examples of commitment to fight AMR
- Video answering the question, "What is your organisation's contribution to fighting antibiotic resistance"?
- As short as possible (30 secs to 1 min max).
- To be made public on the 18 November in connection with the EAAD Global Twitter chat and during World Antibiotic Awareness Week.
- Channel: Social media. It can be posted by national social media channels or by ECDC using the hashtag #EAAD.

EU-Level Launch event



- In Brussels on the 16 November, from 13.00 to 16.00
- Residence Palace, in Rue de la Loi 155
- On the day, ECDC will launch the latest EU-wide data on antibiotic resistance and consumption, as well as the results of the EuSCAPE project.
- Other speakers from EC (SANTE), WHO/Europe and US CDC
- Possibility to share a "pledge" as part of the programme.

Social media activities – 18 November



- > Global Twitter chat (all day 18 Nov)
- ➤ European Joint Twitter chat (18 Nov, 13.00-15.00, time TBD)

To engage in ECDC activities:

- EAAD Facebook page (http://facebook.com/EAAD.EU):
 - please share on the Facebook page your campaign materials and news about your campaign
- EAAD Twitter account (http://twitter.com/EAAD_EU):
 - please re-tweet our tweets with hashtags #EAAD and (Global hashtag
 TBD)
 - use #EAAD and (Global hashtag TBD) Day to tweet about your pledge, statements, activities ongoing

EAAD website: new homepage 2015

→ View all related news

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- Dynamic home page with regularly updated content throughout the year
- Integrating social media
- National websites, campaign materials and news presented on the EAAD homepage
- Regular updates will be in English and the rest will be in the relevant language



World Antibiotic Awareness Week



Campaign name and branding

'Antibiotics: Handle with care'

Antibiotics are a precious resource that we cannot continue to take for granted.

Without urgent action, the world is headed for a 'post-antibiotic era' in which common infections and minor injuries which have been treatable for decades can once again kill, and the benefits of advanced medical treatments such as chemotherapy and major surgery will be lost.

The theme of the campaign 'Antibiotics: Handle with care' speaks to the need for everyone, everywhere to play their part in preserving the effectiveness of antibiotics.



http://www.who.int/mediacentre/events/2015/world-antibiotic-awareness-week/en/

Several ways for you/your organisation to contribute to EAAD in 2015



- 1. Attending the press event in Brussels on 16 November
- 2. Shooting a video pledge
- 3. Promoting EAAD among your national member organisations
- Promoting participation for the Global Twitter conversation and European Twitter chat on your social media accounts on 18 November
- 5. Re-tweeting and sharing messages posted by ECDC on Facebook before EAAD that are relevant to you
- 6. Adding a banner on your website & communicating via your organisation's newsletter

Expectations and forward look: 2015 and onwards



- What should EAAD look like in the future?
- Would you like to be more involved?
- In which additional ways can we collaborate?

Thank you!





18 November 2015



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

Facebook: EAAD.EU

Twitter: @EAAD EU (#EAAD)